



LS Retail for Electronics



LS RETAIL

In the fast changing world of consumer electronics do you have the right products in the right place to satisfy demanding customers and maximize sales?

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Fast pace advancement in the world of technology make consumer electronics retailing one of the most challenging segments of Specialty Retail. With store formats around the globe ranging from small phone stores to tight airport outlets to large electronics and appliance superstores, electronics retailers are all faced with meeting high customer expectations and utilization of space to provide the right product mix in a climate of rapidly changing product design and configuration. It is of strategic, primary importance for electronics retailers to differentiate themselves on high customer service levels while maintaining strict control of inventory and store stock assortment to maximize customer retention, sales and profitability.

A growing number of leading retailers across the world in this competitive environment have realized significant business process improvements and differentiation to be gained through LS Retail's electronics solution. It seamlessly ties back office functionality and point of sale efficiency into a single organizational system and transparent repository for managing better business results. Continued customer driven enhancements in LS Retail 2009 bring further electronics retail benefits like Special Orders, improved Automatic Replenishment and continued development of InStore Management and LS Retail base modules including Point of Sale (POS), all seamlessly integrated for retail on the market leading Microsoft Dynamics NAV platform. For example Automatic Replenishment and Special Orders grant electronics retailers flexible control over costly inventory management and stock levels. Automated replenishment allows head office control based on management rules to optimize stock levels and product availability. Special ordering allows better customer service right from POS by enabling product not in store to be drawn and shipped from the warehouse or direct from manufacturer. The solution further provides for customization of product specifications and cross selling of service plans that enhance employee productivity and customer satisfaction.

LS Retail – Electronics Industry Benefits

From small store formats to superstores, electronics retail challenges are met, including:

- Increased visibility of business data, controlled communication between head office and stores, fast response to changes in the market and business
- Supporting store management and maximizing sales with centralized, integrated and automated processes
- Real time sales and stock level information
- Enhanced management visibility and increased business agility
- Improved customer service and employee productivity and satisfaction

And business process improvement is gained with:

- Foundational Microsoft ERP to run financials, sales, purchasing, inventory, and customer management functions
- Seamless integration with LS Retail solutions to run POS, store management, pricing, merchandising, replenishment and so on.
- Single integrated retail system for electronics retailers based upon Microsoft standard tools guaranteeing rapid adoption, low cost of ownership and enhanced staff productivity
- Deep retail specific functionality for electronics retailers such as in-store management, special orders, open to buy, automatic replenishment, store and item grouping, master data management etc.



LS Retail – Electronics Industry – Proven Benefits

As experienced by electronics retailers around the world, benefits realized through LS Retail solutions produce breakthrough operational performance results including:

- **Net increase of ROI**, approximately 30% over the implementation and operating cost of alternate platforms
- **Integrated handling** of sales processes and accounting from the store to head office
- **Improved customer service** – centralized delivery scheduling system and stock management ensures accuracy of information provided to customer improving customer service, satisfaction and retention
- **Streamlined financial processes** cut month end closing from one week to one day
- **Reduction/redeployment** of employees in accounting doing manual processes
- **Reduction of operating costs** through better management control
- **Integrated handling** of stores and warehouses improves stock management and reduces inventory costs
- **Increased business visibility and agility** – faster management and operational decision making enhances agility in responding to market dynamics

HIGHLIGHTS:

- Dynamic Merchandise / Item Hierarchy Level
- Open-to-Buy
- Special Orders
- Serial No. Tracking
- Campaign and Offer Management
- Loyalty Schemes
- Advanced POS Functionality
- Item Cross Selling
- Item Configuration
- Item Finder
- POS Dynamic Interface, Design on the Fly
- Simple Processes at the POS
- Creation of Customers on the POS

About LS Retail

LS Retail is the leading provider of end-to-end solutions for the Retail and Hospitality industry based on Microsoft Dynamics technology.

LS Retail is sold and supported by more than 120 certified partners in over 60 countries, which makes it possible to deploy LS Retail on a worldwide scale. This is probably the largest existing channel for a vertical Microsoft Dynamics add-on product. All our partners are certified and have undertaken advanced training on LS Retail NAV.

LS Retail is a 2009 Inner Circle and President's Club for Microsoft Dynamics® member and Microsoft Dynamics ISV Partner of the Year for Western Europe 2009.

LS Retail has been installed by more than 1.500 companies with 27.000 stores operating over 55.000 POS terminals worldwide. Among many satisfied users of our solutions are: adidas, Kiddicare UK, Dobbies Garden Centres, Dreams, Rivoli Group, aswaaq, Popular Bookstores, Pizza Hut, IKEA, SPAR Belgium, HDS, ABRL Group, Disney Artist Shops, Uninor, Gallo Retail, Inc., Bodycare International, APC Japan, Baltika Group, Cili Pizza, Elie Saab, Wind Italy and many more.

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For further information on LS Retail solutions and certified LS Retail partners, please visit www.LSRetail.com