

GET FAMILIAR WITH THE PAYMENT CARD INDUSTRY DATA SECURITY STANDARD (PCI)



The Payment Card Industry Data Security Standard (PCI DSS) is a multifaceted security standard that includes requirements for security management,

policies, procedures, network architecture, software design and other critical protective measures. This comprehensive standard is intended to help businesses proactively protect customer account data.

You may be in violation of PCI DSS if you are using an old version of POS software that improperly handles prohibited data or if you have a network that is not secure. A critical part in complying with this security standard is to adequately protect, maintain, and upgrade the software on your POS system as a necessary to maintain PCI DSS compliance.

With the rise of sophisticated security attacks, adhering to the PCI DSS is your best protection against data theft. While PCI compliance concerns everyone in the payment processing industry, it is ultimately the merchant who will be held responsible in the event of a security breach of customers' account data.



Fines, the costs of forensic audits, downtime and lawsuits caused by card data theft can destroy a merchant's business. Fines for even small card data losses may amount to \$50,000 or more.

These fines and audit fees are imposed by Visa, MasterCard, American Express, and other card associations. Businesses may also be subject to federal or state laws that regulate the storage of sensitive credit card data. In most cases, simply upgrading to the latest version of POS software that properly

handles card data will dramatically increase the security of your customer data and reduce your liability.

This set of comprehensive requirements for enhancing payment account data security, were developed by the founding payment brands of the PCI Security Standards Council, including American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa Inc., to help facilitate the broad adoption of consistent data security measures on a global basis.

For more information on the PCI DSS, please visit the PCI Security Standards Council web site at www.pcisecuritystandards.org.

Microsoft Dynamics RMS help with PCI compliance? Find out more in the July issue of the Retail Optimizer.

Microsoft Dynamics RMS help with PCI compliance? Find out more in the July issue of the Retail Optimizer.

5 Ways You can use your POS Software to Improve Customer Service



by Jeff Haefner,
Point of Sale Software Buyers Guide

Number 1: Tie your Caller ID to your customer's profile, so by the second ring you know the customer's name, location, last 10 purchases and more... The customer will probably hang up the phone (after your conversation) wondering how you remembered or how you quickly found this information about them.

Number 2: Store personal information about your customers – This can allow you to give a special personal touch. When you can show concern about what matters to your customer, that's Business to Customer Loyalty and you can bet on it that you've just acquired a customer for life.

Number 3: Take customer returns without the receipt by teaching your employees how to call up digital copies of receipts from past purchases. If you handle your return policies properly, you might even turn a customer that bought a defective item into one of your MOST loyal customers!

Number 4: Quickly check pricing and stock levels. A simple way to serve your customers faster is to teach your employees to check product information in your POS system.

Number 5: Check special orders / layaways. Using your POS System, you can simply punch in the customer's name or phone number and check the status of the special



Get Familiar with the Payment Card Industry Data Security Standard (PCI)
Page 1



5 Ways you can Use your POS Software to Improve Customer Service
Page 1



Product Spotlights
Page 2



Meet Our Staff
Get to know Alex
Page 2

MICROSOFT DYNAMICS RMS: SERVICE PACK 2 IS NOW AVAILABLE!

Microsoft Dynamics™ Retail Management System 2.0 Service Pack 2 is cumulative and contains all fixes that were included in Service Pack 1 and hotfixes released since Service Pack 1.

New features have been added in this release that will help you become compliant with the Payment Card Industry (PCI) Data Security Standard. Some of these include password policy management, audit logging, and improved encryption of payment data.

If you require assistance with Service Pack 2, please contact Mollie at 1-800-513-5917 ext. 106.



PRODUCT
SPOTLIGHT



PRODUCT
SPOTLIGHT

THE PROPER WAY TO CLOSE OUT THE REGISTER IN RETAIL PRO

By: Alex Romero

Retail pro version 8 allows you to close out the Sales register at the end of each day. Many people don't understand the differences between an X out and a Z out and more importantly that they need to ensure that their cashiers use the z-out function at the end of each day. Let's start by differentiating the X out and Z out.

The X out and Z out are both reports that show all sales related information for a certain time period. The key difference between the two is that the Zout allows you to count the drawer, and when entered properly, the Z out will calculate the overage and shortage of the drawer. Furthermore, the Z out gets recorded in the system polled to the main so that it can be reviewed at a later time. The X out does not leave any record.

Why is this important? One main advantage is that the currency counter in the Z out is very helpful in counting all of the money in the drawer quickly, accurately, and efficiently. It helps the cashier count the amount of bills and coins rather than having to use a calculator and adding up the currency themselves. The second and more important advantage is that it keeps the cashiers more honest.

If a cashier is able to run an xout he/she will be able to know exactly how much money is suppose to be in the drawer at the end of the day. Once they run the Z out they can make the drawer match exactly and the excess (if any) will never show up on any document. The Z out creates a document that can be reviewed. If the cashier is not allowed to run a Z out then they must blindly count the money and the system will document the shortage/overage for that day.

BETTER INVENTORY MANAGEMENT IN MICROSOFT RMS

Below is a list of tips to help you more efficiently manage your inventory in Microsoft RMS.

- As a best practice, before entering or importing items, setup an organized department and category structure for reporting and inventory management.
- Inactivate items instead of deleting them to maintain historical accuracy and reporting.
- When using Headquarters, be sure all new items are created at Headquarters and then downloaded to the stores using Worksheet 250 or 260. Also use the custom security options to disable Store Operations users' ability to create new Centrally Maintained Data.
- For three decimal point pricing, setup the item as a Gasoline type.
- For items that are sold individually as well as packaged, setup a Parent/Child relationship.



Meet the Staff at Retail Technology Experts

Alex Romero

Senior Retail Pro and RMS Implementation and Support Specialist

Alex Romero has been a part of the Retail Technology Experts team for more than 5 years. As a Senior Retail Pro and RMS Implementation and Support Specialist, he provides superior training and support for our customers in both English and Spanish.



He enjoys assisting our customers and plans to continue providing excellent service in the future by

learning even more about our products.

Alex is a Microsoft Certified Systems Engineer, is certified in Retail Pro and Microsoft RMS, and holds an AA/AS degree from Miami Dade College. In his spare time, he enjoys spending time with his wife and three children.

Contact Alex

Phone: 1-800-513-5917 ext. 141

Email: AlexR@RetailTechnologyExperts.com

RETAIL OPTIMIZER

Editor/Design: Laura Gonzalez

305.231.0000 x124

LauraG@RetailTechnologyExperts.com