

HOW MICROSOFT DYNAMICS RMS CAN HELP WITH PCI COMPLIANCE



If you accept credit card payments in your store, you are required to comply with the Payment Card Industry (PCI) Data Security Standard. This standard has been adopted by most major card brands. It sets out twelve requirements that merchants must meet in order to protect cardholder information.

Microsoft also strongly recommends implementing Microsoft Dynamics RMS into a secure environment and according to the recommendations in this document. Keep in mind that the use of Microsoft Dynamics RMS alone is not enough to comply with the PCI Data Security Standard.



In order to help our users comply with the PCI Data Security Standard, and in order to pass the PCI audit, Microsoft implemented the following features and security measures in Microsoft Dynamics RMS:

- Full magnetic stripe or CVV2 data is not retained. Beyond the time they have the customer's actual card in hand, store employees do not ever have access to customer card numbers.
- Cardholder information that was stored by previous releases of Microsoft Dynamics RMS is securely deleted when the database is upgraded to the latest release.
- Encryption keys can be replaced regularly, and old keys are not retained.
- Microsoft Dynamics RMS allows you to create a unique user account (employee ID and password) for each employee of the store. An employee cannot use Microsoft Dynamics RMS without a user account.
- Microsoft Dynamics RMS maintains event logs that

record each time an employee logs on to Microsoft Dynamics; cashier creation, deletion, and security rights changes; and transaction access, settlement, printing, and deletion from the store database.

- Microsoft Dynamics RMS was developed using industry best practices, with emphasis on information security throughout the development lifecycle, and according to Microsoft's rigorous internal security guidelines.

- Microsoft Dynamics RMS and its component software were thoroughly tested for known security vulnerabilities. As new vulnerabilities are discovered, Microsoft is committed to responding promptly with security patches, upgrades, or other solutions.

- Microsoft Dynamics RMS does not provide Internet access to stored cardholder data, and it does not require placement of the store database either on a Web server or in the "demilitarized zone" (DMZ) with the Web server.

- Microsoft Dynamics RMS does not enable remote access.

- Transmissions of cardholder data over public networks and the Internet are encrypted using Secure Sockets Layer (SSL) 128-bit safeguards

- Microsoft Dynamics RMS does not allow users to view card numbers or to send cardholder information via e-mail messages.

In order to be fully compliant with PCI, we recommend utilizing Microsoft Dynamics RMS Version 2.0 with Service Pack 2 which was recently released and includes features that will help you become PCI compliant.

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

6 Tips to speed up Check-outs at the Point of Sale



By Jeff Haefner,
Point of Sale Software Buyers Guide

Tip 1: Use "Good" Bar Code Scanners
Bar code scanners allow you to check items MUCH faster and more accurately at the point of sale than if you type the SKU number on a keyboard.

Tip 2: Use New Technology to Speed Up Your Credit Card Authorizations
With credit card processing that's integrated with your point of sale software and a broadband Internet connection, you can process credit cards in as little as two seconds!

Tip 3: Consider Touch Screens
Touch screens allow the mouse cursor to be controlled by touching the screen with your finger instead. Transmit your purchase orders electronically.

Tip 4: Consider a Mouseless POS and Set up Hot Keys
Using the mouse will invariably make your point of sale slower. It's much faster to use the keyboard or a touch screen monitor to complete transactions and ring sales.

Tip 5: Use "Easy to Load" Receipt Printers
Purchase a receipt printer that allows you to quickly and easily change paper rolls.

Tip 6: Choose Reliable Hardware and Software
Many retailers choose the cheapest keyboards, printers, scanners, computers and software that they can find. It is highly recommend to purchase quality hardware and software at the point of sale.



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ANNOUNCING THE 2008 GLOBAL RETAIL PRO USER CONFERENCE

When: September 14, 2008 - September 16, 2008

Where: Hard Rock Hotel San Diego

What to Expect in 2008: Retail Pro will deliver an exciting, educational, and eye-opening conference in 2008.

Here are some top reasons you should attend:

- Retail Pro will be providing product rich sessions to further understand the full functionality and capability of the software
- An excellent time to network with business partners, other customers, and vendors spanning across the globe - a networking goldmine!
- Sessions led by Industry Leading Retail Speakers
- Expanded tradeshow floor room featuring technology-based, value-added solutions to help enhance and extend your Retail Pro investment
- Retail Pro executives and staff will be available in one location to listen to your organization's needs, answer questions, and provide product demonstrations
- Sessions led by large and small customers who depend on Retail Pro everyday

To register, visit www.retailpro.com/2008uc



Meet the Staff at Retail Technology Experts

Fernando Perez

Senior Retail Pro and RMS Implementation and Support Specialist



Fernando Perez joined the Retail Technology Experts team over five years ago and is a Retail Pro and RMS Trainer and Implementation Specialist. Fernando speaks both English and Spanish and enjoys making a difference in customer's business operations by helping clients tweak their POS system and finding solutions to their unique challenges.

Although all of our clients are retailers, they each need specialized knowledge and reports that will allow them to run their stores more effectively.

Fernando holds degrees in Economics and Business Administration from DePaul University. In the future, he plans to obtain Retail Pro 9 certification as well as SQL Server 2005 certification. Fernando enjoys spending his spare time with his wife and two daughters.

Contact Fernando

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PRINTING CUSTOMER MAILING LABELS FROM YOUR RETAIL PRO CUSTOMER SCREEN

Most Retail Pro users print merchandise labels, or shelf labels, using a 2 by 1 sticky tag on a barcode printer such as the Zebra 2824 or 2844. This tag size can also be used to print a customer mailing label when you do your marketing mailers. Here's how to do it:

- On the Retail Pro workstation with the label printer, go to Options - Workstation Preferences
- Select PRINTING on the tree on the left side, then set the printing area to CUSTOMERTAGS
- Check mark the ACTIVE box on the label printer (ie Zebra LP2844) and select a DESIGN and PAPER SIZE (ie 2.25 by 1.25)
- On the bottom section ALLOW CHANGE AT TIME OF PRINTING, check mark PREVIEW, this will enable you to print preview your labels before they actually print.
- Click on SAVE on the right side menu to save your changes.
- Navigate to the Customer area by selecting POS CUSTOMERS
- If the PRINT LABELS button is not on your side menu, add it with MENU DESIGNER
- If you are doing a regular mailer, you only want to print labels for customers that have valid addresses, so go to FILTERED VIEW and set your filter the following way:
 - First click CLEAR ALL to start a filter from scratch
 - In the STREET ADDRESS, type two quotation marks ("") and change INCLUDE to EXCLUDE - this will exclude all customer records that do not have an entry in the STREET ADDRESS field.
 - Do the same in the CITY, STATE field (set two quotation marks and change INCLUDE to EXCLUDE) - this will exclude all customer records that do not have an entry in the CITY, STATE field.
 - Click OK to run your filter; you should only see customers with entries in STREET ADDRESS and CITY, STATE.
 - Click on PRINT LABELS and select ALL LISTED RECORDS in the PRINT area, leave COPIES at "1"
 - Here is where you can click on the PREVIEW button first, to see how those mailing labels will print.
 - If you are satisfied with how these labels will print, go back to PRINT LABELS, set ALL LISTED RECORDS and this time click on the PRINT button; your mailing labels will print on your tag printer.

Retail Pro's Document Designer gives you the ability to create your own custom mailing labels. Call RTE tech support if you need assistance setting this up.



SETTING UP ELECTRONIC DRAFT CAPTURE (EDC)

Below are a list of tips for setting up and using Electronic Draft Capture in Microsoft RMS. Retail Technology Experts can assist you in this setup and testing.

- Be sure to mark the Verify via EDC checkbox for Credit & Debit cards! There is no way to recover the lost credit card sales if this is unmarked when no approvals are received.
- Test your set up. After setup, be sure to do a test a transaction (ex:\$1.00) and settlement to ensure there are no errors. If you are using debit card, be sure to test a debit card transaction and settlement too.
- Debit Card problems? Make sure you've entered the correct Sharing Group value in the EDC configuration. Check with your bank to ensure the proper Sharing Group value is being used.



- Settle up nightly. Remember to settle the EDC batch nightly after the store has closed. Settlement must be completed before the merchant can receive their funds.
- Handling "Technical Errors". If on settlement you get a "Technical Error", take the last 4 digits of the credit card plus the approval code from the Electronic Draft Capture Detailed Report, and call the bank for manual settlement or troubleshooting.
- Use unique merchant accounts for multiple locations. When installing Store Operations at multiple locations, make sure you obtain and setup unique merchant accounts.
- New with V2 of Retail Management System, Address Verification System (AVS): Cashiers can now record customer address information when manually entering credit card data. This could reduce the fees charged by the acquiring bank.



RETAIL TECHNOLOGY EXPERTS NAMED TO 2008 MICROSOFT DYNAMICS PRESIDENT'S CLUB

Microsoft Honors Retail Technology Experts for Outstanding Customer Commitment and Sales Achievement

Retail Technology Experts has been named to the 2008 Microsoft Dynamics President's Club, receiving recognition from Microsoft Corporation for its dedicated commitment to customers. This honor reflects Retail Technology Experts success in extending the Microsoft Dynamics platform to drive business advantages in companies worldwide.

This recognition came during the Microsoft Worldwide Partner Conference 2008 in Houston. The elite club recognizes the top 5 percent of Microsoft Business Solutions partners worldwide and their constant dedication to delivering solutions that meet their customers' unique needs, active pursuit of product and technological advancement, and impressive sales performance.

"Microsoft is proud to congratulate Retail Technology Experts on being named to this year's Microsoft Dynamics President's Club," said Doug Kennedy, vice president, Microsoft Dynamics Partners. "Retail Technology Experts not only has demonstrated a high level of product expertise, but also has provided a superior level of service and commitment to our Microsoft Dynamics customers, ultimately contributing to the overall success of Microsoft Dynamics and companies worldwide."

Retail Technology Experts specializes in Microsoft Dynamics RMS and works closely with the teams at Microsoft to maintain a comprehensive understanding of the Microsoft Dynamics platform. This knowledge, combined with a deep understanding of customers' business needs and the retail market, enables Retail Technology Experts to help customers leverage the full value of their Microsoft investments and achieve the enhanced customer service, productivity and operational efficiency that promote growth and competitive advantage.

"We feel privileged to be part of the Microsoft Dynamics President's Club," stated Mahendran Ramanathan, President of Retail Technology Experts. "We look forward to a continued successful partnership with Microsoft and to providing the best retail technology solutions to our customers."

RETAIL TECHNOLOGY EXPERTS (RTE), formerly Business Automation Consultants (BAC), with over 17 years of service and expertise in providing Point-Of-Sale (POS) and Inventory Control for retailers, will continue its unmatched retail technology solutions and exemplary customer service in the US, Caribbean and Latin America. Its future business development growth is in fulfilling the increasing needs of today's retailers and their demands for tomorrow, increasing their operation and production

**2008 Microsoft Dynamics™
President's Club Member**

SAVE TIME AND MONEY WITH MERCURY PAYMENT SYSTEMS' SMART PAYMENT PROCESSING



Mercury Payment Systems provides merchants with integrated transaction processing that simplifies the payment process and enhances customer satisfaction. Mercury is directly integrated with Microsoft RMS systems creating a unique advantage for Microsoft RMS customers. With Mercury, merchants enjoy an affordable solution for hassle-free, reliable transaction processing.

Why use integrated processing?

Mercury's payment processing software is built into Microsoft RMS systems. There is no need to purchase additional software. Merchants save money by having direct access to payment processing without using a third party payment processor and paying additional gateway fees. Also, there is no additional hardware to purchase and support such as stand-beside credit card terminals.

Merchants using a point-of-sale (POS) system that is separate from the credit card terminal understand the headaches and wasted time spent reconciling credit card sales at the end of each day. Without an integrated system, a sale must be entered in the POS and swiped through the terminal. This creates two separate sales slips and two different daily sales totals. Integrated payment processing solves this problem. It generates one sales slip, and eliminates the need for tedious reconciliation.

Additionally, using an integrated system reduces the customer's check out time, increasing customer satisfaction. The purchase only has to be entered in one location. And, with a high-speed internet connection, a credit/debit card authorization only takes 2-3 seconds.

Why use Mercury?

With the Mercury and Microsoft RMS partnership, payment processing is a breeze. Mercury technical support representatives have in-depth knowledge of Microsoft RMS systems. This expertise makes troubleshooting and resolution efficient. Merchants avoid the aggravation of trying to get help from a payment processor that knows nothing about their system. And, Mercury's free, live support is available 24/7.

Mercury's free gift card processing is a great advantage for merchants with a gift card program. MercuryGift™ transactions are free. There are no monthly fees or maintenance costs. And, with 100 free cards to start, merchants can try the program with no commitment. Merchants can choose from a variety of packages and card designs to suit their needs. Merchants with multiple locations enjoy the ease of cross-store gift transactions with ACH funds transfers.

Mercury offers real-time transaction reporting and daily deposit details through the free web portal. Transaction reporting makes it simple to see if a card was run twice, if a refund was issued correctly, and many other daily transaction inquiries.

With Mercury, merchants never have to worry about authorization outages that can bring sales to a standstill. If the authorization network experiences an outage, Mercury stands-in and takes responsibility for all transactions within the floor limit so merchants continue processing without interruption.

The many advantages and reliability of Mercury's integrated solution make it the perfect payment processor for Microsoft RMS customers. For more information about Mercury, or to enroll, contact your Microsoft RMS dealer today.

RETAIL OPTIMIZER

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