

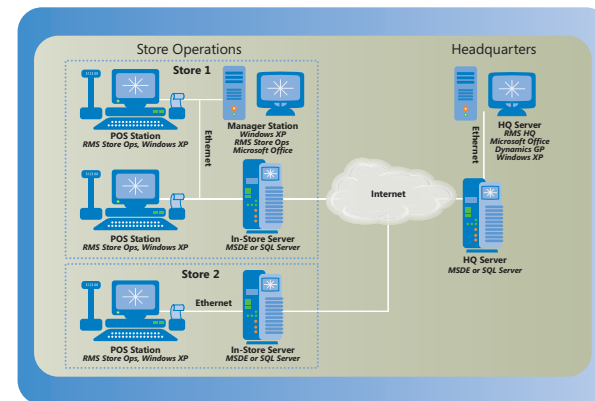


- With the help of a Microsoft partner and third-party applications, smoothly integrate Web sales from multiple sites.
- Use the Microsoft Retail Management System Store Operations POS as a data collector for back-end Enterprise Resource Planning (ERP) or Customer Relationship Management (CRM) applications.
- Work with a Microsoft partner to set up your system to enable PDA and mobile/wireless stations.
- Ship and track orders online.

Expand economically

Microsoft Retail Management System Store Operations conforms to the way you sell and work by providing you with the information tools that retail blockbusters use—customer purchase histories, electronic receipts, gift certificate tracking, and more. With the help of a Microsoft partner, you can enhance your solution to include business-to-business, e-commerce, and CRM/ERP connectivity. And as your business grows, you can add new lanes or stores to your system with minimal disruptions to retail service—Store Operations offers a common POS platform that spans single or multi-store locations. You can start with basic POS functionality, and then tap into a broad set of retail management tools, or add Microsoft Retail Management System Headquarters as your business requirements change.

Easily set up all the information for new items.



A typical deployment of Microsoft Retail Management System in a two-store scenario—one store with multiple lanes. A local area network (LAN) connects Store Operations installations across checkout lanes or POS stations within the store, and an Internet connection connects the stores to a head office running Headquarters.

System requirements and other information

System Requirements Use any PC-compatible system running Microsoft Windows® XP Home or Professional with Service Pack 2 or later, Windows 2000 with Service Pack 4 or later, Windows Embedded for Point of Service (Store Operations only) or Windows Server 2003 with Service Pack 1 or later. It is recommended the system have a Pentium 500-MHz or faster processor, 50 MB of available hard disk space, and 256 MB or more of RAM.

Purchasing and Installation A Microsoft partner will work with you to purchase and install Microsoft Retail Management System. Microsoft partners are trained professionals who have retail industry experience. They are certified to sell and install the system.

Training Based on feedback from customers and partners, basic training for cashiers and employees takes anywhere from 15 to 30 minutes. Additional training options are available through your Microsoft partner as well as interactive eCourses available through Microsoft.

Technical Support An optional support package is available to give you access to Web- and phone-based technical support from Microsoft and free software upgrades for the first year of ownership.

Microsoft Retail Management System

Designed for independent retailers—like you. For more information, visit our Web site at: www.microsoft.com/msrms or contact your Microsoft partner.



RETAIL MANAGEMENT SYSTEM

Sporting Goods Retailers

Peak Performance for Sporting Goods Retailers: MICROSOFT RETAIL MANAGEMENT SYSTEM

To keep your sporting goods business in top condition, you need inventory that's lean and moving fast, cost-effective relationships with suppliers and distributors, and the ability to connect business information and quickly identify sales trends. Just as important, you need the power to serve customers according to their needs—whether you're processing transactions at top speed or responding to special requests for orders. But you need to keep the focus on what's important—your business—and not on learning new software or worrying about technology.

Microsoft® Retail Management System gives you the momentum you need to help you compete effectively. Easy to install and use, this flexible, affordable solution lets you keep the focus on what you do best. Microsoft Retail Management System is sold as two separate modules, Store Operations and Headquarters, and can be up and running quickly, without disrupting business. It helps you manage all aspects of your inventory with pinpoint accuracy, speed checkout processes, deliver specialized customer service, and keep informed about important aspects of your business.

Just as important, you can adapt Microsoft Retail Management System to meet the needs of your business. Whether you're ringing up layaways, placing back orders for the hottest item on the market, running inventory reports, or sharing data with your favorite accounting application, Microsoft Retail Management System lets you work the way you want.

Meet customer demand with efficient inventory tracking and replenishment

Microsoft Retail Management System equips you to build an inventory system that helps you meet customer demand, and lets you know exactly when to restock critical items and when to drop items that aren't moving. And by supporting such a large range of inventory items—from basketballs to warranties, from clothing to bicycles—all your inventory needs are met.

- Help keep customers and employees happy with fast item lookups.
- More easily track and manage hard goods, soft goods, and non-inventory labor codes.
- Work with matrices in up to three dimensions, such as size, color, and brand.
- Simplify inventory tracking of serialized items with up to three unique serial numbers per item.
- Use aliases to expedite item lookups by supplier part number, UPC, or abbreviated nicknames.
- More easily produce assemblies and kits.
- Manage an unlimited number of inventory items and transactions, including transfers between stores.
- Put items on backorder for future deliveries from the POS.
- Automate calculation for inventory replenishment based on reorder point/restock level or quantity sold.
- Support multiple suppliers for each item.
- Create purchase orders more easily that reflect the matrices you set up within your system.
- Reduce physical inventory counts.

Dept. Code	Name	Qty Sold	Revenue	Profit
125	Bowling	124.00	\$4,848.80	\$1,124.00
150	Soccer	116.00	\$1,506.84	\$499.52
160	Football	41.00	\$1,007.27	\$453.92
140	Recreation	66.00	\$545.91	\$212.36
165	Bicycles	6.00	\$269.96	\$174.96
		7.00	\$179.83	\$98.91

Keep track of how different departments are selling and how profitable they are.

Enhance the customer's shopping experience

Your associates can process even complex transactions more quickly and accurately, and they'll have access to complete customer information that helps them sell more effectively.

Microsoft Retail Management System Store Operations also works with the Microsoft Office System, making it easier to create and deliver communications that connect you with your best customers.

- Capture and show customer contact and demographics on the POS screen.

- Instantly access a complete history of purchases, payments, and account information at the POS.
- Accommodate partial and full account payments.
- Suggest relevant up-sells, sale items, and volume discounts.
- Target your mailings directly to customers' special interests.
- Grant automatic discounts and differential pricing to special customers.
- Reprint electronic receipts to resolve disputes, speed rebates, and verify purchase dates and amounts.
- Serve others while keeping a stalled transaction "on hold."
- Accept multiple tenders, credit cards, coupons, gift vouchers, and foreign currencies.
- Continue to process transactions even when your network is down.
- Build rapport and identify up-sell opportunities using customers' buying histories.
- Leverage customers' buying histories to easily market to their preferences.
- Promote cross-selling and display store announcements with innovative Net Display.
- Handle work orders, backorders, layaways, and quotes.

Streamline and safeguard payment card transactions

Microsoft Retail Management System helps retailers enjoy the benefits of fast, easy, safe and cost-effective card management from day one with streamlined transaction processing that uses integrated payment processing from industry-leading banks such as Chase Paymentech Solutions and Citibank Merchant Services.

- Increase customer satisfaction with faster, safer, more reliable service.
- Streamline card processing by reducing data reentry at the POS.
- Facilitate easier end-of-month reporting and transaction reconciliation.
- Eliminate expensive middleware for credit card processing and online debit support.
- Do away with credit card terminals and dedicated phone lines for transaction processing.
- Process a variety of cards, including MasterCard, VISA, Diners Club/Carte Blanche, American Express, Discover Card, and corporate purchasing and PIN debit cards.
- Security for credit card information handling based on the Payment Card Industry (PCI) Payment Application Best Practices (PABP) guidelines.
- Microsoft Retail Management System also integrates with PCCCharge, ICVerify, and Atomic Authorizer.

Gain better control over employee productivity and reduce theft and shrinkage

Jump-start productivity with a solution that's easy to learn and use, yet lets you maintain tight control over information and inventory to protect data and reduce theft.

- Store Operations installs and sets up easily, and employees can learn basic POS functions in minutes.
- Manage ad hoc commissions and "spiffs."
- Protect your system with security-enhanced user logons.
- Lock out or empower employee's access to sensitive data.
- Automate inventory management to reduce shrinkage.
- View and print daily sales reports and journals at the POS terminal.
- Know which associates sell best. Predict what days and hours to staff up—or cut back.

Item Lookup Code	Description	Quantity	Combiner	Price	Price A	Price B	Price C	Cost	Sale Price	Sale Start Date
15001	Bike Frame - Black	15	0	\$45.00	\$0.00	\$0.00	\$0.00	\$12.00	\$0.00	
15002	27 1/2 Wheel	30	0	\$20.00	\$0.00	\$0.00	\$0.00	\$12.00	\$0.00	
15003	Bike Seal	3	0	\$10.00	\$0.00	\$0.00	\$0.00	\$3.00	\$0.00	

Check availability for customer's specific requests.

Use customizable management tools

Get help managing every aspect of your store with ease and control. Along with automating POS processes and inventory management, Microsoft Retail Management System equips you to set up pricing levels and promotions the way you want and negotiate efficient, cost-effective ordering with your suppliers.

- Configure POS screens to display exactly the information your clerks need.
- Customize receipts and price labels with logos and promotional messages.
- Exploit many flexible pricing structures for mark-ups and discounts.
- Choose from several ways to set up new sales and promotions—fast.
- Streamline buying with ordering levels, best-price suppliers, and automatic POs.
- Make Store Operations wizards do your work. It takes just minutes to input new items, manage inventory, set prices, and perform everyday chores.
- Protect menus and fields with built-in security features based on cashiers' security levels. Data fields can be hidden, view-only, or changeable.

Get quick, comprehensive, flexible reports

Stay on top of performance with accurate, timely data about sales, profitability, inventory, and customers. Know exactly what's selling best, who's buying, and when; decide on a dime what to buy or mark down; and track return on investment for marketing initiatives. Do analysis by department or category.

Microsoft Retail Management System has more than one hundred reports with extensive formatting options so you get the information the way that makes sense to you.

- Easily export Store Operations data to Microsoft Excel for viewing and analysis.
- Generate sales and inventory reports that help make it easy to decide what to buy or mark down.
- Track return on investment from your ads, mailings, promotions, sales, and discounts.
- Preview, print, or export data in multiple formats.
- Filter, hide, sort, and group data as you like it.
- Add logos and graphics for formal reports.
- Drill down to modify the database directly from reports.

Reap the benefits of centralized information and easy connection to other systems

Whether you want to send financial information to your accounting program, generate custom sales reports, or sell through an e-commerce storefront, Microsoft Retail Management System Store Operations can help deliver. Built on the latest Microsoft technologies, this integrated solution keeps information moving smoothly across your entire business and connects easily with other applications, platforms, and peripherals.

- With the help of a Microsoft partner and third-party solutions, Microsoft Retail Management System Store Operations can be integrated with legacy systems, accounting or financial software such as Microsoft Dynamics™ GP, Office Small Business Accounting or Quickbooks, Electronic Draft Capture (EDC), credit card services, and e-commerce storefronts.
- With the help of a Microsoft partner, integrate your business channels—in-store traffic, catalog sales, phone, and e-commerce—to provide a superior customer experience.
- Use EDC and integrate with leading credit card services to help reduce fraud and keyboard errors.