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Solutions Designed for Today's Retailers

Microsoft Dynamics
Retail Management System

Microsoft Dynamics Retail Management System (RMS) is the newest addition to a line of integrated, adaptable business management solutions that enable you and your people to make business decisions with greater confidence. Microsoft Dynamics RMS is ready to adapt by working like and with familiar Microsoft software, automating and streamlining store operations to enhance customer service in a way that helps you drive business success.

Drive Retail Growth with a Flexible, Connected Solution

For retail organizations looking to run operations more efficiently, improve service levels, and make the confident decisions that fuel growth, Microsoft Dynamics™ Retail Management System (RMS) gives you the freedom to run an efficient, customer-focused business. This powerful software package is ideal for specialty retailers with hard goods inventory. It automates point of sale processes and store operations, provides centralized control for multi-store retailers, and works like and with the Microsoft® Office system programs your people already know and use.

Just as important, Microsoft Dynamics RMS is built on a proven Microsoft platform that adapts to meet unique and changing retail needs and integrates readily with other business management solutions. And, at all times, you can count on a rich ecosystem of partner support and robust maintenance options that help ensure lower cost of ownership.
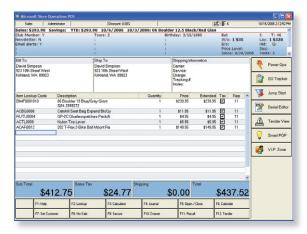
Microsoft Dynamics RMS Store Operations

Microsoft Dynamics RMS Store Operations delivers a complete retail solution that can be run as a stand-alone application in individual stores, as well as connected to the head office using Microsoft Dynamics RMS Headquarters.

- Streamline business operations, including inventory, supplier management, and POS processes.
- Save time and money by integrating credit and debit card transactions at the POS.
- Make informed decisions with accurate data and powerful reporting tools.
- Expand easily to multi-store operations.
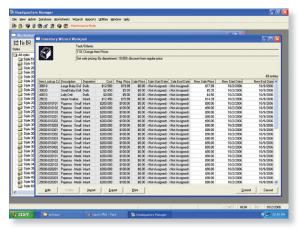- Reduce POS system and operating costs.

Microsoft Dynamics RMS Headquarters

Microsoft Dynamics RMS Headquarters equips multi-store businesses or chains to roll up and manage data for all stores from the head office.

- "Poll" detailed sales and inventory data from multiple Microsoft Dynamics RMS Store Operations installations.
- Manage prices, purchasing, and inventory—chain-wide, by region, or by store.
- Set and monitor policies and procedures for all stores.
- View, analyze, and share information across your entire business.

An intuitive point-of-sale screen helps reduce training time and improve productivity. The screen can be customized by partners and include add-ins to fit verical market requirements.

Headquarters enables business managers to select items to be put on sale at specific stores or across the entire business, and determine when those price changes take effect.

Broad, Deep Functionality That Helps You Take Your Business Forward

Set up and use easily

Microsoft Certified Partners provide expert support and assistance to quickly set up and tailor Microsoft Dynamics RMS to meet your specific retail needs. Employees can learn POS procedures in minutes with built-in wizards and an intuitive user interface. User-defined custom fields allow you to define and track information you want to see about customers, inventory, and suppliers. The system works with your existing computers and OPOS (OLE for POS)–compatible peripherals and with Microsoft Office Excel® and Microsoft Office Word, so you can make full use of existing software and hardware investments without adding costs.

Gain control over inventory and purchasing management

Eliminate manual stock counts and reduce out-of-stocks and overstocks with automated, integrated functionality for tracking and managing inventory using any stock and sales method. Compatible inventory types include standard, serialized, kit, assembly, matrix, lot matrix, voucher, non-inventory (such as services), and weighed. Easy-to-use wizards simplify management of complex, multi-dimensional inventory requirements. Microsoft Dynamics RMS also helps you replenish items efficiently and negotiate lower supplier costs by enabling you to track item movement and supplier histories, quickly generate purchase orders, and add items on the fly. You can also export purchase orders to Office Excel and Office Word for easy customization and viewing in a matrix grid format.
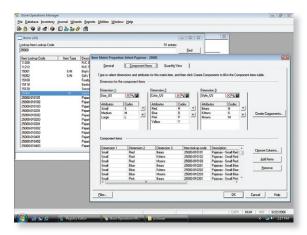
Streamline point-of-sale processes

Work with a customizable POS screen that lets associates check prices, availability, and stock location instantly. They'll be able to access complete customer information; handle multiple tenders and partial payments at checkout; and quickly create and process returns, back orders, sales quotes, work orders, and layaways. Automated processes make it easier to balance multiple tenders efficiently and accurately, helping employees save valuable time. Associates can even clock in and out with built-in time clocks.

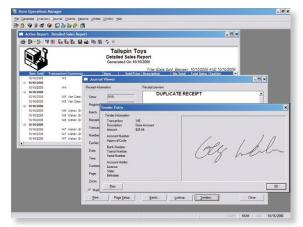### Gain insight into operations and make fast, informed decisions

Access, analyze, and share current, detailed data across your entire business—including multiple store locations—with a wide range of flexible reports. Microsoft Dynamics RMS makes it easy to preview, search, and print daily sales reports and journals by register, batch, and receipt number, as well as close cashier shifts quickly and accurately. You'll be able to identify sales trends in every department or category, evaluate operations and financials, track results from sales and ad campaigns, set and monitor business policies across stores, and more. And with a few clicks, you can export report information directly into Office Excel, XML, CSV, or your e-mail application.

Manage security and protect sensitive information

Help reduce instances of shrinkage, false returns, credit card fraud, and unauthorized discounts. With 31 levels of user security features, managers can control employee access to sensitive data and track returns efficiently. Security for credit card information handling is based on the Payment Card Industry (PCI) Payment Application Best Practices (PABP) guidelines, so your customers' data is safer.

Easily create and modify individual inventory items in a matrix, as well as add or remove dimensions from existing items, and display order attributes.

Powerful, SQL-based reporting functionality lets you drill down to transaction level details using filtering options, access and analyze data from across your entire business, and view consolidated data for every store location.

Keep the Focus on What's Important— Customer Satisfaction and Loyalty

Deliver service that keeps customers coming back

Respond quickly to customer needs with efficient, personalized service that can turn a single purchase into a lasting and profitable customer relationship. Associates can expedite checkouts, target customer preferences to offer up-sells and cross-sells, and implement automatic discounts for frequent shoppers.

Increase sales and cash-in per customer

Microsoft Dynamics RMS offers the tools and information you need to help increase revenues from existing customers. You'll be able to target your marketing efforts based on accurate customer data, including preferences and detailed purchase histories.

- Easily set up discounts, promotions, and sales that keep POS processes running smoothly and increase customer satisfaction.
- Work with flexible pricing structures to offer special pricing to your best customers.
- Drive increased sales with discount functionality, including mixed-case discounts.
- Send targeted mailings with offers and promotions to selected customers.
- Display up-sells so that associates can mention them.
- Collaborate with suppliers to advertise products, promotions, new items, or upcoming events to customers in line with a secondary net display.

Provide fast, accurate, and secure card processing

Facilitate easier reporting and reconciliation of transactions and reduce data re-entry by eliminating the need for separate credit and debit card terminals and associated phone lines. Microsoft Dynamics RMS works with a number of financial institutions to help you provide fast, efficient service to your customers.

- Streamline card processing by reducing data re-entry 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, purchasing and PIN debit cards.

- Help protect credit card information with handling based on the Payment Card Industry (PCI) Payment Application Best Practices (PABP) guidelines.
- Microsoft Dynamics RMS also integrates with PCCharge, ICVerify, and other leading providers.

Connect Your Business and Fuel Productivity

Integration that works for you now and into the future

Rich integration capabilities help eliminate duplicate data entry, connect business information and processes, and protect your existing software and hardware investments.

- Integration with Microsoft Dynamics GP connects retail and financial management for a multi-store network, enabling you to manage store, financial, and inventory operations from a central location. You can eliminate double data entry and gain an extra level of visibility into AR transactions at the individual store level.
- Microsoft Dynamics GP works like and with familiar Microsoft software while delivering integrated, automated functionality that encompasses a wide range of business needs from financial management and HR/payroll to supply chain management and business analytics. This broad, deep solution is designed to help you support the full range of business requirements.
- Make full use of familiar Microsoft Office System applications such as Office Excel and Office Word for data analysis and communications.
- Use Electronic Draft Capture (EDC) and integrate with leading credit card services to reduce fraud and human error.
- Manage accounts receivable in Microsoft Dynamics RMS Store Operations, then trade summary POS data with popular accounting software such as Microsoft Office Small Business Accounting and Intuit QuickBooks (U.S. version).
- Enhance Microsoft Dynamics RMS with add-in functionality, including:
  - eCommerce Solutions
  - PDA and Mobile/Wireless Stations
  - Additional integration to legacy systems, EDC, and credit card services

Support for hardware and peripherals

- Use Microsoft Dynamics RMS with your existing computers and OPOS (OLE for POS)–compatible peripherals.
- Protect your investment with support for next-generation hardware devices.

Complete POS hardware/ software solutions

Microsoft Dynamics RMS provides specialized, no-fuss retail bundles—complete software and hardware packages—tailored for specific needs. By bundling an affordable package of hardware with Microsoft software, it's easier for you to automate your business and manage your store more efficiently.

Choose the affordably priced and dependable HP rp5000 Point of Sale system equipped with Microsoft Dynamics RMS. This powerful combination of retail-ready hardware and software enables retailers to improve operating efficiency and productivity across the board.

Customer Success Story—Kuhlman Company

Selling 13,000 men's and women's clothing and accessory items from a growing chain of 40 stores across the United States had burst the seams of Kuhlman Company's first information technology solution. Busy store staff and managers were often late reporting their hours, sales, inventory, and requests for transferred merchandise. A Microsoft-certified VAR then installed Microsoft Retail Management System (now Microsoft Dynamics RMS) and Microsoft Business Solutions–Great Plains® (now Microsoft Dynamics GP). Today, chain-wide knowledge is immediate. Stores' closing reports are automatic, complete, and available in seconds. Sales and customer data slides into Microsoft Dynamics GP software, and accounting tasks that were once complex and time-consuming are now finished in minutes with much higher accuracy. Standard and customized reports guide decisions with facts, not guesses.

"Managers know what they have, what they can get, how fast, and from where. We see and resolve bottlenecks immediately."
Scott Kuhlman, CEO, Kuhlman & Company

Drive Retail Success Chain-Wide

Multi-store retailers need to manage critical business information across regional chains in expanding geographics, from the point of sale to supply chain, customer, and financial management systems. Costs for implementing and managing a retail solution are significant. Microsoft Dynamics RMS provides a scalable, flexible platform that has enabled thousands of retailers to adapt to mid-market business requirements and drive a lower cost of ownership.

- Retailers can deploy and manage Microsoft Dynamics RMS chain-wide, giving them the visibility and control they need to compete in today's highly competitive retail environment.
- Advanced functionality includes multidimensional inventory management, customized reporting, advanced purchasing, and receivables management.
- Data generated at stores across the retail chain can be integrated with merchandising systems, warehouse systems, and other back-office enterprise systems or portals, including Microsoft SharePoint® Portal Server.
- An extensive catalog of Microsoft Certified Partner add-on solutions—including e-commerce, mobility, business intelligence, merchandising and others—further enhance the investment protection of a solution that can be tailored to suit demanding retail needs.
- Microsoft Dynamics RMS offers integrations to well-known financial packages, including Microsoft Dynamics GP, Microsoft Dynamics AX, and other ERP packages, providing an end-to-end solution with world class support and reliability.
- Retailers can help protect their investment and keep the same software and systems as their business grows into multiple stores and retail channels. As they add customers and products to the system, flexible Microsoft SQL Server™ database technologies can store and manage virtually unlimited amounts of information.

Count on Investment Protection

Invest in your business, not in IT costs, with rich support options

As your business changes and grows, your Microsoft Certified Partner can provide support and assistance with customizing, integrating, and scaling your Microsoft Dynamics RMS solution.

We know retailers can face significant costs after the initial purchase of a retail management solution. Microsoft Dynamics RMS helps minimize those costs with support and maintenance options that help you maximize uptime, adapt to an ever-changing retail environment, and scale with your growing organization.

- The Annual Maintenance Program is a bundled purchase for customers licensing Microsoft Dynamics RMS. The program includes free technical support calls, major feature releases, enhancements to training offerings, and rich online resources.
- In addition to the Annual Maintenance Program purchased with each license sale, there are two additional levels of support available: free business-critical support to help meet emergency system needs, and pay-as-you go Flex Support offerings.

Count on Microsoft

Start a long-lasting relationship backed by one of the world's leading technology providers. Microsoft has a family of connected applications and services for businesses of all sizes, with years of experience delivering business applications and services known worldwide for top quality.

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System Requirements

Built to work on inexpensive personal computers, Microsoft Dynamics RMS can be expanded to operate over local area networks (LANs), keeping operational tasks simple as your business grows.

- Runs with 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 (Microsoft Dynamics RMS Store Operations only), Microsoft Windows Server™ 2003 with Service Pack 1 or later, or Windows Vista™ Business or above.
- Supports POS devices through support of the OPOS (OLE for POS) standard, receipt printers, cash drawers, bar code scanners, and more.
- Ships with Microsoft SQL Server Express to provide built-in investment protection with a database that can grow with your business. Also supports Microsoft Desktop Engine (MSDE) or Microsoft SQL Server.
- Integrates through the Web—via third party applications—with traditional, mobile/wireless, and remote retail systems using XML, HTTP/HTTPS, and TCP/IP.
- Supports Microsoft ActiveX®, XML, and Microsoft .NET technologies to help ensure fast connectivity and data integration across multiple business systems.
- Supports trading partner integration with XML or CSV data export.

About Microsoft Dynamics

Microsoft Dynamics is a line of financial, customer relationship, and supply chain management solutions that help businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

For information about Microsoft Dynamics go to:
www.microsoft.com/dynamics

For more information on
Microsoft Dynamics Retail Management System:
Web site: www.microsoft.com/msrms
Phone: In the United States and Canada, call (888) 477-7989
E-mail: mgpinfo@microsoft.com
Or contact your Microsoft partner.

Microsoft