

Empowering People Through Technology

No industry is changing faster today than retail. In a dynamic, competitive environment, the key to success is your people—engaged, empowered people who have rapid access to real-time information, easy-to-use tools at their fingertips, and a business management solution that helps to connect them with customers, partners, and suppliers.

Increased competition, an evolving global economy, short product life cycles, and rapidly shifting consumer demands are pushing retailers to continually innovate through point-of-service (POS) solutions that capture data at the time and place of service, operational efficiencies, broader consumer outreach, and new services designed to enhance the customer experience. When consumers have more choices than ever, successful differentiation and cost management become vital to long-term profitability.

Redefining the Retail Experience

Retail and hospitality businesses across the world are redefining the way they do business—even rethinking the very idea of the store itself. Retailers are using a new generation of digital technologies—including state-of-the-art embedded operating systems, personal digital assistants (PDAs), smart phones, kiosks, and store-based wireless devices—to recreate the entire retail experience.

The people who work in retail are the key to transforming the relationship between you and your customers. With the right tools, they can create compelling, personalized customer experiences that inspire purchasing decisions and maximize revenue from each shopping trip. Give your people the insight, connectivity, and tools they need with Microsoft Dynamics™ AX.

Microsoft Dynamics AX is an end-to-end business management solution that integrates POS systems, inventory management, pricing and promotions, and supply chain execution with enterprise functionality such as financial, human resources, and business intelligence capabilities. The solution can help retailers improve customer satisfaction, run in-store operations efficiently, and innovate to seize a competitive advantage.



SMART

“Unless people can relate to the technology, it won’t deliver the benefits. Usability has been critical in the adoption of Microsoft Dynamics AX [formerly Microsoft® Business Solutions–Axapta®] by Waltons.”

François Reyneke
Group Financial Director
Waltons Stationery Company



Build High-Value Connections to Make Retailing Easier

Smooth integration of Microsoft Dynamics AX with systems and applications across your business means you can consolidate information from any source, including multiple stores, warehouses, and headquarters. Complete customer relationship management (CRM) functionality can help people capture and track individual customer histories, service and product preferences, royalty program support, and order-specific return capabilities. The intuitive, user-friendly interface of Microsoft Dynamics AX helps your people access and use that information. In addition, support for a variety of handheld mobile devices, radio frequency identification (RFID), and POS systems puts information wherever it is most needed and makes updates easier. When in-store associates can rely on a complete view, they can act with confidence to satisfy customers.

Strengthen Customer Relationships to Create the Perfect Shopping Experience

A more personalized, responsive shopping experience for customers can become a reality with immediate access to product, order, payment, discount, and inventory information. Offer more choices, faster checkout, and innovative services when you can take advantage of support for special discounts, multiple checkout options, online sales, and even customer self-service. Microsoft Dynamics AX integrates information from disparate POS systems for centralized analysis and management and has the flexibility to adapt to evolving technologies and business needs, including consignment capabilities.

Improve Operations and Lower Your Costs

From centralized pricing, promotions, and management of POS devices to comprehensive financial reporting and analysis, Microsoft Dynamics AX can help deliver the control and management insight retailers need to streamline and automate processes, reduce errors, eliminate the cost of redundant data handling, and boost productivity.

Robust inventory and warehouse management functionality can help you optimize purchasing, automate replenishment, reduce stockouts, lower costs, enable creation of more timely promotions, and ensure the right goods get to the right locations. Take advantage of increased supply chain visibility for more efficient just-in-time replenishment and closer collaboration with trade partners for faster responses to unforeseen circumstances. Real-time insight into product and store performance,

"The basis for us was to get flexible and efficient goods handling... with an optimization of information to our shops. Staff can now order goods online, reducing administrative workloads and helping us serve customers better."

Richard Westerlund
IT Manager
Team Sportia



promotional campaign results, and financial trends enables faster, more confident management decisions so you can capitalize on changing conditions.

Equip Your People for Success to Drive Retail Innovation

Because Microsoft Dynamics AX works like and with familiar Microsoft products, including Microsoft Office Outlook®, Microsoft Office Word, and Microsoft Office Excel®, your people will get an efficient start with fast implementation and minimal training. A configurable, role-based interface can help you place the most important information and business tasks at each user's fingertips. That means you can more easily distribute tasks by role, such as sales, accounting, warehouse, purchasing, financial analysis, or management, to help your people work quickly and focus on the customer service and innovation priorities crucial to business success.

Achieve a Low Total Cost of Ownership

Extend the value of your current IT investments, achieve a low total cost of ownership (TCO), and help ensure a long-term solution for the future. Microsoft Dynamics AX can smoothly integrate with POS systems and a variety of platforms and applications, as well as with other Microsoft technologies and products. That means you can easily configure the solution to your unique needs, increase IT staff productivity, and share information over the Internet. Support for multiple languages and currencies helps to ensure the solution works for you wherever you do business.

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For more information about Microsoft Dynamics AX, visit www.microsoft.com/dynamics/ax.

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