

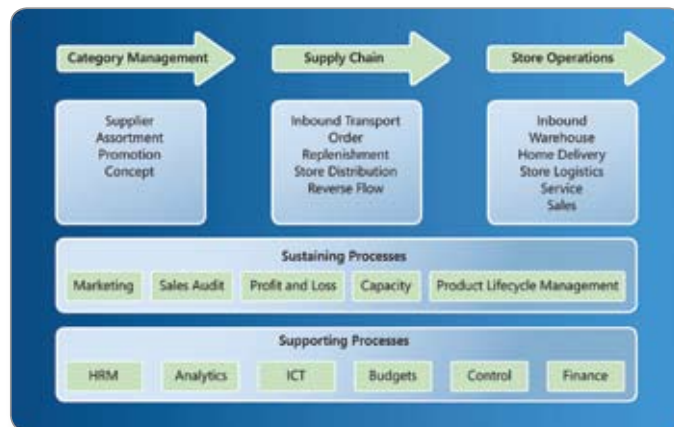
Retail Chain Manager

Retail Chain Manager for Microsoft Dynamics AX

BENEFITS

- **Streamline supply chain processes.**
Efficiently manage the product lifecycle to help boost operational efficiency throughout your supply chain. Integrated processes make it easy to manage campaigns, inventories, pricing, costs, and discounts.
- **Gain business insight.** With centralized data management, you can aggregate and analyze critical information from across your entire retail operation to efficiently manage processes and transactions, increase service levels, quickly spot evolving customer trends, and make fast, informed decisions.
- **View and react in real time.**
Administer customer, item, and employee information from a central location to gain improved visibility into real-time sales activities. Improve margins with business intelligence that analyzes critical data from multiple perspectives.
- **Tailor your solution to your unique needs.** Categorize items for your specific business, from cosmetics, fashion, and apparel to electronics, do-it-yourself (DIY), bookstores, and gas stations. With data from POS systems, you can set up and control flexible pricing and discounts.
- **Maximize your IT investments.**
Build on your existing IT infrastructure with a solution that integrates POS and back-office systems. Streamline operations by smoothly integrating your retail solution with the familiar Microsoft® Office system.

Increase profitability and success with an integrated, end-to-end business management solution that streamlines your operations from category management through supply chain to point of sale/service (POS). With effective management of products, processes, transactions, and business relationships, Retail Chain Manager for Microsoft Dynamics® AX can help your organization boost operational efficiency, enhance business insight, and deliver the flexibility you need to take advantage of dynamic market conditions.



The business model for Retail Chain Manager for Microsoft Dynamics AX.

Retail Chain Manager for Microsoft Dynamics AX is a robust, powerful solution based on a business model developed specifically for retail organizations. It streamlines all three major parts of the retail business model:

Category Management

Purchase the right product at the right time at the right price from the right supplier. Manage assortments (multiple item groups), associated promotions, and the suppliers for the specific items.

Supply Chain Management

Manage key indicators for operational success. Arrange inbound deliveries, delivery of daily store orders, replenishment, and store distribution. Manage return flows from stores.

Store Operations

Plan and receive goods from vendors, define put-away strategies, and organize item distribution from warehouse to stores to effectively serve sales and promotions. Move goods through inbound deliveries and manage warehouse activities, home and store deliveries, store logistics (inbound, ordering, and returns), service management, and sales.

FEATURES

Integrated retail solution	<ul style="list-style-type: none">• Strengthen your investment and reduce costs by taking advantage of the tight integration of Retail Chain Manager for Microsoft Dynamics AX with Microsoft Dynamics Retail Management System (RMS), Microsoft Office SharePoint® Server 2007, and Microsoft Office.
POS integration	<ul style="list-style-type: none">• Synchronize master data and item sales information throughout your entire retail organization by integrating with Microsoft Dynamics RMS and third-party systems.• Control and administer cash registers from one location to efficiently track orders, prepayments, invoices, and cash payments.
Inventory management	<ul style="list-style-type: none">• Create a strong replenishment plan with exact, real-time inventory levels at stores and distribution centers.• Gain mobile access to warehouse processes for stocking and restocking, discarding, and returning.• Define campaign distribution plans to push items from a central warehouse to stores.
Store management	<ul style="list-style-type: none">• Define your stores and store groups, and link stores to your company structure.• Link all sales data on the transaction level from POS to the individual salesperson.• Help reduce the margin of error with an advanced sales audit tool.• Get help with store closing and money count approval procedures.
Promotion management	<ul style="list-style-type: none">• Work with effective tools for price and campaign management to increase margins.• Optimize stock levels at stores and distribution centers; work with flexible price structures, allocations, and adjustments; and manage campaigns and promotional pricing with integrated supply chain services.
Price management	<ul style="list-style-type: none">• Set up and control flexible pricing and discounts, including multi-buy or mix-and-match options supported by your POS system.• Manage pricing by store or store group, and print labels and shelf markers using individualized layouts for each store.• Assign a range of sale prices and discounts to any product, category, store, or chain.
Advanced price calculation	<ul style="list-style-type: none">• View and calculate gross margin at the headquarters or store level, including markup cost to calculate an accurate landed cost.• Define how long individual sale prices and discounts should apply.• Streamline pricing and discounting by automatically collecting price change data and creating barcodes.
Advanced supply chain management	<ul style="list-style-type: none">• Integrate planning, organization, execution, and follow-up for all supply chain flows—including all goods flows that commonly occur in centrally managed retail chains.• Guide stores in ordering, replenishment, and stock management with your central organization setting rules on assortment and replenishment.
Service and repairs	<ul style="list-style-type: none">• Handle repairs across the whole supply chain by tracing repairs to the customer, the store, the service department, external repair companies, and the suppliers.
Business intelligence	<ul style="list-style-type: none">• Access critical information from across your entire retail operation in real time.• Gain visibility into activities such as store sales and vendor performance, for the business intelligence you need to analyze critical data holistically, make informed decisions, and quickly spot customer trends.
Workflow management	<ul style="list-style-type: none">• Minimize manual monitoring of transactions and data output. With easy-to-configure events, triggers, and business rules, there are virtually no limits to the business processes you can automate.

For more information about Retail Chain Manager for Microsoft Dynamics AX 2009, visit www.microsoft.com/dynamics/ax/product/retailchainmanager.msp.

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