

# Retail Chain Manager

## Microsoft Dynamics AX

### BENEFITS SUMMARY:

- Streamlined supply chain processes
- Centralized data processing
- Real-time views of critical data
- Tailored to fit your unique needs
- Easy information access
- Connected business activities
- Positive return on investment (ROI)

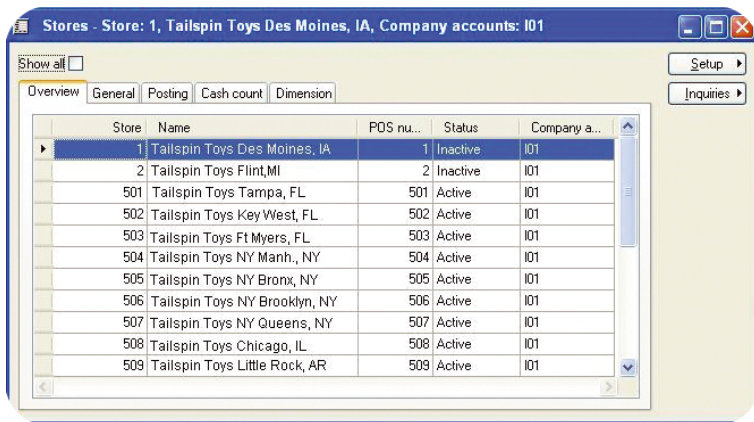
**Streamline your retail operations to help manage products, processes, and relationships for greater profitability. Designed especially for mid-sized businesses, Retail Chain Manager for Microsoft Dynamics™ AX can help you centralize data processing for better transaction management and automate manual processes to streamline your supply chain and move products faster. Easier access to critical data in real-time can help you better manage products and control inventory levels, make better-informed decisions, and spot evolving customer trends quickly.**

### Streamline supply chain processes

Efficiently manage the product life cycle to help boost operational efficiency throughout your supply chain with integrated processes and help manage campaigns, inventories, pricing, costs, and discounts better.

### Centralize data processing

Aggregate and analyze critical information from across your entire retail operation to help manage processes and transactions better, increase service levels, make better-informed decisions, and spot evolving customer trends faster.



The screenshot shows a window titled "Stores - Store: 1, Tailspin Toys Des Moines, IA, Company accounts: 101". It features a table with columns for Store, Name, POS nu..., Status, and Company a... The table lists 10 stores, with the first two being inactive and the remaining eight being active.

Store	Name	POS nu...	Status	Company a...
1	Tailspin Toys Des Moines, IA	1	Inactive	101
2	Tailspin Toys Flint, MI	2	Inactive	101
501	Tailspin Toys Tampa, FL	501	Active	101
502	Tailspin Toys Key West, FL	502	Active	101
503	Tailspin Toys Ft Myers, FL	503	Active	101
504	Tailspin Toys NY Manh., NY	504	Active	101
505	Tailspin Toys NY Bronx, NY	505	Active	101
506	Tailspin Toys NY Brooklyn, NY	506	Active	101
507	Tailspin Toys NY Queens, NY	507	Active	101
508	Tailspin Toys Chicago, IL	508	Active	101
509	Tailspin Toys Little Rock, AR	509	Active	101

*An integrated supply chain solution, Retail Chain Manager for Microsoft Dynamics AX can administer all stores centrally for the chain.*

## **View critical data in real time**

Administer customer, item, and employee information from a central location and help improve visibility into real-time sales activities with business intelligence that can analyze critical data from multiple perspectives to improve your profit margins.

## **Access information when it's needed**

Help improve your return on investment by integrating with other Microsoft products and third-party systems so that information is available to employees and trading partners when and where they need it.

## **Tailor your solution to your unique needs**

Adapt Retail Chain Manager for Microsoft Dynamics AX to suit your specific business requirements by using advanced tools for integrating with existing point of sale (POS) systems, and for flexible setup and control of pricing and discounts.

## **Connect your business activities**

Link employees, customers, and vendors to information and processes concerning your products and services, share data from various sources, and integrate cross-company management tasks to smoothly connect all your sales, financial, and supply chain activities.

## **Achieve a positive ROI**

Because Retail Chain Manager for Microsoft Dynamics AX is built on proven Microsoft products and technologies, your business can take advantage of existing IT investments such as Microsoft® Office system applications and the Microsoft Windows Server System™. Your company can also realize quick payback on your investment and reduce overall IT maintenance costs. According to a research study by Nucleus Research, Inc. conducted in 2004, 75 percent of participating Microsoft Dynamics AX [formerly known as Microsoft® Business Solutions–Axapta®] customers achieved a positive ROI within an average of only 23 months.\*

\*Nucleus Research, Inc. *The Real ROI from Axapta*. Research Note E116, October 2004.

## FEATURES

<b>Integrated POS technology</b>	Control and administer cash registers from one location, and track orders, prepayments, invoices, and cash payments efficiently. Retail Chain Manager for Microsoft Dynamics AX includes tight integration with Microsoft and third-party POS solutions to help synchronize master data and item sales information simultaneously.
<b>Price management</b>	Set up and control flexible pricing and discounts. Manage individual pricing by store or store group, and print labels and shelf markers using individualized layouts for each of your stores. Assign a range of sales prices and discounts to any individual product, category, store, or chain.
<b>Advanced supply chain management</b>	Automate inventory control and warehouse processes to help move goods efficiently from and between distribution centers and stores. Be better equipped to negotiate with suppliers for the most advantageous pricing, timing, and product placement.
<b>Advanced price calculation</b>	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 with automatic price change, data collection, and barcode creation.
<b>Campaign management</b>	Work with effective tools for price and campaign management to increase margins. Integrated supply chain services help you optimize stock levels at stores and distribution centers; work with flexible price structures, allocations, and adjustments; and manage campaigns and promotional pricing.
<b>Data warehouse management</b>	Track sales and inventory based on key performance indicators. Calculate delivery dates for complex orders using a mix of cross-docking, internal movement, and vendor-ordering activities. Automatically calculate delivery dates based on predefined trade parameters.
<b>Inventory management</b>	Help create the best 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.
<b>Store management</b>	Define your stores and store groups, and link stores to the company structure. An advanced journal system links all sales data on the transaction level from POS to the individual salesperson and an advanced loss prevention tool helps you reduce margin of error. Retail Chain Manager for Microsoft Dynamics AX can also help you with store closing and money count approval procedures.
<b>Critical data reporting</b>	Access critical information from across your entire retail operation, and maintain visibility into activities with business intelligence, such as store, sales, and vendor performance reports, which help you analyze critical data holistically.
<b>Item management</b>	Manage and categorize items to facilitate advanced item searches. Track the status of returned items quickly and accurately from customer to original vendor.
<b>Integration module</b>	Help maximize your investment, reduce costs, and build on your IT infrastructure by integrating your Retail Chain Manager for Microsoft Dynamics AX solution with third-party POS systems, Microsoft BizTalk® Server, Microsoft Commerce Server, Microsoft Retail Management System, Microsoft SQL Server™ 2000 Reporting Services, and Microsoft Office SharePoint® Portal Server 2003.

For more information about Retail Chain Manager for Microsoft Dynamics AX, visit: [www.microsoft.com/dynamics/ax](http://www.microsoft.com/dynamics/ax).

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