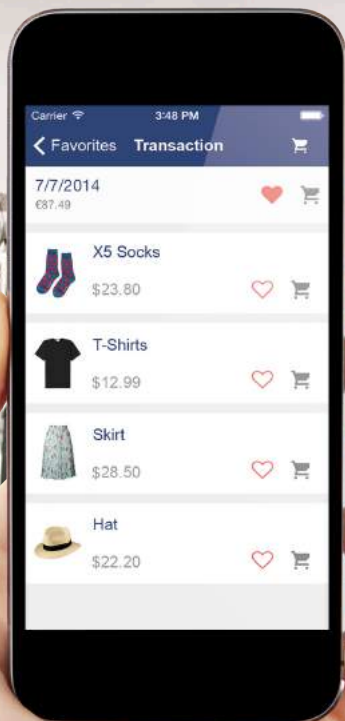




**LS Retail**

Easier, Simpler, Faster



# LS Nav Simpler Modern Retail

 Microsoft Dynamics



“We needed a business management solution that was customizable, scalable and maintainable and we weren’t looking to reinvent the wheel.”

— Keith Hunt  
Director of Retail Applications  
Home Hardware

## Retail Solutions for Changing Times

LS Retail believes that the following trends will shape the future of modern retail:

- Omni retail and Multi-Channel retail will become a natural part of traditional retail operations - customers will expect to be able to shop using a mobile device, eCommerce as well as in the store;
- The store will be the focus of the retail experience with mobile devices playing a central role;
- e-Commerce sales will continue to grow rapidly;
- Analytics will play an ever-increasing role in identifying trends and customer behavior;
- More and more retailers will be willing to trust their computing infrastructure to cloud-based providers;
- Increased competition will result in more focus on ROI (Return on Investment) and cost of ownership of IT systems;
- Retailers will increasingly move away from home-grown and highly customized solutions to standardized applications with focus on industry specific functionality.

# Why LS Retail?



# Global Reach, Experience and Expertise

## LS Retail — Easier, Simpler, Faster

Since 1988, LS Retail has been focused on providing solutions to meet the needs of the demanding retail environment.

The LS Nav solution has been translated into 33 languages and is distributed through a global partner network of more than 200 certified resellers in over 60 countries.

With over 3,000 company customers and 50,000 stores operating over 115,000 POS terminals, LS Retail is a global leader in retail solutions.



“Thanks to LS Retail solutions, IKEA Saudi Arabia can handle the challenge of managing the massive scale of its business and the increasing volume of sales.”

— Nasir Mohiuddin  
IT Manager  
IKEA





## Is Your Business at Risk?

### Too Many Systems, Too Much Risk

**Many retailers use too many different IT systems.** Many operate six or more systems for traditional and mobile POS, Store Management, Chain Management, Accounting and Inventory Management.

### With LS Nav...

### Stop Loss of Sales, Combat Rising Costs, Keep Control

Get reliable financial data. Lower your costs. Control stock levels. Fight loss of sales.

Don't lose control of your retail environment. Reduce manual work and duplicate processes. Grow the business with higher sales.

### Customers are CHANGING

SUCCESSFUL companies need to engage customers earlier in the shopping process. When they reach out, retailers must be there every step of the way.

Think of handhelds and social media channels. Is your business ready to embrace these changes?



## Head Office

- Product Lifecycle Management
- Manual and Automated Item Maintenance
- Dynamic Hierarchy, Attributes and Other Grouping of Product
- Price, Offer, Coupon and Campaign Management
- Open-to-Buy
- Automatic Replenishment and Forecasting
- Franchise Management
- Staff Management
- Stock Recall
- Serial / Lot Number Support
- Member Management - Loyalty Program
- Special Orders
- Vendor Performance
- Sales Reporting and Analysis
- Sales Commission
- Loss Prevention
- Allocation Planning and Replenishment by Allocation



## Store Back Office

- Dashboard for Store Operations
- POS Management
- Cash Management
- Stock Counting and Adjustments by Simple Worksheets
- Store Replenishment by Stock Request
- Purchase and Transfer Orders
- Sales History
- End of Day Management
- Receiving and Picking Goods
- Flexible Architecture
- Gift Registration



## Store Front Office

- Click & Collect
- Fast Checkout
- Simple Operation
- Multiple Interfaces (user)
- Broad POS Hardware Support
- Item Cross Selling
- Item Finder
- Powerful Search Capabilities
- Member Management - Loyalty Program
- Multiple Payments
- Special Orders Entry at POS



## Mobile Devices

- Mobile POS
- Mobile Loyalty Apps
- Loyalty Portal
- e-Commerce stores
- Mobile Inventory Management
- Receiving/Picking
- Stock Counting
- Stock Changes
- Label Ordering
- Stock Counting and Adjustments

# LS Retail Offers You...

## LS Nav – The Complete Business Solution

**LS Nav is an integrated system; therefore, the POS, back office and head office all use the same application. This makes it possible to track individual transactions from the POS to the General Ledger, which maximizes your control over the business.**

LS Nav is built on Microsoft Dynamics NAV which means that users also have access to other parts of the Microsoft Dynamics NAV application such as Finance, Sales and Marketing, Warehousing and Service.

Microsoft Dynamics NAV offers ease of use, quick implementation, and the power to support all the present and future needs of a thriving business. More than 100,000 customers, through 3500 resellers world-wide, have already chosen Dynamics NAV as their ERP solution. The success of Dynamics NAV as a business tool can be credited to its constant development, which has enabled it to remain state of the art. Dynamics NAV puts the focus on flexibility, on enhancing ease of use and on offering continued support to businesses world-wide.



### Cloud-enabled

LS Nav is cloud enabled. You can run the solution on Microsoft Azure in Office 365 accessing your data via browser from anywhere in the world. You can also run the solution in a data center of your choice, hosted on site or via 3rd party hosting provider.



Fashion



Furniture



Electronics



Groceries



Hospitality

# LS Nav





"LS Nav has such a powerful foundation that it can easily be adapted to different contexts and requirements. It is simple to build on, with features that are simple to expand and customize, and efficient to run your business."

— John Gowers  
IT Director  
Blue Mountain Resort

## Retail Solutions Tailored for You

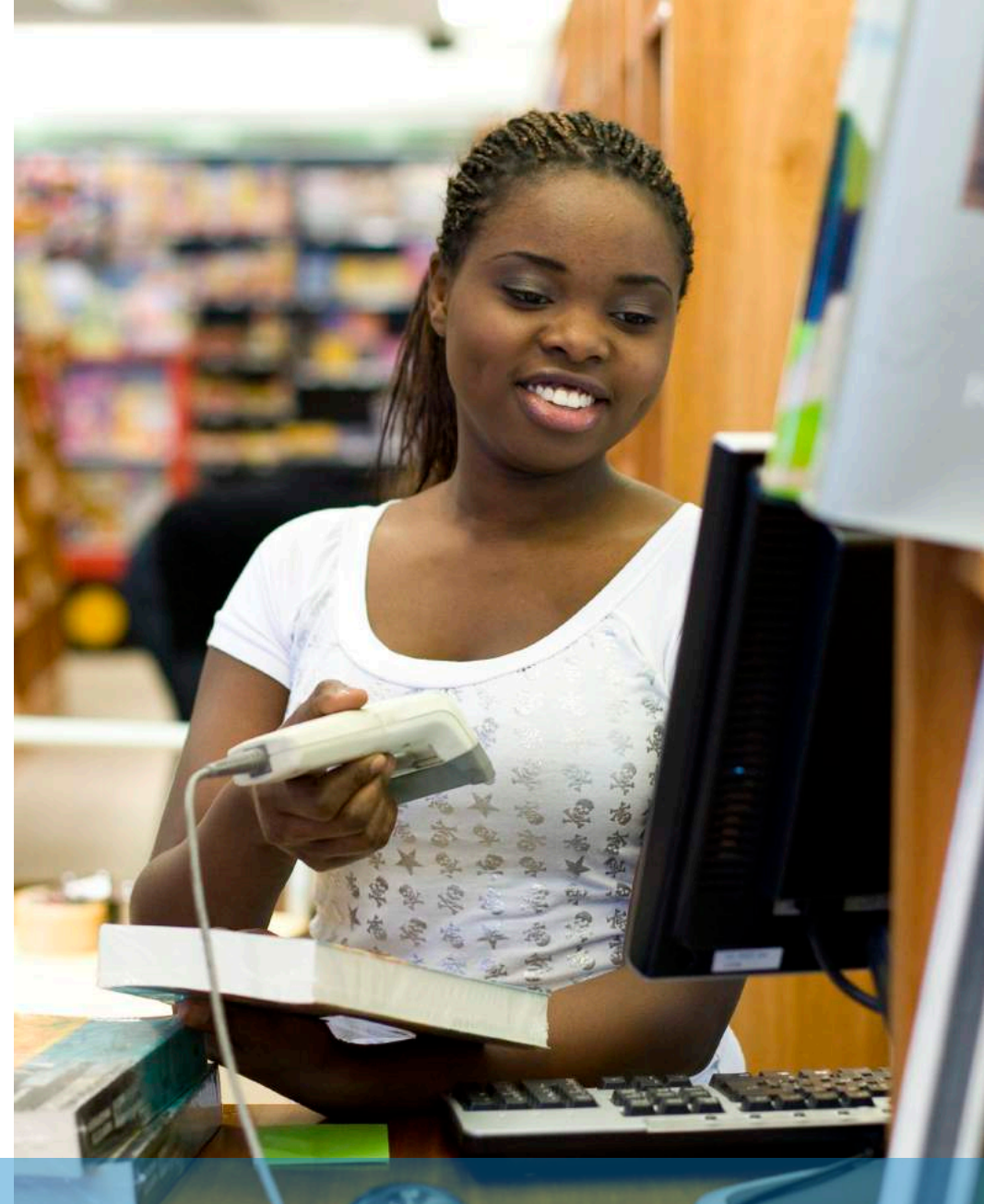
### Be Ready for the Evolving Retail World

**Gain Business Insight** – business intelligence functionality that allows retailers to use any data asset, transform it into actionable information, and deliver it in Microsoft standard tools like Office and Outlook.

**Improve Merchandising Decisions** – merchandising and replenishment capabilities to support retail managers in the efficient management of their end-to-end operation from headquarters to store.

**Scale in size and business** – control and maintain data common to all channels like e-commerce stores, Mobile Loyalty and traditional stores including item, customer and vendor management as well as special orders and loyalty programs.

**Single retail solution architecture** – critical retail functions are available at store level, head office and directly to the customer. Information gathered from all channels including stores is communicated and consolidated back to head office for reconciliation before posting to the General Ledger. Information and programs generated from head office are pushed to all channels for updates and execution.





# adidas — A Satisfied LS Retail Customer for Over Ten Years

(from Martin Walz, COE Retail Business Solutions at adidas)

“Over 800 of the more than 3,000 adidas stores world-wide deploy the LS Nav solution. LS Retail has helped adidas optimize its retail landscape by:

- ensuring **continuous system enhancement**, guaranteeing at least three yearly releases;
- high **usability**: the self-explanatory menus allow companies to achieve basic staff training in a clear, easy and fast fashion;
- **deep process understanding** of the business environment from the LS Retail IT team;
- prioritization of releases from a **global retail** point of view;
- high levels of **customization** available;
- extreme **flexibility**: the system can react easily and quickly to market requirements and changes;
- **high-quality support**: the LS Retail team guarantees honest, open and fact-based discussions, which help drive change and achieve results fast and effectively.

Some of the key demands which LS Retail has been able to realize quickly and efficiently under specific requests by adidas include:

- auto-replenishment function, which transforms a manual process into an automated one;
- e-Commerce interaction, consisting in the installation of an e-commerce interface which also allows customers to verify in-store stock from the e-com page;
- inventory check, which allows to view real-time stock checks on tablet;
- training modus, allowing to switch between normal and training mode on the POS to train staff efficiently for all the daily operations;
- various types of customization to comply with local legal and fiscal requirements, for example through the creation of a fiscal invoice which was required by Brazilian authorities.”





# Smarter Service at POS

## Mobile, E-Commerce and Nav Allowing Customers to Shop Any Place and Any Time

With LS Omni, a new and exciting feature of LS Nav, customers can enjoy an in-store shopping experience combined with the latest online and mobile features.

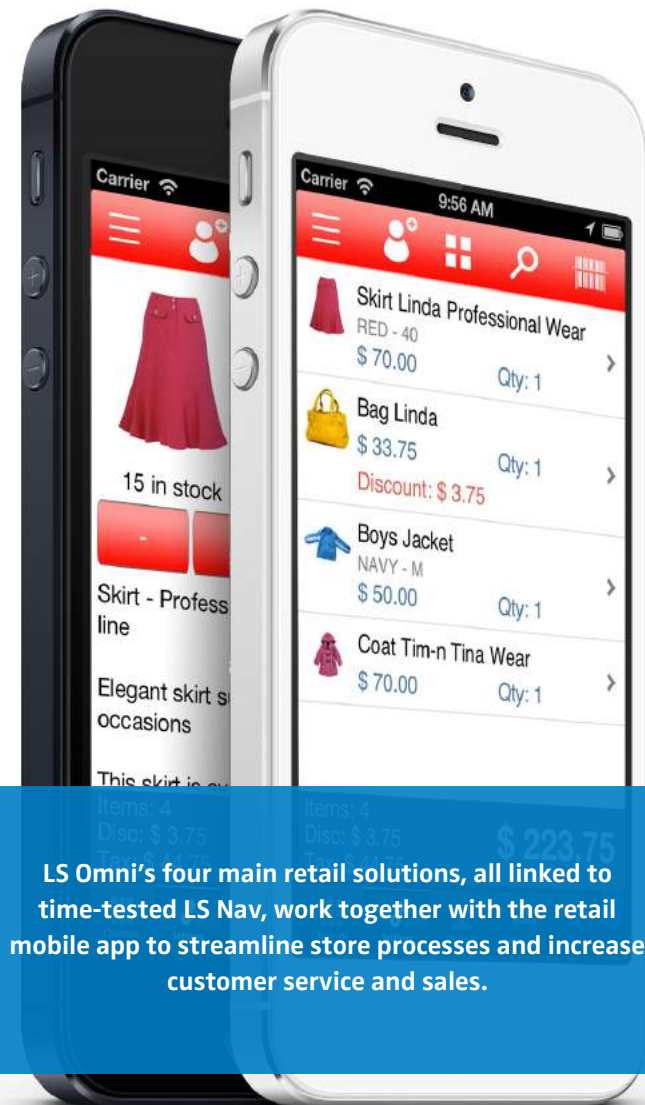
The LS Omni suite adds a new dimension to the relationship between the customer and the retailer by letting the customer **shop at any time, any place.**

The customer can experience in-store shopping, shop at home through the e-commerce store or do his or her shopping on the mobile loyalty app.

Orders can be made online with either home delivery or in-store pick up — **Click & Collect.**

The LS Omni suite of mobile POS, mobile apps and e-commerce solutions allows retailers to:

- accept payments through a mobile POS in the store;
- have an integrated online store (e-commerce);
- let customers access a loyalty app on their mobile phones;
- manage their inventory with mobile devices;
- install and run one system rather than several.



LS Omni's four main retail solutions, all linked to time-tested LS Nav, work together with the retail mobile app to streamline store processes and increase customer service and sales.

# LS Omni

## Now a Point of SERVICE, Not Just Sales

### Use the Power of Information and Transparency

**LS POS is a fast, dependable and powerful point-of-sale application with a graphic user interface. It works in any type of retail environment – from a single store to retail chains covering hundreds of stores. The POS has rich functionality but is easy to use and can easily be configured to fit almost any type of retail establishment.**

A good POS system should be simple to install and easy to manage. LS POS does exactly that, and more. Installation of the system is a breeze and can be done with a single click. Once up and running, the system is managed and configured remotely, eliminating the costs associated with on-site visits.

Poor stock control and inconsistent sales data plague many retailers. This can have a direct effect on a company's bottom line. LS POS is an integrated part of LS Nav meaning that they share the same data and business processes. With LS POS, data inconsistencies and lack of overview are a thing of the past since the entire solution – from POS to Head Office – is based on the same application. Every transaction can be traced from the POS into inventory and finance, giving retailers total overview and control over their business.

The POS is not only a point-of-sale it is also a point-of-service. It can update customer and loyalty information, raising service levels for customers in the store. It supports special ordering so if the item is not available in the store it can easily be ordered via the POS.



# LS Nav POS

# Retail Goes Mobile

## Serve Everywhere, Anytime

**Modern POS systems give retailers freedom to do business their way. With the LS Mobile POS you can take your business where you want to. The POS runs on tablets and mobile devices – like Apple's iPhone - so you can use it anywhere in the store, or even on the road. This allows retailers to receive card payments and email receipts wherever they want to, providing them with unparalleled flexibility.**

Retail is more than brick and mortar. Today's retail is about connections to customers, wherever they are and whenever they see fit to shop or browse. The LS POS is a part of this online, connected experience. With LS Nav, customers can order online and pick up goods in the store. The POS is an integral part of that process, not only for processing payments and ringing up sales, but also when it comes to picking and order processing in the store. This makes LS POS the perfect solution for retailers looking to connect to customers at any time and any place.



"With LS Nav there is much flexibility and fluidity during the selling process, without any disturbing break to find the necessary information, while the staff assists each customer."

— Günther Grimm  
Project Manager, Operations  
Weber Grills



# LS Nav Mobile POS





Smarter **Sales**  
Smarter **Communication**

## Member Management and Marketing

### Are you Holding On to Your Customers?

**Member Management** makes it easy for retailers to get closer to their customers by offering them membership in a loyalty program. This allows retailers to identify their customers and start a relationship with them by listening to their feedback and keeping track of their shopping habits.

Joining a program is easy. Customers can either download a loyalty app to their mobile phone or sign up via the loyalty portal. From the moment they sign up, customers start reaping benefits. They collect loyalty points based on their purchases which can be redeemed using special promotions. Customers also get customized offers targeted at them based on their interests, preferences and shopping history – delivered directly to them via the loyalty app on their mobile phone.

The loyalty app allows customers to locate stores, browse products, view their shopping history and even purchase products directly from the app.



“Furthermore, the pharmacy chain will be able to use loyalty tools to keep customers coming back.”

— Ola Ebenhart  
CIO  
Apoteksgruppen

# Member Management



"LS Retail offers us a broad scale of functionalities, from stock-inventory to accounting and even up to the creation of in-store promotions."

— Tom Vermeyleen,  
CFO  
ZEB

## e-Commerce, Special Orders, Click & Collect

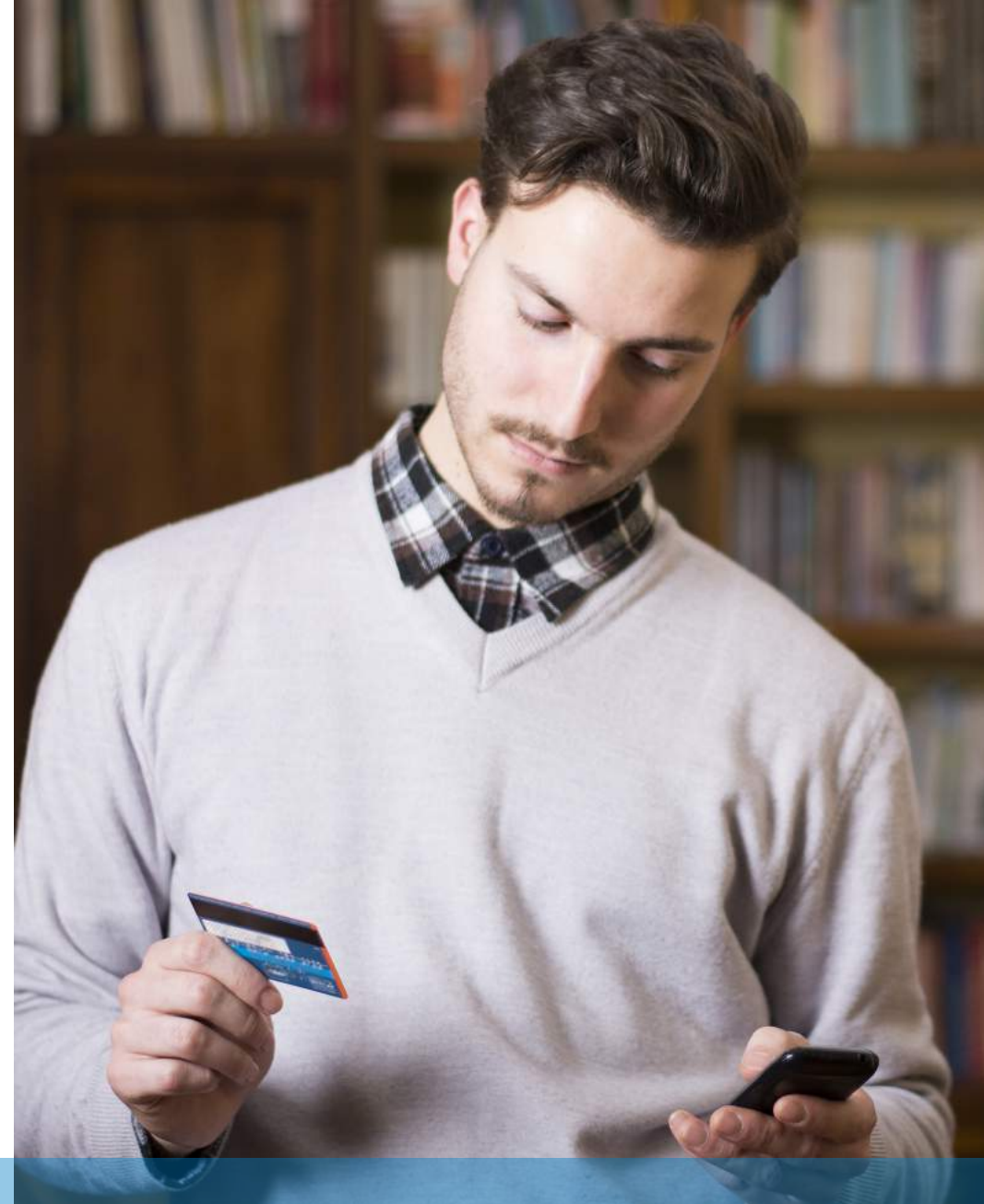
### Special Order Items Specifically for You

**With LS Nav Special Orders, customers can order customized items based on their own preference – such as sofas with different types of upholstery, garments, computers, electronics, prescription glasses, and many more.**

Special ordering is not limited to items that need to be customized; it can be used for all items on file.

Orders can be taken either at the POS or via a sales order in the central database. Items can be sourced from different locations and warehouses. Some items can be sourced from the store itself, other from the warehouse or directly from the vendor.

Delivery is flexible as well. With our new "Click & Collect" feature, customers can choose to have the goods delivered directly to their home or pick them up either at the store or warehouse. The system can be configured to ask for a pre-payment when making a special order. The Mobile Loyalty App and e-Commerce, part of Click & Collect, offer the customer the ability to create an order at home, at work, at school or on a mobile device, practically anywhere.



# Functionalities



“The main improvement that LS Retail, with their partner Aitana, has provided us has been the connection between the head office and the stores. This ensures that all data is synchronized which has increased our reaction capabilities and given us tools to study our customers, which has allowed us to implement loyalty programs.”

— Ricard Esteve  
CEO  
Futbolmania

## LS Nav Replenishment

**Increase your Sales**

**Your Inventory is Reduced**

**Increased Profits and Sales by Square Feet**

### **Right Product - Right Place - Right Time**

One of the main building blocks that underpins LS Nav, the allocation and replenishment features, will help you get the right product to the right place at the right time.

LS Nav supports a number of replenishment methods, such as like-for-like, min/max and manual replenishment. LS Nav's demand planning uses advanced techniques to forecast sales for each store and plan inventory levels accordingly. This means that your store will have the right amount of inventory, minimizing overstocking in the stores.

LS Nav also performs Open-to-Buy, allowing retailers to control the capital invested in products during the sales cycle. Combined with allocation planning it gives the retailer total control over which products are available in a given store.

Vendor performance can be measure by looking at parameters such as profitability and discrepancy between ordering, delivery and invoicing.

# Replenishment



# Analysis: Business Intelligence (BI) Tools

**Knowing more about your business is the best way to act quickly and make the best informed business decisions.**

LS Business Intelligence (BI) delivers a full range of analytic and reporting capabilities. Designed for scalability, reliability, and performance, it delivers relevant and actionable insight to everyone in an organization, resulting in improved decision-making, better-informed actions, and more efficient business processes.

LS BI is a powerful out-of-the-box choice for retailers. It is delivered with a number of predefined retail analyses available on a client, web or mobile devices. The front for LS BI is based on the Targit decision suite and on OLAP cubes.



“With over 180 operational outlets and more stores in (the) pipeline, the profitability analysis allows us to monitor the performance of each store and plan new store locations. Store management thus requires minimal effort and IT infrastructure for expansion.”

— Nitin Dua  
Executive Vice President-Retail  
Relaxo Footwear Ltd.



Everyone Has Data.  
**Not Everyone Has Information**

## With LS Business Intelligence (BI), you can:

- Gain the power to become a data-driven business;
- Get one consolidated view of information, with visibility to all aspects of the business, including channels, stores, categories, inventories and financials;
- Have a complete view of loyalty members, including ranking of members, and ability to create the best fitting campaigns in minutes, and analyze the performance of the campaigns;
- Gain an accurate overview of all fraudulent activities – who, when, where and what;
- Be up and running in no time with short implementation iterations and easy changes.

- ✓ Improve the overall performance of your organization, departments and teams
- ✓ Make fact-based decisions in real-time
- ✓ Enhance the business processes in the organization using the right visualizations
- ✓ Easy monitor and report KPIs using role-based dashboards

# Business Intelligence



## Effective Sales and Price Management

**LS Nav offers several tools for effective sales and price management. Items can have multiple prices that are valid on different dates or periods, or on different tender types. Different stores, customers or both can enjoy different prices.**

LS Nav also supports a range of special offers and promotion such as deal, discount offers, multi buy and mix & match. These offers can be triggered by a number of parameters, such as quantities, customer or loyalty groups, tender types, coupons or transaction amount, to name a few.

The same items can be included in more than one active promotion, which gives LS Nav the ability to support a great number of offer combinations.



“Microsoft Dynamics and LS Retail ensure effective operations, improved processes and control all over our business by the means of transparency and accountability.”

— Mariana Anastasova  
CEO  
SPORT DEPOT Ltd.

# Offers & Pricing

## Flexible Solution Architecture

Store staff need vast functionality with simple and productive processes. LS Nav provides pre-defined roles for staff where the user only sees relevant information. Staff don't need to be stuck in the office since LS Nav provides a touch- and device-enabled solution. They can use a tablet on the store floor to perform their daily tasks. The solution supports all common tablet devices.

The LS Nav InStore Management system uses user-friendly worksheets to specify the work processes by configuration. Worksheets automatically fill out transactions, which minimizes time-consuming manual data entries by the user, and guarantees that all entries are correct.

### Inventory Control

The InStore system provides your company with the tools to effectively streamline inventory control. You can time your inventory flow so that you always have fresh merchandise and a healthy turnover rate.

For more speed-sensitive operations like receiving, picking, ordering and stock counting, we provide a Mobile Inventory App that uses high-speed barcode scanners. All inventory processes can be done in the back office (PC or tablet) and on the Mobile Inventory App/Device.

### Staff Management

The staff has a simple way of registering their hours on POS terminals or on dedicated time registration devices. The manager then only needs to accept exceptions to planned working hours. Effective shift and roster planning is provided for smooth store operations. Gives the staff timely and effective information on planned shifts.



# InStore Management





## Powerful and Reliable Data Replication

### Does your retail solution communicate internally?

LS Nav has an integrated communications module that allows you to easily send data between head office, store and POS. LS Nav Data Director takes care of **high-speed data exchange** between different databases within network. Data is compressed before transmission which results in faster transmission and less bandwidth requirements – something that is important to retailers who have databases in different regions or countries.

LS Nav has built-in **scheduling** facilities that can support real time data replication or according to pre-defined schedule.



“LS Nav is the perfect tool for monitoring local sales trends and acting upon the information, giving us access to real-time statistics so you can manage resources, sales, stock, finances and purchases in an efficient manner.”

— Pär Gunnarsson  
Purchasing Manager  
Swedemount Sportswear & Fashion AB

# Data Replication



...Easier, Simpler, Faster





**LS Retail**

Easier, Simpler, Faster

January 2015 Edition

## About LS Retail

LS Retail is the leading provider of end-to-end solutions for the Retail and Hospitality industry based on Microsoft Dynamics technology.

LS Nav is sold and supported by more than 300 certified partners in over 60 countries, which makes it possible to deploy LS Nav on a worldwide scale. This is probably the largest existing channel for a vertical Microsoft Dynamics add-on product. All our partners are certified and have undertaken advanced training on LS Nav.

LS Nav has been installed by more than 3,000 companies with 50,000 stores operating over 115,000 POS terminals worldwide. Among many satisfied users of our solutions are IKEA, adidas, Adria Airways, Aer Rianta Duty Free, Blue Mountain Resort, ZEB, Booths Supermarkets, Hobbycraft, Billund Airport, Home Hardware, Hard Rock Café, David's Bridal, Devyani International, Relaxo Footware, Elie Saab, Futbolmania, InMotion Entertainment, Petit Bateau, Parkson Department Stores and many more.

For further information on LS Nav solutions and certified LS Nav partners, please visit: **[www.LSRetail.com](http://www.LSRetail.com)**



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