



360 Retail Manager

White Paper



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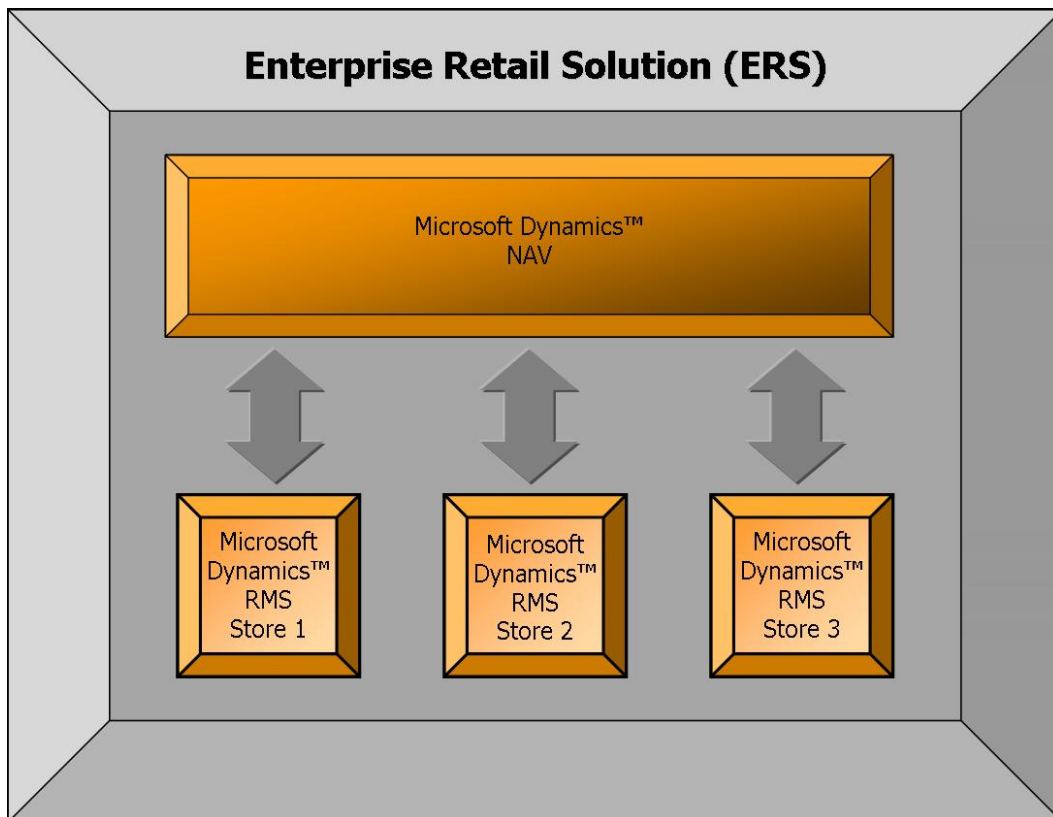
INTRODUCTION

Mid-market retailers are faced with new challenges daily in today's marketplace. The continuing expansion of large big box retailers has forced smaller retailers to adapt their operations in order to compete in ways other than price. To stay ahead of the competition, it is essential for smaller retailers to have visibility throughout the company. Mid-market retailers need access to the same information as their larger competitors – companies that typically have financial means to deploy the latest technology solutions. Customer service becomes paramount to mid-market retailers as a differentiator between their larger counterparts. In order to deliver superior customer service, mid-market retailers need technology solutions that streamline not only their point-of-sale (POS), but their back office (accounting, inventory, purchasing, payroll, human resources) operations to provide real-time access to their data across the organization.

360 RETAIL MANAGER

360 Retail Manager, an Enterprise Retail Solution, has been designed specifically to help mid-market retailers streamline their in-store and back office operations. We've done this by creating an affordable, easy to use Point-of-Sale (POS) and back office solution. 360 Retail Manager is the perfect blend of functionality that allows retailers to quickly and easily retrieve data used for critical business decision making, as well as, providing superior customer service. Mid-market retailers are searching for solutions of this type, however, they typically find tools that account for POS functionality but lack the supply chain, financial control or reporting features required to compete with competitors. The strength of 360 Retail Manager allows mid-market retailers to deliver the right information to the right people at the right time.

360 Retail Manager consists of the seamless integration between two leading edge Microsoft technologies: Microsoft Dynamics™ NAV, formerly Microsoft® Business Solutions–Navision®, and Microsoft Dynamics™ RMS Store Operations.





BUSINESS VALUE

360 Retail Manager provides flexible and cost effective business value to:

- Business owners/stakeholders that need a 360 degree view of data for both in-store and back office operations
- Purchasers/buyers who need the ability to view and manage inventory levels across all store and warehouse locations
- In-store personnel who need the ability to transact with customers and retrieve real-time inventory data, not only in their store, but across all store locations

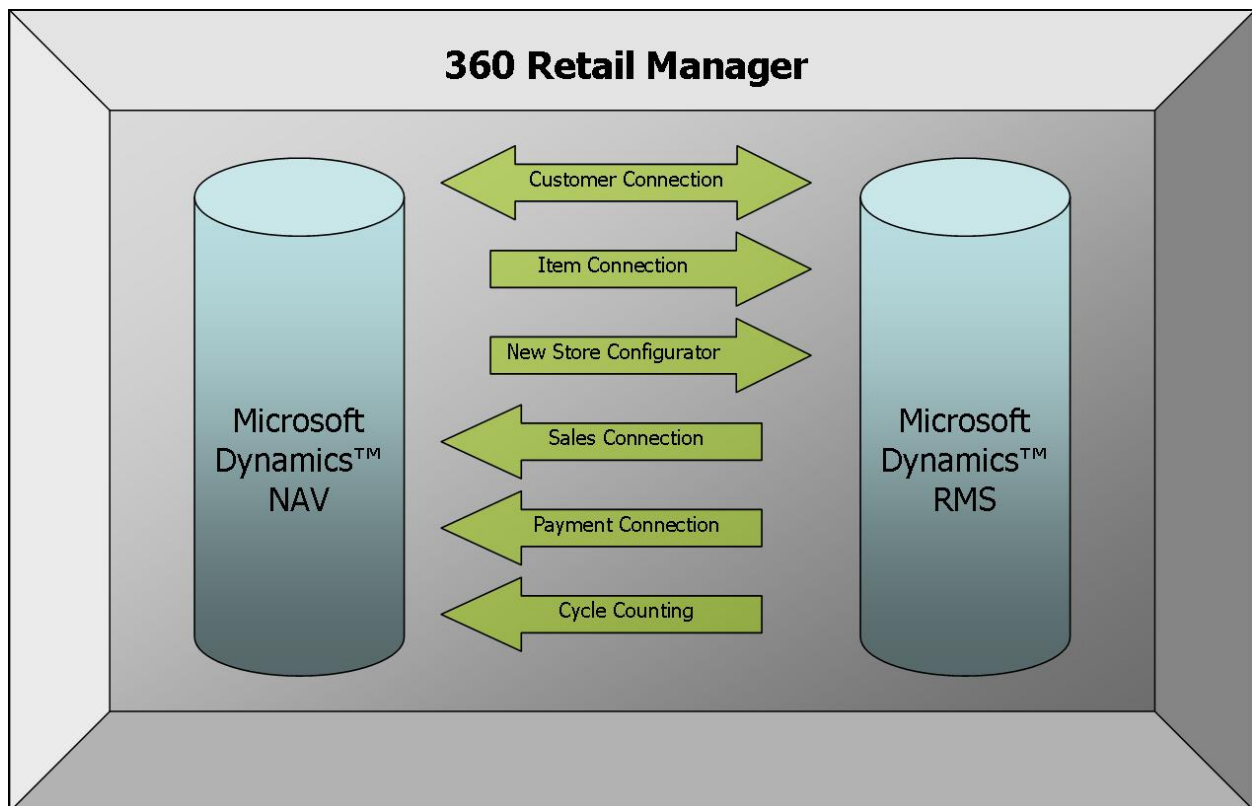
Financial personnel who need the ability to run the reports necessary to manage the health of the business

360 Retail Manager brings together centralized purchasing, warehouse management and store management operations, and communicates customer sales information effectively between the head office, store locations and the warehouse. Most importantly, 360 Retail Manager reduces the costs of your retail channel by eliminating the dual entry of data and providing best-of-breed functionality out of the box.

TECHNOLOGY OVERVIEW—360 RETAIL MANAGER

MASTER DATA ELEMENTS

360 Retail Manager includes the following connection points:





CUSTOMER CONNECTION

The Customer Connection associates customer data captured during the in-store, point-of-sale process. This data, once obtained and synchronized, will be available in Microsoft Dynamics NAV.

Data elements synchronized between Microsoft Dynamics RMS and Microsoft Dynamics NAV are:

- All customer demographic information
- Ship-to addresses
- Payment methods
- Taxes
- On-account balances

Customer information can be created in either Microsoft Dynamics RMS or Microsoft Dynamics NAV, and synchronized bi-directionally. Any payment information generated in Microsoft Dynamics NAV is synchronized to Microsoft Dynamics RMS according to a predefined schedule. This functionality allows the correct application of payments for Microsoft Dynamics RMS on account sales in Microsoft Dynamics NAV ensuring accurate accounts receivable balances in either system. In-store cash sales from unknown customers are processed to a generic customer for each individual store.

The screenshot shows the Microsoft Store Operations POS interface. At the top, it displays 'Sales Administrator' and 'Discount: 0.00%'. The main header reads 'Zeroedin on Sports'. Below this, there are fields for 'Bill To' and 'Ship To', both containing the address: 'Sammy Sosa, 9876 Second Ave., La Mesa, NM 94424'. To the right, there is a 'Shipping Information' section with fields for 'Carrier', 'Service', 'Charge', 'Tracking #', and 'Notes'. Below these fields is a table of items:

Item Lookup Code	Description	Quantity	Price	Extended	Tax	Rep
10003	Rawlings Glove E3555	1	\$79.99	\$79.99	<input type="checkbox"/>	
10004	Baseball Helmet	1	\$29.99	\$29.99	<input type="checkbox"/>	
10005	Baseball	2	\$2.99	\$5.98	<input type="checkbox"/>	

At the bottom of the screen, there is a summary section with 'Sub Total' at \$115.96, 'Sales Tax' at \$0.00, and 'Total' at \$115.96. Below the summary is a grid of function keys: F1: Help, F2: Lookup, F3: Calculator, F4: Journal, F5: Open / Close, F6: Calendar, F7: Set Customer, F8: No Sale, F9: Secure, F10: Drawer, F11: Recall, and F12: Tender.

ITEM CONNECTION

The Item Connection associates such information as quantity, cost, price, availability, and description(s). Data elements synchronized between Microsoft Dynamics NAV and Microsoft Dynamics RMS are:

- Item related information
- (item name, description, quantities, price, cost, SKU's, etc.)
- Standard text
- Item aliases
- Item tax
- Matrix items (size, style, color)
- Parent/child items
- Department and category
- Two pricing models (standard and advanced)
- Physical inventory (cycle counts)



The Item Connection synchronizes information from Microsoft Dynamics NAV to Microsoft Dynamics RMS. Item data modifications are prevented in Microsoft Dynamics RMS using standard Microsoft Dynamics RMS security. All item maintenance and management is performed in Microsoft Dynamics NAV; all changes are synchronized to the Microsoft Dynamics RMS stores. The Item Connection creates three types of Microsoft Dynamics RMS items:

1. Standard Items – equivalent to items in Microsoft Dynamics NAV
2. Matrix Items – supported by the variant structure in Microsoft Dynamics NAV
3. Parent/Child relationship items – based on Microsoft Dynamics NAV item unit of measure relationships

Item pricing is managed through the pricing structure in Microsoft Dynamics NAV. A nightly synchronization schedule for these data elements is recommended.



The 360 Retail Manager supports two pricing models. Simple pricing is based on the item or SKU card. Complex pricing is based on the use of the full Microsoft Dynamics NAV pricing and discount group structure.

Items are received through the store location designated in Microsoft Dynamics NAV and the on-hand balance is updated and synchronized to Microsoft Dynamics RMS according to the synchronization schedule. Microsoft Dynamics NAV manages all inbound inventory transactions to the store.

Alternatively, the user can replicate receiving documents within Microsoft Dynamics RMS as follows:

Transfer Inventory In

These documents can be replicated in Microsoft Dynamics RMS to record inbound inventory transfers either from the head office or from a store location. They can be used to represent demand driven by the store in lieu of generating purchase orders. Any information related to financial liability to the supplier resides in Microsoft Dynamics NAV as these transfers only represent the inventory movement(s). The Transfer-In document created in Microsoft Dynamics RMS can be printed and sent to the head office where a manual transfer order in Microsoft Dynamics NAV is created. When the goods arrive at the store, the Transfer-In function is run and item labels are generated directly from Microsoft Dynamics RMS.

For those retailers whose head office plans the inventory movement without the store specifying demand, the store would manually create the Transfer-In document to match the Microsoft Dynamics NAV Transfer Shipment as supplied by the head office.

For either scenario, the Microsoft Dynamics RMS receipt document would be sent to the head office to confirm the goods received at the store. The Transfer Order would be completed in Microsoft Dynamics NAV to match this receipt document. The posted Transfer Receipt document can be used to reconcile the Microsoft Dynamics RMS receipt document, as required.

This procedure will maintain a correct on-hand inventory count of the transaction, as well as, a reconcilable document process.

Transfer Inventory Out

Transfer Inventory Outs can be used to describe a store initiated inventory movement. A printed version of the Transfer-Out document can be supplied to the head office to create the appropriate transfer order. For store-to-store inventory movements, an additional transfer-in would need to be created at the recipient store.



SALES CONNECTION

Through the Sales Connection, 360 Retail Manager brings together centralized purchasing, warehouse management, store management operations, and communicates customer sales information effectively between the head office, the stores locations and the warehouse.

Most importantly, 360 Retail Manager reduces the costs of your retail channel by eliminating the dual entry of data. The Sales Connection links sales related information captured at the point-of-sale that is necessary to the back office operations.

Data elements synchronized between Microsoft Dynamics RMS and Microsoft Dynamics NAV are:

- Sales transactions
- Payments
- Sales returns
- On account payments
- Multiple options for customer sales data:
 - By customer – capture and synchronize customer information by customer regardless of the number of transactions at the point-of-sale, by item
 - By store – all transactions per day, per store, by item and by price

Payment Connection

The Payment Connection enables store personnel to quickly process customer transactions at the point-of-sale with improved accuracy through integrated credit and debit card processing. The detailed payment information captured in Microsoft Dynamics RMS can be synchronized to Microsoft Dynamics NAV as part of the synchronization process. This data populates the cash receipts journal for review and posting processes, and then calculates the bank deposit automatically.

Data elements synchronized between Microsoft Dynamics RMS and Microsoft Dynamics NAV are:

- Payment methods (credit card, debit card, checks, cash, vouchers, gift card, gift certificate)
- Deposit per payment type, per location

New Store Setup Configurator

The New Store Setup Configurator saves time by allowing the configuration and the setup of a new store database from within Microsoft Dynamics NAV.

Data elements that are created between Microsoft Dynamics NAV and Microsoft Dynamics RMS are:

- Store address information
- Tax configuration
- Tender types



PURCHASES AND PAYABLES

Microsoft Dynamics NAV provides an efficient vendor and customer management system that helps strengthen business relationships.

Microsoft Dynamics NAV takes complete control of a company's money by keeping detailed records of every purchase and sale. With it, a company can maintain comprehensive transaction records in receivables and payables as well as the general ledger and inventory application areas. The integrated structure of Microsoft Dynamics NAV transforms ordinary payables and receivables into account management tailored for maximum efficiency.

MANAGE CUSTOMER AND VENDOR RELATIONSHIPS

The receivables and payables application areas consist of customer and vendor databases that store all the information you need to manage customer and vendor relationships, including contact information and discount terms, as well as historical information for each account. The flexible environment of Microsoft Dynamics, allows a business to customize these databases so they can do business more effectively.

FULLY INTEGRATED

The receivables and purchases areas are fully integrated with the rest of Microsoft Dynamics NAV. The system records all customer or vendor transactions on the relevant customer or vendor account automatically and a number of specified accounts in the general ledger, for example, for a sale:

- Sales accounts
- Receivables accounts
- Cost of Goods Sold accounts
- Sales Tax or VAT accounts
- Discounts (e.g. payment, item and quantity discounts)

View all customer or vendor transactions for all accounts or specific accounts from the Chart of Accounts, journals, account cards and so on:

- Use the Navigate feature to locate all entries posted with the same document number and posting date. In the Navigate window, a user can see the type and number of entries made and view the entries directly, so they can find all related documents in one simple search.

This is possible for both internal and external document numbers, such as Customer Purchase Order numbers and Vendor Invoice numbers.



WHOLESALE DISTRIBUTION

Wholesale distribution companies that want to thrive in today's competitive environment and capture new opportunities can benefit significantly from an integrated, end-to-end business management system, whether they move consumer or industrial products. A flexible, attractively priced business solution, Microsoft Dynamics™ NAV, integrates order entry,



inventory management, fulfillment, shipping, and financial data so the user can get information and goods where they are needed—fast. With a comprehensive Microsoft Dynamics NAV solution, wholesale distributors can get immediate feedback on business performance, automate manual procedures, eliminate re-keying of data, improve replenishment decisions, process orders more quickly, improve fill rates and customer satisfaction, and get better returns on inventory investment.

With its open development environment and feature-rich application areas, Microsoft Dynamics NAV is easy to customize—supported by a global network of Microsoft Certified Partners, who specialize in developing and implementing wholesale distribution solutions, that your company can tailor and suit to your unique requirements.

Easy to implement, learn, and customize, a Microsoft Dynamics NAV solution can help:

- Monitor and evaluate a company's current performance and opportunities
- Take control of inventory to maximize value
- Eliminate manual processes and streamline warehouse operations for faster, more accurate fulfillment that avoids costly noncompliance penalties
- Integrate labeling and shipping into pick/pack and invoicing processes, even with multiple warehouses
- Empower the workforce to save time, reduce costs, and increase customer satisfaction
- Gain visibility into the most profitable products, customers, and opportunities

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