



RETAIL MANAGEMENT SYSTEM

# Bicycle Retailers

## A Race-Ready Solution for Bike Retailers

### MICROSOFT BUSINESS SOLUTIONS RETAIL MANAGEMENT SYSTEM

Your success as a bike retailer depends on inventory that's lean and moving at top speed, as well as on your ability to build a loyal customer following with fast, effective service that meets specific demands. And to build profitability, you need ready access to the information that helps you make smart business decisions. But you need to keep the focus on what's important—your business—and not on learning new software or worrying about technology.

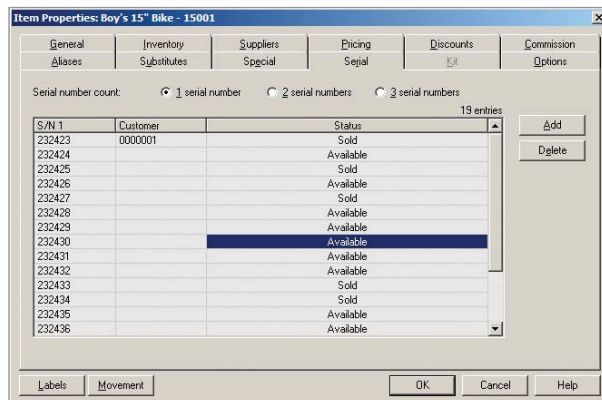
Microsoft® Business Solutions Retail Management System gives you the momentum you need to help you compete effectively. Easy to install and use, this flexible, affordable solution helps you manage all aspects of your inventory with pinpoint accuracy, process transactions quickly, deliver specialized customer service, and keep informed about important aspects of your business operations.

Just as important, you can adapt Microsoft Retail Management System to meet the needs of *your* business. Whether you're ringing up layaways or repair work orders, running inventory reports or sharing data with your favorite accounting application, Microsoft Retail Management System lets you work the way you want, without the hassles of managing a complicated software system.

## Meet customer demand with efficient inventory tracking and replenishment

Work with size/color matrices, assemblies, and kits. Microsoft Retail Management System equips you to build an inventory system that helps you meet customer demand, and lets you know exactly when to restock critical items and when to drop items that aren't moving.

- Help keep customers and employees happy with fast item lookups.
- More easily track and manage hard goods, soft goods, and non-inventory labor codes.
- Work with matrices in up to three dimensions, such as size, color, and brand.
- Simplify inventory tracking with serialized items, up to three unique serial numbers per item.
- Use aliases to expedite item lookups by supplier part number, UPC, or abbreviated nicknames.
- More easily produce assemblies and kits.
- Manage an unlimited number of inventory items and transactions.
- Put items on backorder for future deliveries from the Point of Sale (POS).
- Automate calculation for inventory replenishment based on reorder point/restock level or quantity sold.
- Support multiple suppliers for each item.
- Create purchase orders more easily that reflect the matrices you set up within your system.



Track each bicycle's status by serial number.

Customized features available through third parties such as Digital Retail Solutions' Bicycle Bundle include:

- Serialized item tracking from box to built to sale status.
- Special order tracking from sale to order to delivery.
- Supplier connectivity for pre-labeling programs, order entry, and custom reporting.
- Bike-alog database integration for fast, easy import of items and suppliers.

- Pre-loading of items in database.
- eCommerce integration and Web catalog synchronization to your Web site.
- Customer status information at the POS (outstanding orders, balance due, visits, and more).
- Real-time POS margin calculator by sale and item.
- Import industry-standard labor rate chart.
- Auto-generation of item lookup codes.
- YaYa Bike! Client Care reporting.
- Database-driven predesigned product signage.
- Quick cash-drawer balancing through Tender View.
- Customized reports and forms for bicycle retailing.
- Support for legacy dot matrix receipt printers.
- Conversions available for most MS-DOS® and Microsoft Windows® POS systems.

## Enhance the customer's shopping experience

Your associates can process even complex transactions more quickly and accurately, and they'll have access to complete customer information that helps them sell more effectively. Microsoft Retail Management System Store Operations also works with the Microsoft Office System, making it easier to create and deliver communications that connect you with your best customers.

- Capture and show customer contact and demographics on the POS screen.
- Instantly access a complete history of purchases, payments, and account information at the POS.
- Accommodate partial payments and account payments.
- Suggest relevant up-sells, sale items, and volume discounts.
- Target your mailings directly to customers' special interests.
- Grant automatic discounts and differential pricing to special customers.
- Reprint electronic receipts to resolve disputes, speed rebates, and verify purchase dates and amounts.
- Serve others while keeping a stalled transaction "on hold."
- Accept multiple tenders, credit cards, coupons, gift vouchers, and foreign currencies.
- Sell even when your network is down.
- Build rapport—and up-sells—using customers' buying histories.
- Leverage customers' buying histories to easily market to their preferences.
- Promote cross-selling and display store announcements with innovative Net Display.

- Remind customers who forget items they normally purchase.
- Handle work orders, backorders, layaways, and quotes.

### Save time and money

Productivity soars with a solution that's easy to learn and use, yet offers the power and flexibility you need to adapt quickly within a changing marketplace.

- You and your associates can learn POS processes in minutes, not days.
- Eliminate manual re-entry of data into your accounting software and other applications and reports.
- Lock out—or empower—any employee's access to sensitive data.
- Automate inventory management to reduce shrinkage and slow-moving items.
- Speed time-consuming tasks; for example, use wizards to bulk-update prices and inventory data.
- Know which associates sell best. Predict what days and hours to staff up—or cut back.

The screenshot shows a window titled 'Item Class Member Properties'. It contains a table with columns: Item Lookup Code, Description, Quantity, Committed, Price, Price A, Price B, Price C, Cost, Sale Price, and Sale Start Date. The table lists three items: 15051 (Bike Frame - Black), 15052 (20" Wheel), and 15053 (Bike Seat).

Item Lookup Code	Description	Quantity	Committed	Price	Price A	Price B	Price C	Cost	Sale Price	Sale Start Date
15051	Bike Frame - Black	10	0	\$45.00	\$0.00	\$0.00	\$0.00	\$12.00	\$0.00	
15052	20" Wheel	30	0	\$20.00	\$0.00	\$0.00	\$0.00	\$12.00	\$0.00	
15053	Bike Seat	3	0	\$10.00	\$0.00	\$0.00	\$0.00	\$3.00	\$0.00	

Check availability for customer's specific requests.

### Use customizable management tools

Get help managing every aspect of your store with ease and control. You'll have immediate insight into daily transactions and operations; just as important, you'll have the power to quickly identify sales trends and track results from sales campaigns.

- Configure POS screens to display exactly the information your clerks need.
- Customize receipts and price labels with logos and promotional messages.
- Exploit many flexible pricing structures for mark-ups and discounts.
- Choose from several ways to set up new sales and promotions—fast.

- Streamline buying with ordering levels, best-price suppliers, and automatic POs.
- Make Store Operations wizards do your work. It takes just minutes to input new items, manage inventory, set prices, and perform everyday chores.
- Protect menus and fields with built-in security features based on cashiers' security levels. Data fields can be hidden, view-only, or changeable.

### Get quick, comprehensive, flexible reports

Stay on top of performance with accurate, timely data about sales, profitability, inventory, and customers. Know exactly what's selling best, who's buying, and when; decide on a dime what to buy or mark down; and track return on investment for marketing initiatives.

- Easily export Store Operations data to Microsoft Excel for viewing and analysis.
- Generate sales and inventory reports that help make it easy to decide what to buy or mark down.
- Track return on investment from your ads, mailings, promotions, sales, and discounts.
- Preview, print, or export data in multiple formats.
- Filter, hide, sort, and group data as you like it.
- Add logos and graphics for formal reports.
- Drill down to modify the database directly from reports.

### Reap the benefits of centralized information and easy connection to other systems

Whether you want to send financial information to your accounting program, generate custom sales reports, or sell through an e-commerce storefront, Microsoft Retail Management System Store Operations can help deliver. Built on the latest Microsoft technologies, this integrated solution keeps information moving smoothly across your entire business and connects easily with other applications, platforms, and peripherals.

- Merge data from QuickBooks into your POS solution. You can also export data from Microsoft Retail Management System to QuickBooks 2003, including summarized financial transactions and closed and received purchase orders.
- With the help of a Microsoft partner and third-party solutions, Microsoft Retail Management System Store Operations can be integrated with legacy systems, accounting or financial software, Electronic Draft Capture (EDC), credit card services, and e-commerce storefronts.
- Make in-store traffic, catalog sales, and phone and e-commerce orders feed each other.

- Use EDC and integrate with leading credit card services to help reduce fraud and keyboard errors.
- With the help of a Microsoft partner and third-party applications, smoothly integrate Web sales from multiple sites.
- Use the Microsoft Retail Management System Store Operations POS as a data collector for back-end Electronic Retail Planning (ERP) or Customer Relationship Management (CRM) applications.
- Work with a Microsoft partner to set up your system to enable PDA and mobile/wireless stations.
- Ship and track orders online.

Active Report: Item Snapshot Quantity List

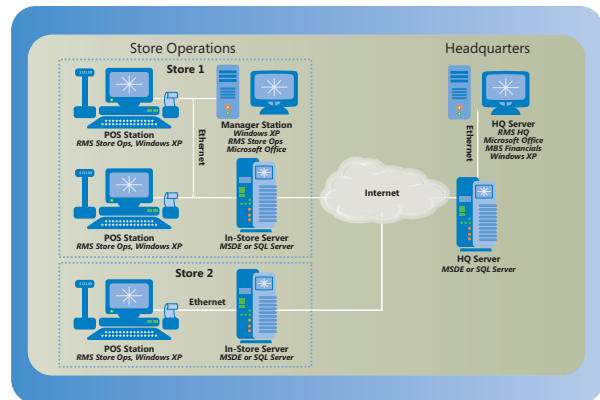
Item Snapshot Quantity List  
As Of: 8/12/2004

LookUp Code	Store	Quantity	Committed
Overall Total		2509.00	162.00
Total 11200		499.00	8.00
11200	Total Store 1	460.00	4.00
11200	Total Store 2	39.00	4.00
11200	Total Store 3	0.00	0.00
Total 11212		66.00	0.00
11212	Total Store 1	33.00	0.00
11212	Total Store 2	33.00	0.00
11212	Total Store 3	0.00	0.00
Total 15001		30.00	0.00
15001	Total Store 1	15.00	0.00
15001	Total Store 2	15.00	0.00
15001	Total Store 3	0.00	0.00

With Microsoft Business Solutions Retail Management System Headquarters, you'll be able to see your inventory across all your stores.

## Expand economically

Microsoft Retail Management System Store Operations conforms to the way you sell and work by providing you with the information tools that retail blockbusters use—customer purchase histories, electronic receipts, gift certificate tracking, and more. With the help of a Microsoft partner, you can enhance your solution to include business-to-business, e-commerce, and CRM/ERP connectivity. And as your business grows, you can add new lanes or stores to your system with minimal disruptions to retail service—Store Operations offers a common point-of-sale platform that spans single or multi-store locations. You can start with basic point-of-sale functionality, and then tap into a broad set of retail management tools, or add Microsoft Retail Management System Headquarters as your business requirements change.



A typical deployment of Retail Management System in a two-store scenario—one store with multiple lanes. A local area network (LAN) connects Store Operations installations across checkout lanes or POS stations within the store, and an Internet connection connects the stores to a head office running Headquarters.

## System requirements and other information

**System Requirements** Use any PC-compatible system running Microsoft Windows 98 SE, Windows Millennium Edition, Windows 2000 Professional Edition, or Windows XP (all versions). It is recommended the system have a Pentium 500-MHz or faster processor, 8 GB of available hard disk space, and 256 MB or more of RAM.

**Purchasing and Installation** A Microsoft Certified Partner will work with you to purchase and install Microsoft Retail Management System. Microsoft partners are trained professionals who have retail industry experience. They are certified to sell and install the system.

**Training** Based on feedback from customers and partners, basic training for cashiers and employees takes anywhere from 15 to 30 minutes. Additional training options are available through your Microsoft partner as well as interactive eCourses available through Microsoft.

**Technical Support** An optional support package is available to give you access to Web- and phone-based technical support from Microsoft and free software upgrades for the first year of ownership.

## Microsoft Retail Management System

Designed for independent retailers—like you.

For more information, visit our Web site at:

[www.microsoft.com/BusinessSolutions/POS](http://www.microsoft.com/BusinessSolutions/POS)