

Microsoft Retail Management Store Operations Unique Features

Warning: We are about to describe the reasons why MRMS should be your store management system. If your eyes become bleary or your brain starts to explode from all the excitement, please – take a break. ☺

XML Integration with QuickBooks Pro 2003 (plus Premier, Accountant's version and higher)

Example: Post completed Purchase Orders to Accounts Payable in Quickbooks.

Net Display Channels

Call Net Display your subtle "up-seller." It enables you to showcase advertisements and websites on a second monitor for customers at your point of sale. This replaces a pole display to list items being rung up (pictures too), plus web sites and web pages you pre-select or ads from your local CD-ROM or DVD.

Net Display supports multimedia, so you can include sound and action clips. It's entirely programmable and interactive, so entering a customer's name can trigger personal greetings, reminders about customary items and other persuaders. Purchases in one category can trigger notice of specials or mix `n` match offers.

Shipping and Tracking over the Internet

If you use UPS or FedEx, Store Operations streamlines shipping. No need for a dedicated PowerShip or other machines. Customer name and address—even product weight—plug in automatically. Store Operations transmits data to FedEx or UPS Web sites for shipping documents. Store Operations maintains shipping documents and will track shipments. Manage your account from the browser screen. Know and tally exact costs from the shipper's on-board schedule.

Empowering the POS with Corporate Information Via Internet or WAN

You and your staff will find many more ways to profit from Store Operations' connectivity. View Store Operations as your total, two-way, instant information conduit between your point of sale terminals, your back-office computer, your IT system and the outside world of consumers, suppliers and partners.

Under security rules you set, you and your store associates can access, display and work with any file or any program, on any accessible computer in your network—or in the world. You can run those applications, even use their output instantly with no delay to the customer. You pre-set the only Web sites, files and programs that customers and sales associates will see and access.

Stores connect to corporate via Internet, VPN or WAN. Information from corporate can be "pushed" to the POS or "pulled" by the POS using standard Internet protocols such as HTML, HTTP, HTTPS or server-side scripts. The built-in Web browser displays acquired information on the POS screen. Text, graphics and multimedia information can be displayed and heard.

Advanced Security Features

Store Operations incorporates tight security controls and restricts employee access to sensitive information. It includes a built-in security system with 31 security levels (security definitions or profiles). These protect Web access features, programmable POS keys, screens and fields, report writing—every sensitive corner of your system and confidential data.

System administrators define each security level to grant tightly specified access privileges. You can assign the behavior for every screen feature, defining if that field or control can be viewed—and/or edited—by that level of employee. After you define the security level, assign it to the appropriate employee(s). You dictate precisely what data fields each employee can view and/or change.

Active Reports

You've never seen a report engine jet through jobs like this one. Huge reports on tens of thousands of items once took twenty minutes to calculate. Optimized for speed, Quick Reports calculates the worst of them in literally seconds.

With point-and-click speed, you can find and compare key information easily. Generate a wide variety of consolidated reports to obtain instant sales figures, identify slow-moving items and see sales for any day, any register—and many other filters. Then customize each report to visually emphasize crucial data.

Advanced sorting and filtering tools let you fine-tune your reports. You quickly pinpoint the exact data you need to realistically project future sales and make effective management decisions. Incorporate your logo or other graphics into reports for presentations. Then store these parameters for easy and regular use.

Change database items from any report

These are "Living Reports." Wherever Store Operations' "Show Me" icon (magnifying glass) appears on screen, click the item to see its detail, say a cashier's full profile or all the database descriptors for an item.

Users having appropriate security access can change database definitions directly from a report. You can rearrange column sequence, show or hide any column—even grant or lock out access to certain people printing certain reports.

Heard enough already? Try it FREE. Complete a Store Profile at www.digitalretailer.com and request a FREE full working demo with sample data. We'll promptly send you a CD along with tips and suggestions. Experience the advanced features and benefits of Window-based POS first hand.

Custom-Build and Reorganize Reports

After you generate the report, Store Operations gives you a vast variety of ways to view and reorganize your data. You can even custom-build and organize your reports directly on the report preview screen by:

- o Adjusting and moving headers and columns
- o Sorting report data
- o Filtering report data
- o Refreshing report data
- o Accessing detailed information directly from the report

Store Operations' Efficient Assistant

The traditional downfall of other retail systems is the requirement to change things in three or four places. Besides being time-consuming, that weakness spawns inconsistencies, data entry errors and long hours of corrections. In Store Operations, your own personal automated assistant helps you change properties in your database all at once—eliminating the need to manually change each individual item. You update item prices, costs, reorder information, sales tax assignment, even put groups of selected items on promotion.

Label Designer and Wizard

You need to print labels in different sizes and shapes to accommodate different products and printers. Store Operations' new features speed up the way you process and print labels. Label Designer lets you easily design your own WYSIWYG label templates. You can add and position your own graphics and text too.

Save time when you print labels. Use Label Wizard to select one of your customized templates, then specify filter criteria. Print only as many as you need. No need to manually create and adjust labels every time you want to print a label.

Receipts with Logos and Graphics

You can completely customize point-of-sale receipts to display your company logo, address, phone numbers, even graphics. Whether you want to promote your company name or highlight a holiday sale, you can program the software to custom-build the receipts that best relay your message(s).

Store Operations Commerce can print graphics directly on receipts, including barcodes, logos and pictures. It can include text in your preferred font and format. You can size and position your graphics and text.

Gift Certificates, Gift Cards and Vouchers

Store Operations has always handled gift certificates and vouchers. Now "gift cards" offer gift-givers a "dynamic gift certificate" that's tied to your store. The gift-card holder can spend any amount up to the card's limit, then the giver can renew the card repeatedly. Clear receipts, both printed and retrievable at any time and document every purchase.

Store Operations can tally cardholder purchases against a pre-purchased amount, then recharge the gift card against a credit card, a store account or other tender.

Customizable POS Buttons

Store Operations lets you program a button on the POS screen to access other software files and Web pages—on your computer or via Internet. It can invoke programs, information and capabilities on the POS screen, or send them to the customer's monitor.

Buttons are normally displayed on the right side of the POS screen, but you can reposition and size them as you choose. They give you one-step access to as many as ten programs, reference pages or Web sites. This feature gives your store associates immediate access to worldwide computing power while the customer checks out. But every employee's Web access is totally under your control.

Accounts Receivable Feature

Accounts Receivable offers many flexible new search and payment options. Instead of requiring customers to pay an entire account, you can process & track customer payments by individual invoices and statements.

The Aged Receivables option lets you select the specific invoice a customer wishes to pay. In addition to setting up revolving accounts, you can also bill payments for net terms.

New Item Wizard

Use the New Item Wizard to quickly add items to your database. And, as always in Store Operations, adding something once means never having to add it again in another part of the program.

The New Item Wizard enables you to set up item types, define kit and matrix components and set standard properties. This feature is especially useful when creating assembly, kit, matrix, and/or lot matrix items. For example, rather than manually entering each component of a matrix item, you can use the New Item Wizard to automatically add all components to the database at once.

Enhanced Journal Viewer

Store Operations enhanced journal capabilities enable staff you have empowered with the correct security designations to view and print any journal from any register in your preferred format. This can be done at the point of sale or in the back office.

Customizable POS Screen

You customize the look and functions of your POS screen with the field displays you want. Pick & choose from several display features, including status bar, HTML status bar, custom buttons, totals, function keys and Net Display. Touchscreens are also supported.

You can resize and reposition the transaction screen. And Store Operations will save your screen settings.

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Unlimited Line Item Entry

Whether your customer wants five items or thousands, Store Operations lets you sell unlimited items in one transaction. Other products limit the number of items per transaction. Grocery stores and other large-client enterprises need voluminous item lists. And these big-purchase customers are just the ones you want to impress with fast service.

Detailed Customer Information

When you select a customer, you will immediately see "Bill To" and "Ship To" information. You see detailed customer information right on the transaction screen, including account number, total sales, number of visits and date of last visit, item purchases, etc.. Having pertinent customer information at your fingertips retains repeat customers and builds new relationships. You can use this information for targeted mailing and email.

Orders, Quotes and Layaways

The POS program introduces new features to improve creating and processing work orders, sales quotes and layaways. You can view and edit detailed information directly on the transaction screen, assign a reference number and accept payment(s) towards a work order or layaway.

Depending on whether you create an order, quote or layaway, on-screen information can include comments, on-deposit amount, deposit payment, order balance, due date, reference number and expiration date. Trusted associates with the necessary security level can edit these fields on the transaction screen.

Store Operations allows unlimited flexibility when dealing with orders, quotes and layaways. Rather than requiring customers to pay for all items on an order, Store Operations lets them pay for any combination of items and allows you to add/cancel items at any time.

Assembly, Matrix and Lot Matrix Items

Store Operations neatly organizes all your assembly, matrix and lot matrix item info into an easy-to-use grid. You see all your items and their related attributes at once. You can edit item attributes directly on the grid.

You can assign/barcode each item with a separate lookup code. To quickly add matrix items to your database, let the New Item Wizard define matrix components all at once. Store Operations adds the matrix item and its components to the database. You can sort matrix items by dimensions. You can view selected (or all) individual components (item lookup codes) of the particular item matrix, in addition to their description, quantity, size and color.

Informative Graphs

Store Operations can display your revenues, sales and inventory data in a variety of ways. Drop-down list boxes let you generate a variety of graphs that you can further customize. Select different time periods. Group related data. See numerical and graphical versions. Print it, store it, email it. Make templates of your favorite graphs and reuse them at will. It's another powerful Store Operations tool to give you the visibility you need to manage your business.

Integrated Card Processing

Internet-based credit and debit card processing means fast approvals (4-6 sec) and NO extra software to buy. Special discounted rate, no hidden fees, no contracts. Contact DRS for details.

Support for Data Warehousing and OLAP

The point of sale is where customers "vote with their wallets" on where they buy, what they buy and how often. That's why customer data, buying histories and preferences are vital to survival and expansion. Store Operations captures detailed customer data in a Microsoft SQL Server database for analysis. A growing number of retailers are turning to data warehousing and on-line analytical processing (OLAP) to maximize customer spending and bolster customer service and repeat business by personalizing the shopping experience. Store Operations makes that data immediately and accurately available.

Retail Rounding

Store Operations introduces new global pricing features that enable you to perform retail rounding. When you use the Store Operations Assistant to change item prices, Store Operations includes an option that allows you to round all updated prices to customary retail values based on rounding rules that you specify.

"Buy X, Get Y" Discount Capability

Sell a specified quantity ("X") of items at full price and give the customers a certain number ("Y") of items for free or at a discounted price. For example, if customers buy three T-shirts, they can receive another T-shirt for free. Or, if they buy four pairs of socks, they receive the next three pairs at 50% off. Pick and choose your desired discount schemes. A special Promotions module is also available.

Advanced Sales Screen functions

Instantly turn any invoice-in-progress into a Work Order, Layaway or Special Order. Save and manage Quotes with assigned expiration dates.

Commissions on gross, net, fixed dollar spiff, or individual salesperson schedules. Split commissions on a single invoice. Assign a primary sales rep to specific customer accounts.

Quick Lookup in POS instantly finds items by model name or dept/category; sorted by price.

Track gift certificates and gift cards (vouchers); serialized or non-serialized. Coupons too.

Product returns automatically prompt for reason codes and apply the appropriate action. Example: Reason Code=Unopened Box/Return to Stock will update the quantity on hand to reflect a return to shelf. Reason Code=Defective will move the item to off-line inventory and maintain a list of items waiting to be processed or repaired (RMA or warranty replacements).

Clock in/out at the register (timeclock), plus Calendar with event scheduling and reminders. Send instant messages to register stations from the back office.

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Unique POS Features

Mouse-less POS screen means fast transaction processing at the register – as fast as any grocery when used with a scanner. Extended function keys offer instant access to Calendar, Calculator, Sales Journal, No Sale, Discount, Sales Graph, No Tax, TimeClock, Payment on Account, and more. Record repetitive routines as keyboard macros for quick access, such as Alt-F10 = Road Bike Search or Alt-F1 = Bike-alog@.

HTML-active POS screen with built-in browser means you are only one click away from Internet access, plus you can control which websites accessed at the POS and how. Add hot button access to your favorite sites, or turn off Internet access at selected POS stations.

Extensive Item Fields

Aliases allow you to assign multiple entry codes to the same lookup code, or create a shortcut name to ring in common items, such as TUB26 for 26" replacement tube. You can also store multiple barcodes for the same item. Buy 26" SV tubes from 4 different vendors, each with their own part number and UPC. Scan or ring up these items under the same item code. Multiple discount options include: minimum price, Buy X for Y Pricing (ex. 3 tubes for \$X.XX), or mix and match discount, such as any flavor 10 Power Bars for \$X.XX each; plus ABC level pricing for special customers and employees. Schedule promotional sales with start/stop dates. Unlimited size/color matrices in 1-3 dimensions. Simple table based wizard creates matrices fast and easy. If you are converting from another POS package your existing ARMS size/color items are imported intact. Recommend substitutes and tag-along sales at POS, so salespeople don't forget. Unlimited supplier sourcing per item with option to assign a primary vendor.

New Item Wizard walks you through adding Standard Items, Matrix Items, Assemblies, Kits, or Service items (non-inventory). Built-in Manufacturer/Brand table for quick item additions. Add new items at the POS register screen. Inventory Wizards can make mass changes to your item database by selected groups of items (price/cost changes, ordering info, import/ export options, and more).

Assemblies and Kits

Kits allow you to sell multiple items under one lookup code for a fixed price. Ex. Seat Bag Special includes seat bag, tire irons, & patch kit. Assemblies are used to sell groups of items at regular or discounted prices with option to remove or substitute items on-the-fly. Ex. Roof Rack Assembly #1 (towers, rails, locks, etc.).

Extensive Customer Fields

Customer records include defined fields for fax number, email address, country, sales tax license (no tax), shipping address, notes and more. User-defined fields for entries like birthday, # bikes owned, club/team member, etc. View total sales, total discounts, and total visits per customer. Purchase history tab lists ALL transactions for each customer; zoom in to view prior invoices including tendered amounts. Open invoice layaway means customers can pick-up and pay for individual items on a layaway and you can track multiple layaways per customer. Transfer customer information directly from the invoice screen to UPS or Fedex on-line; capture and track shipping information.

System-wide Features

Comprehensive context-sensitive, on-line Help is one button away. Salespeople can learn most register functions in less than 10 minutes. Backup ALL database files in one easy step to any connected device (zip drive, network drive, CD-R, etc). Supports next generation computing standards including XML, SOAP, .NET, etc. This means automated links, integrated website connections, supplier links, EDI, and much more. Turn on/off options to match the way you like to do business.

Supports multi-state tax tables plus VAT. Change tax rate by invoice or line item or apply tax-exempt status by customer account.

Extensive security rights by class and employee mean you can turn on/off features you want accessed, or even hide individual fields you don't want viewed.

QuickScan feature to quickly receive items by scanning, vendor part number, lookup code, or description.

Multi-store Communications

Headquarters manager for multi-store control via modem, WAN, VPN or Internet connections. Supports centralized inventory replenishment with combined or split purchase orders, price control, transfers and even a global customer database shared between all locations. If you don't require full chain store management features, a Transfer In/Out option is included in the single store version.

Supports PDA scanners (Palm, Windows CE, Pocket PC) and OPOS devices. OPOS is the new Windows standard for POS peripherals including scanners, cash drawers, card swipes, barcode printers, etc.

Multi-language support. ¿Usted habla Español? Set up a register station with the language of your choice.

Prints price labels on high-speed barcode printers, or laser or inkjet printers using Avery label sheets.

This Windows-based POS solution runs on Windows 98, Me, NT, 2000 and XP. Windows 2000 or XP is recommended as the preferred operating system for small business users. As an authorized Dell Reseller, Digital Retail Solutions offers pre-configured Dell PCs at great prices and Dell warranties.

Convert from your current POS system

When you upgrade to MRMS we will convert your existing data including items, customers, vendors, and more. You'll keep your old POS system loaded on at least one PC to look up old invoices. We suggest adjusting inventory counts and customer balances as necessary, and remove unwanted data before converting. By running our full-working demo you'll have plenty of time to learn the new features and train employees. It's EASY. F1 Help is available for all operations, plus support and training is available via our 800 line. Digital Retail Solutions can also arrange group training sessions via the Internet.

Tip: Entering UPCs will provide you with even more enhanced features. Symbol POS laser scanners with hands-free counter stand start at just \$299. Yes, you can also scan items in to receive them!

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