



## Microsoft Spotlights:

## Digital Retail Solutions Inc.

### RETAIL BUSINESS/APPLICATIONS EXPERTISE

- Small- to mid-sized independent retailers
- Custom Microsoft® Business Solutions Retail Management System add-ins for specialty retailers
- Microsoft Retail Management System Store Operations and Headquarters
- Third-party add-in specialists
- Retail technology, hardware and peripheral expertise
- Staff with retail backgrounds

### TECHNICAL STRENGTHS

- Customizing Microsoft Retail Management System and other software to serve specialty retailers
- Microsoft SQL Server and database management
- Customized program enhancements, reports and database utilities
- Database conversions for legacy and competing systems including MS-DOS-based and proprietary software

### BUSINESS BENEFITS TO CUSTOMERS

- Specific solutions for sports, outdoor, bicycle, gift and other retailers
- Improving your sales and efficiency
- Pre-loaded product databases for fast startup
- Rapid installation and fast return on investment (ROI)
- Integration with industry product catalogs and supplier order-entry systems
- Your single source for software, hardware, supplies, support and training from point of sale through eCommerce

### GEOGRAPHIC BUSINESS RANGE

- United States and Canada

Digital Retail Solutions (DRS) has been providing independent specialty retailers with affordable solutions for hardware, software, technology, and management needs for fifteen years. Because no point-of-sale program can meet all needs of all retailers, DRS experts tailor their applications to each specific market. This knowledge translates into highly customized functionality of end-to-end retail management that makes small and mid-sized retailers more efficient and profitable.

### Industry Research, Preparation, and Tools

After extensive product research, DRS found the best software platform to deliver what retailers need is Microsoft® Business Solutions Retail Management System. Clients in the bicycle, ski, fitness, outdoor, and water-sports arenas find Microsoft Retail Management System delivers the flexibility they need to compete with larger chains.

After hundreds of installations, DRS retail veterans also understand the specific retail needs of organizations selling gifts, wines, gourmet foods, pet supplies, fashion, pool supplies, hardware, furniture, office, cellular, schools, and even non-profit organizations.

For many industries, DRS bring unique value with pre-loaded product databases and custom or third-party add-ins. These product enhancements include automatic generation of item lookup codes, Web catalog automation from the point-of-sale database, serial number tracking, POP signage from the item database, special-order tracking, real-time custom Microsoft Excel reports, loyalty programs, promotion modules, and handheld solutions. The result is retail efficiency beyond budget expectations:

“Microsoft Retail Management System lets a small business challenge the guys with the huge budgets. This technology hasn’t been available before, except for hundreds of thousands of dollars. The DRS Bicycle Bundle for Microsoft Retail Management System gives us extra tools to please customers and to manage.” Chris Kuzma, Owner, Bike Stop

In so doing, DRS helps empower the “American Dream” for both first-time business owners and veteran retailers.

## **HISTORY AND BUSINESS MISSION**

Since 1990, Digital Retail Solutions (DRS) has specialized in converting retailers from outdated point-of-sale systems to more modern and efficient solutions. Today, Digital Retail Solutions has found that Microsoft® Business Solutions Retail Management System is the software of choice for stores and small chains. DRS helps its clients meet retail's shifting challenges with exclusive add-in "bundles," custom utilities, special reports, forms and quality solutions of its own and from allied Microsoft partners. DRS brings independent merchants the automation benefits enjoyed by big-box retailers.

For further information visit  
[www.digitalretailer.com](http://www.digitalretailer.com)  
or call 800-322-9471 U.S.,  
or 800-353-0268 from Canada.

## **Fast, Versatile, Reliable Support**

Once a system is installed, DRS ensures client satisfaction via a range of support options including their Client Intranet, a 24/7 online knowledgebase with tips, suggestions, how-to articles and troubleshooting guides, user-to-user discussion forums, product announcements, and a document/download library to help clients stay up-to-date on their own schedules.

DRS customers can receive support by phone and a Web support option that lets DRS log onto the customer's system remotely to troubleshoot, transfer files, or provide step-by-step instruction. These capabilities facilitate service and training across the USA and Canada.

In summary, DRS solutions help run retail right. As a Microsoft Certified Business Solutions Partner, DRS acquires complete training for the solutions it sells. By focusing on Microsoft Retail Management System, DRS rose to the top in a very short time. In recognition of the number of retailers that DRS has assisted in implementing Microsoft Retail Management System technology, DRS became a member of the Microsoft Business Solutions President's Club during its first year as a Certified Microsoft Business Solutions partner. Additionally, Microsoft awarded DRS the 2004 Retail Excellence Business Development Award for their customized retail solutions.

## **Let's take the next steps...**

Microsoft Business Solutions Retail Management System has the power to save steps in nearly every area of your business. Its technology has been customized to thousands of retail chains and stores on five continents. It can be interfaced to other Microsoft business solutions, third-party products, the Internet, credit-card authorization and wireless solutions. And DRS enhancements can further increase its fit to your business.

Where, in your business, are unnecessary steps or dollars spent? How could better knowledge of your customers' buying habits increase revenues? What must staff and managers know to serve customers better and make faster, smarter business decisions?

Knowing this information will help DRS define the technology that your business needs, and to prepare an accurate proposal. Take the next steps so DRS and Microsoft Retail Management System can help you manage and expand your retail business the way you've always wanted to.