

# *LS Retail AX and LS POS .NET*



**LS RETAIL**

**Microsoft®**  
**GOLD CERTIFIED**

Partner

*A Proven End-to-End Retail Solution*

# *Is Your Business Suffering?*

*Current solution not scalable enough*

*Not enough concurrent users at head office level*

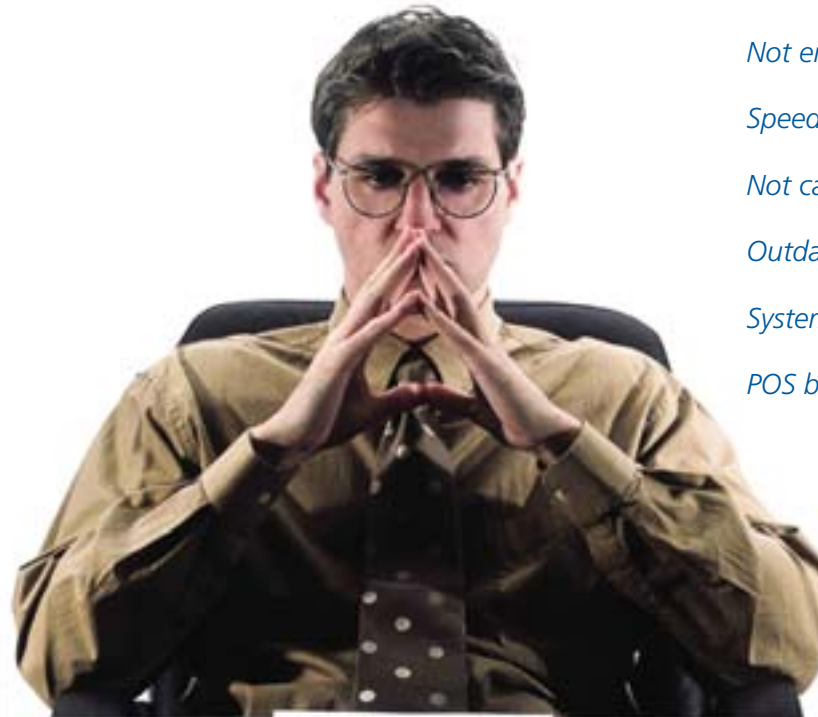
*Speed and flexibility constraints*

*Not capable of handling many countries*

*Outdated sales information*

*Systems that do not communicate*

*POS breakdowns at peak times*



# Introducing LS Retail AX

*LS Retail AX is a powerful retail solution built on Microsoft Dynamics AX.*

This integrated solution delivers the breadth and depth of functionality demanded by the busiest retailer without the need to build, manage and maintain multiple applications and interfaces. It controls the fundamental aspects of your retail business from head office level and creates the link between the POS Terminals and Microsoft Dynamics AX. This sets LS Retail AX apart from other solutions in the market.

LS Retail AX is suitable for mid- and large sized retail companies, national as well as international, and covers most areas in retail like food, specialty and fashion stores. The setup can range from a single store with one POS to a complex, multi store environment that integrates with your overall business operation.

Special functions have been made for fashion retailers that can also benefit other type of retailers.

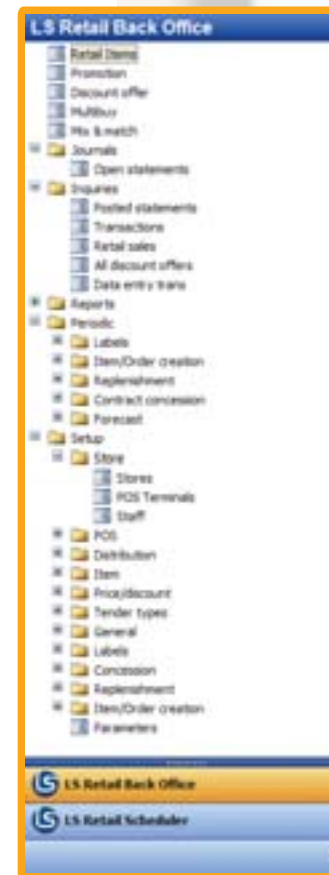
## Integrated with Microsoft Dynamics AX

LS Retail AX is integrated to Microsoft Dynamics AX which means that users can have access to all the other parts of the Microsoft Dynamics AX application, such as Finance, Customer Relationship Management (CRM), and Warehousing.

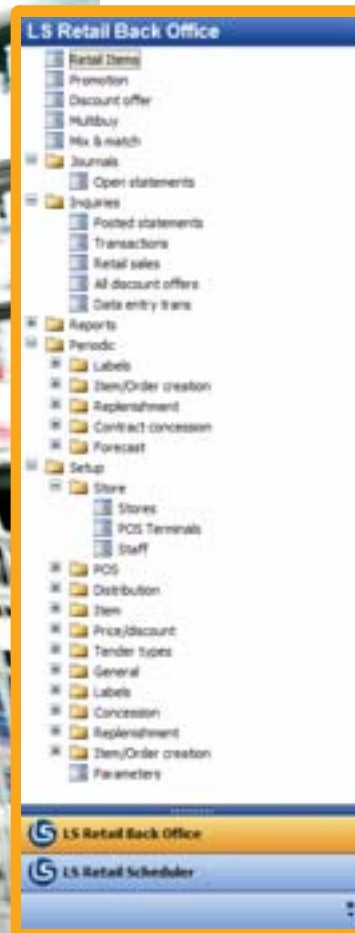
Because of the integration, users need only become familiar with one interface and the same logic applies to usage at all levels. A single platform model like this has many advantages. Users only have to learn to use one system. Administrators only have to manage one system. Complex system integration issues are a thing of the past.

For small retail businesses that want to be able to grow rapidly, the scalability of LS Retail AX is unique. The solution is based on Microsoft technology and has the same look and feel as Microsoft software in general which makes it very user-friendly.

LS Retail AX is divided into Back Office and Scheduler modules and is fully integrated with the LS Data Director and LS POS .NET.



# LS Retail AX Back Office



*LS Retail AX is a vital tool for the management team at the head office, to control and maintain data common to all stores. Since configuration is done in one place it simplifies all setup and management of POS related data such as items, customers and staff. It communicates with software that runs on the POS terminals and thereby directs item sales, POS terminal functionality, tender types, printing on POS terminals as well as the calculation and posting of statements.*

LS Retail AX provides numerous important back office functionalities for the retailer; among them are:

## End of Day Statements

Information from the store is communicated automatically back to the head office where it is collected in a centralized statement for reconciliation before posting to the General Ledger.

## Item Hierarchy Ensures Better Control

LS Retail AX has a six-level item hierarchy ranging from Business Group to Item Variant. The item hierarchy ensures better control and overview of sales in your business and has many purposes in the system.

## Item Importing with Automatic Creation

Files from vendors can be read into the system and items automatically created/updated based on various predefined rules, for example a vendor item hierarchy is set up and matched with the standard item hierarchy in LS Retail AX. The vendor files can also be used to create purchase orders. The automatic creation saves a lot of time and eliminates the human error factor of manual creation.

## Powerful Price Management

LS Retail Back Office offers numerous ways to control item prices at the POS terminals. More retail based discounts have been added to the standard system to give managers better control of prices and easier way to manage the store. Among them are multiple sales prices, promotions, discounts on specific items and item groups, quantity discounts (multibuy) and discounts on a collection of items, for example mix & match, and customer/item discounts.

Price points and/or rounding rules can be used to find the best prices for the items. This means that you can set up your own rules on how prices should be calculated in your system and which prices are valid.

These calculations can be used when setting up all types of offers and are also used in the item importer along with other rules to find the right sales price based on the imported files.

### *LS Retail AX – Features*

- Developed and integrated with Microsoft Dynamics AX
- Complete management solution for multi store or single store setup
- A built-in scheduling mechanism
- Can work with 3rd party POS solutions
- Fully integrated with LS POS .NET
- Fully integrated with LS Data Director
- Fast, proven communications and online enquiries between head office and stores
- Reliable, fast and flexible
- Quick and easy to learn and understand
- End of day statement calculation and posting into the Microsoft Dynamics AX standard
- Posted statement overview and link into the financial ledger
- Cash declaration
- Retail item attributes
- Six level item hierarchy
- Extended variant framework for sizes, colors and styles.
- Barcodes, auto creation and masks
- Mandatory item check



# LS Retail AX Back Office



## LS Retail AX – Features

- Extensive store and terminal setup
- Individual definition of payment types and foreign currencies for each store
- Integrated space management system for shelf and position in the store
- Retail staff setup connected to the standard employees
- Extensive POS controls with hardware profiles etc.
- Advanced and flexible offer management
- Powerful price mechanism
- Competitor price administration
- Infocodes and subcodes to capture detailed information and assist with sales
- Income/Expense accounts
- Shelf and item label functions
- Gift cards
- Vendor and customer retail attributes
- Powerful purchasing add-ons. Replenishment system, cross docking and buyers push
- Price points and rounding rules
- Item importer and automatic item creation
- Fashion sales and purchase budgeting
- Concession system
- Detailed POS transaction overview
- Online enquiries through transaction service
- Suspended transactions can be retrieved from any POS on the network

## Improving Purchasing

LS Retail AX can automatically suggest item order quantity for different types of variants (combinations of size, color and style) based on variant curves. Managers can use planned Cross Docking when ordering, where the system automatically suggests how the goods ordered should be distributed between the stores and creates transfer journals accordingly.

Buyers Push is used to distribute items to the stores from warehouses or other stores. Quantity can be calculated automatically by using the same rules as in the Cross Docking.

## Concession (Store in store)

The concession part of the system is for stores that sublet parts, or all, of their stores to other stores. Contracts are made in the system and different cost can be calculated according to those contracts, for example for the rent of space, rent of system, percentage of turnover and credit card fees. Calculation of concession sales is made and settlements done for the concession vendors.

# LS Retail AX Scheduler

## Scheduler

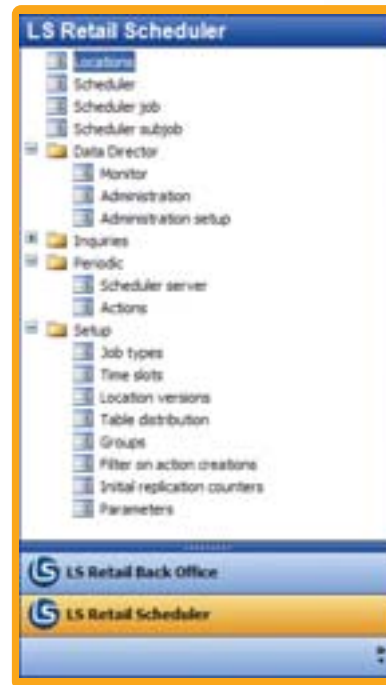
The Scheduler part of LS Retail AX manages information flow between locations; that is head office, regions, stores and POS terminals. The LS Retail AX Scheduler is a flexible tool that can operate according to a number of parameters. Jobs can be scheduled to run on certain dates and times or with regular intervals. LS Retail receives transactions from the POS terminals at user-defined intervals. By using the built-in distribution management, you can control exactly what data is present on the POS terminals in each store and thus set a limit on for example which items are sold and which discount offers are valid in each store. Replication is scheduled by the user and can be set up in such a way that only changed information is replicated.

Data replication is an integral part of the system and has been designed to manage hundreds of stores and POS terminals.

## Fast Exchange of Data

The Scheduler's built-in communication module uses the LS Data Director for high-speed data exchange between different Dynamics AX databases as well as various other databases.

The Data Director was specifically designed to increase the speed of replication over Wide Area Networks (WAN) and speeds up the replication process by pre-processing the data. The data is only read once from the source databases, put into a package, compressed and sent to one or many locations. The LS Data Director is resilient to network and server breakdown by queuing up packages and it provides data integrity by ensuring that data is received in the right order. It multitasks and uses shorter time to send data and requires less bandwidth than previous generations. These features are especially important to users who have databases in different areas or regions, as they save communication costs.



# LS POS .NET

## Optimal Resilience – No Breakdowns

LS POS .NET, built on the Microsoft .NET platform is a fast, dependable and powerful POS application, with an easy to use graphic user interface. LS POS .NET works offline for optimal resilience yet offering smart online options at the same time. This design ensures that LS POS .NET remains fully operational in critical situations when the network or communications go down. All data will be automatically updated when connection is restored.

## A Perfect Match

LS POS .NET complements perfectly the LS Retail AX modules by using the same logic and business rules as the Microsoft Dynamics AX solution.

## Dynamic User Interface

LS POS .NET has a unique dynamic interface that can be set up according to various business needs, such as food, fashion and forecourt. The screen layout is configured using a graphic drag and drop designer for various types of keyboards, for example touch and function screens or POS keyboards.

These features make sales transactions easy to set up, manage and process for any retail business. LS POS .NET sets new standards for speed, ease-of-use and error-free processing of retail sales.



# Satisfied Customers

## Improving the Customer Experience

LS POS .NET has a fast transaction-processing engine, which combined with a simple intuitive interface and user-definable menus, minimizes the time required to complete each transaction. LS POS .NET provides full support for suspension and recall of transactions at the same till or if more convenient, at another till or a customer service desk.

## Compatible with a Wide Range of Hardware

LS POS .NET ensures compatibility with a wide range of retail hardware through the use of OPOS drivers so that you can choose the equipment (tills, printers, bar-code readers and so on) that suits your needs.

### **LS POS .NET – Features**

- One touch sales option
- Customer account transactions
- Customer account prices and discounts
- Forecourts
- Returns/Voids/Markdowns
- Exchanges & Refunds
- Suspend/Resume transaction
- Promotions/Multiple Discount Options
- Info codes
- User configured receipts
- A4 or A5 print options
- Copy receipt
- Price query
- Corporate credit cards and inhibitions
- Loyalty cards
- Multiple Tender transaction types
- EFT Integration
- Cheque printing
- Training mode
- Multiple language operation
- Electronic journal
- Foreign currency handling
- Inhibited sales
- Configurable user-access rights
- Item dimensions
- Item comments
- OPOS support



# LS POS .NET Integration



*LS POS .NET is specially written for the LS Retail AX solution and is the recommended POS application since its entire structure and functionality is compatible with LS Retail AX.*

A typical setup of the systems would be to have the LS POS .NET terminals run offline on a local database and replicate data to and from a central LS Retail AX database with its Scheduler system. LS POS .NET can use the Transaction Service to make specific online enquiries to LS Retail AX through the standard Dynamics AX COM connector while running in offline mode. This gives the POS a high level of resilience while maintaining access to data in a central database. With this kind of setup you get the benefits from both offline and online setups.

LS Retail AX can be set up at many locations and data replicated between them as well. If Microsoft Dynamics AX is not installed in the store, the store manager can log into and work on the system from the store via the standard Microsoft Dynamics AX thin client.

## LS Retail AX and Third Party POS Systems

LS Retail AX can also be integrated with 3rd party POS solutions. The system provides a logging and management structure where it is only necessary to create an import and export module for each 3rd Party POS system. The system can handle many types of 3rd Party POS systems at the same time, even within the same store. Depending on the POS functionality and its integration with the system, LS Retail AX can control the setup for the POS. The functionality available in LS Retail AX for the POS is, of course, limited to the functionality of the 3rd party POS.

# LS Retail AX - Experience

- Reduce total cost of ownership
- Ready for a change in your business and customer behavior
- Increase efficiency
- Dynamic systems initiative
- Allow business transparency
- Make up-to-the minute decisions
- Fewer mistakes
- Optimize your purchase
- Improve your merchandising
- Increase stability, resilience and speed



"The successful implementation of the Axapta ERP & LS Retail Solution will take Waltons to the next level. The ability to make rapid management decisions across all the business operations and support critical business needs such as flexible price and cost strategies is the key to maintaining our competitive advantage.

The LS Data Director Replication solution is such a fundamental factor for the success of the project. The stability and robustness of this solution will help us achieve our goal of data flow, consistency and data integrity through the business."

**François Reyneke,**

Financial Director  
Waltons, South Africa



## Landsteinar Strengur Microsoft Business Solutions Global ISV Partner of the Year 2005

Landsteinar Strengur is one of the principal companies developing retail and hospitality solutions based on Microsoft Dynamics NAV/AX for the international arena.

LS Retail has been sold to 130 countries, translated into 33 languages and is distributed through a partner network including more than 100 distributors in 45 countries.

LS Retail is used by more than 12.000 stores operating about 30.000 POS terminals worldwide. Among many satisfied users of our solutions are: adidas, IKEA, Levi Strauss & Co Europe, Magasin, MIT Italy, Pizza Hut Belgium, Puma Bulgaria, Booths supermarkets, Alliance Pharmacy.

Landsteinar Strengur is a Microsoft Certified Gold Partner and member of Microsoft's Inner Circle.



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