

# Microsoft® Retail Management System

Designed for independent merchants—like you.

For more information, visit our Web site at:  
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EMPOWERING THE INDEPENDENT MERCHANT



# Microsoft® Retail Management System

Affordable Point-of-Sale Software  
for the Independent Merchant

**For today's independent merchant, success depends on more than the right store location.**

To maintain your competitive edge and increase profitability, independent merchants like you need point-of-sale and retail management tools that allow you to serve customers effectively, maintain tight control over business processes and performance, and keep pace with any size competitor.

With Microsoft® Retail Management System (MRMS), you get the best of both worlds: technology that helps to streamline business operations and connect customers, employees, and business partners, and an affordable, easy-to-use solution suite that integrates with other applications and adapts to your specific retail needs.

**Retail Management System Store Operations** allows you to better track and expedite point-of-sale and business processes:

- Streamline business operations, including inventory, supplier management, and point-of-sale processes
- Make informed decisions with accurate data and powerful reporting tools
- Market, promote, and sell across multiple channels
- Expand easily to multi-store operations and e-commerce
- Reduce point-of-sale system and operating costs

**Retail Management System HeadQuarters** helps you grow and manage your entire chain from the head office:

- Control prices, purchasing and inventory—chain-wide, by region or store
- View, analyze, and share data across your entire business
- Exchange data and management directives with any mix of stores
- Pull detailed sales and inventory information from multiple Store Operations installations
- Set and monitor policies and procedures for each and every store

**Microsoft Retail Management System**

# EMPOWERING THE INDEPENDENT MERCHANT



## Designed for independent merchants like you

### Set up and use easily.

MRMS can be set up quickly, tailored to meet specific retail needs, and provides access to expert support and assistance from certified Microsoft Business Solutions partners. Built-in wizards and an intuitive user interface help managers and associates learn point-of-sale procedures in minutes.

### Track and manage inventory efficiently.

MRMS eliminates the need to conduct inefficient, manual stock counts, saving time and reducing employee overhead. You can track and manage items across your business using any stock and sales method, including services, layaways, work orders, and back orders. Compatible inventory types include standard, serialized, kit, assembly, matrix, lot matrix, voucher, non-inventory, and weighed.

### Streamline point-of-sale processes.

With MRMS, associates can work with a customizable point-of-sale screen that lets them check prices, availability, and stock location instantly. They'll be able to access complete customer information; handle multiple tenders and partial payments at checkout; and quickly create and process returns, backorders, sales quotes, work orders and layaways. Automated processes make it easier to balance multiple tenders efficiently and accurately, helping employees save valuable time.

### Integrate and operate with your existing systems.

MRMS is compatible with Microsoft Windows® 98 and later operating systems, and supports popular point-of-sale peripherals including printers, magnetic strip readers, bar code readers, and more.

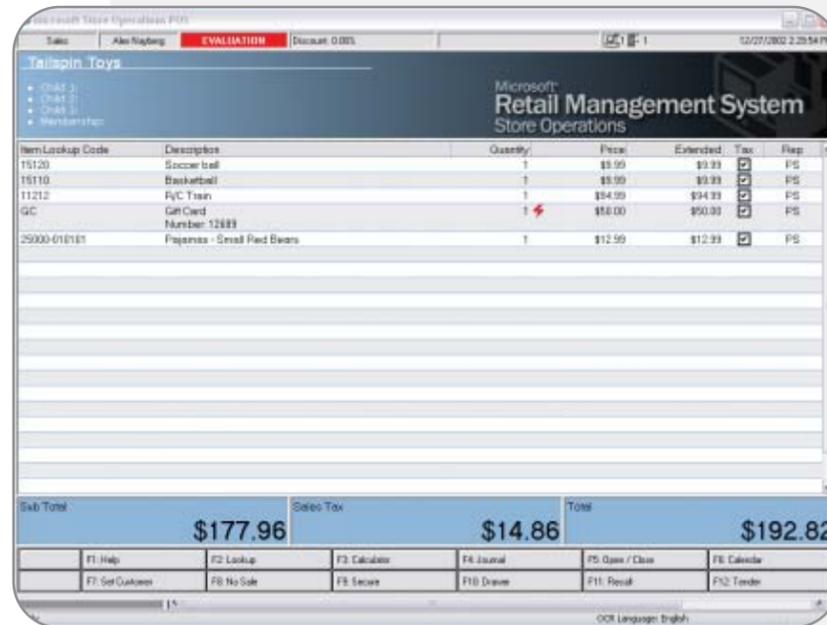


### Design customized price tags with an easy-to-use wizard



### Advanced security features

Help reduce instances of shrinkage, false returns, credit card fraud, and unauthorized discounts. With 31 different levels of user security features, MRMS enables managers to help control employee access to sensitive data and track returns efficiently.



- Easy to locate function keys give cashiers access to many tools right at their fingertips.
- Capture valuable customer information at the point of sale and increase customer loyalty.
- An intuitive point-of-sale screen ensures reduced training time and increases productivity.

## Improves productivity and business performance

### Increase knowledge of operations.

Gain full visibility into store operations with daily sales graphs and journals that can be viewed and printed from any register. With MRMS, you can preview, search, and print journals by register, batch, and receipt number, as well as close out data accurately. Data can also be shared across multiple store locations to give you different views of your business.

### Make fast, informed decisions.

Access and analyze data across your entire business using powerful reporting and communications functionality. Drawing from detailed, current information, you can identify sales trends in every department, category, and season; evaluate operations and financials; track the return on investment of advertising and sales campaigns; set and monitor business policies across stores; and much more.

### Offer superior customer service.

MRMS can equip your staff to respond quickly to customer needs, making it easier for you to turn a single purchase into a lasting and profitable customer relationship. Associates can expedite checkouts quickly, target customer preferences to offer up-sells and cross-sells, and implement automatic discounts for frequent shoppers. Customers receive the efficient, personalized service that builds their loyalty and helps to boost your revenues.

### Improve inventory and supplier management.

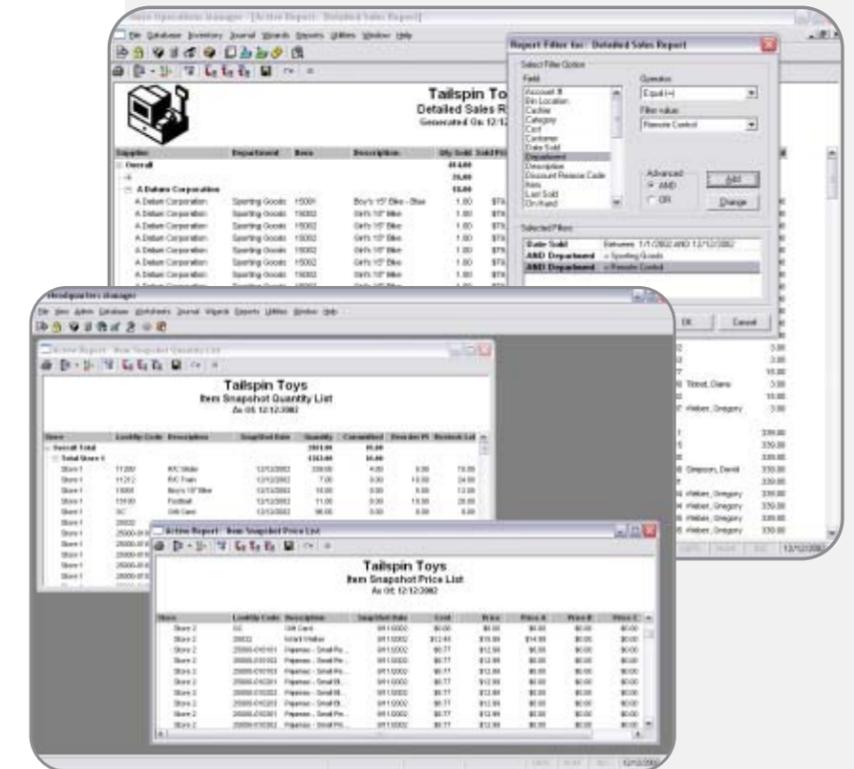
Replenish top-selling items efficiently and negotiate consistently lower purchasing costs by tracking item movement and vendor histories. You can also extend fulfillment processes to the Web through e-fulfillment services.



### Increase sales and build customer loyalty

With MRMS, you'll have the tools and information you need to help increase revenues from existing customers:

- Send targeted mailings with special offers and promotions to selected customers
- Display up-sells so that associates can mention them
- Advertise products to customers in line



- Powerful reporting functionality uses XML to offer maximum flexibility.
- Filtering options make it easier to drill deeper into any report.
- Access and analyze data from across your entire business.
- View consolidated data for every store location.

## Affordable out of the box, with functionality to help provide a quick return on your investment



### Maximize cash-in per customer.

Use MRMS to make the most of every transaction: target customer preferences to suggest up-sells and cross-sells, and advertise other products at point of sale with on-screen graphical displays. Expand your customer reach and increase revenues with multi-channel marketing, catalog sales, and phone orders.

### Minimize labor costs.

Easy to learn and use, MRMS helps managers and associates get up to speed quickly. Comprehensive functionality and shared data systems reduce the need to re-enter information, freeing your staff to focus on managing and selling more effectively. And with full visibility into business information, you'll know when to staff up or cut back, and which associates bring in the highest revenues.

### Reduce inventory costs and out-of-stocks.

Maintain tighter control over inventory with automatically generated purchase orders and stock levels. Centralized purchasing and in-store transfers enable you to replenish items efficiently and cost-effectively. Visibility into supplier histories makes it easy to select vendors who offer the best service and the lowest prices.

### Simplify card transaction processing.

MRMS helps provide quick access to authorizations and makes it easier to capture electronic signatures. Electronic Data Capture can accelerate card transactions by up to 600 percent, allowing associates to process more customer transactions per lane.



- Customizable tender functionality supports card processing, check validation, split tenders, and foreign currency.

## Grows with your business

### Expand easily.

Ready to open a new store? With MRMS, you can protect your investment and keep the same software and systems as your business grows into multiple stores and retail channels. As you add customers and products to your system, flexible Microsoft SQL Server™ technologies let you store and manage virtually unlimited amounts of information.

### Integrate with other solutions.

MRMS integrates with a number of popular business applications, including Microsoft Business Solutions Financials, Microsoft Small Business Manager, third-party applications, and others. You also can integrate MRMS with various PDA, mobile, and wireless solutions.

### Invest in your business, not in IT support.

MRMS does not require an expensive IT staff to set up and maintain, and it adapts to meet specific retail needs. As your business changes and grows, your Microsoft Business Solutions partner can provide support and assistance with customizing, integrating, and scaling your solution.

### Count on Microsoft.

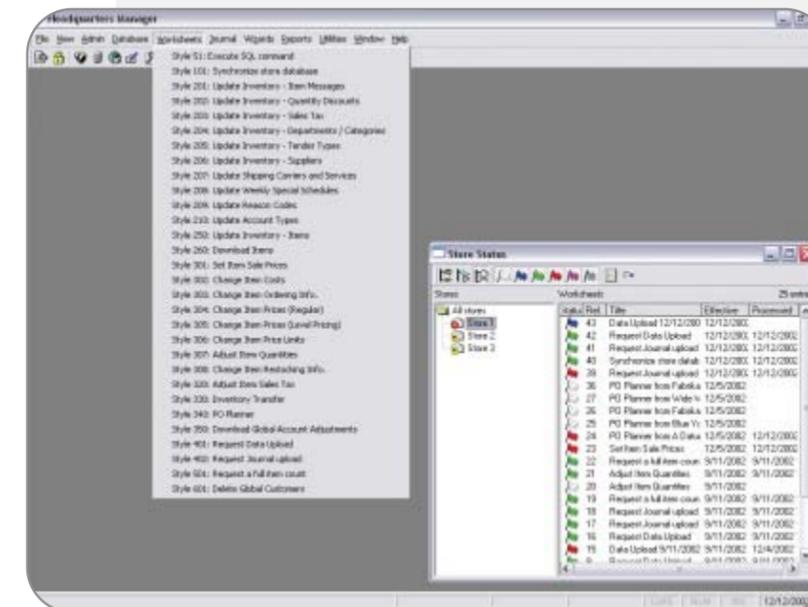
With MRMS, you can begin a long-lasting relationship backed by one of the world's leading technology providers. Microsoft Business Solutions is a family of connected applications and services for small and mid-sized businesses, with years of experience delivering business applications and services known worldwide for top quality.



### Technology within reach

Built to work on low-cost PCs, MRMS can be expanded to operate over LANs, keeping operational tasks simple as your business grows.

- Runs under Microsoft Windows® 98, Windows Millennium Edition, Windows NT® 4.0 (SP5), Windows 2000 and Windows XP
- Supports point-of-sale devices: cash drawers, bar code scanners, scales, and more
- Employs Microsoft SQL Server™ to scale up to terabytes of information
- Web-integrates traditional, mobile/wireless and remote retail systems via XML, HTTP/HTTPS and TCP/IP
- Supports ActiveX®, XML, and Microsoft .NET technologies to ensure fast connectivity and data integration across multiple business systems



- Manage communications across your business with 30 different polling/communications functions.
- Track and monitor information exchange status for every store from a centralized location.