

LS RETAIL



LS RETAIL

Microsoft®
GOLD CERTIFIED

Partner

A Proven End-to-End Retail Solution

Is your business suffering?



The complexity of connecting disparate systems?

POS breakdowns in peak times?

Poor sales promotion management?

Purchases based on gut feeling?

Outdated sales information?

Systems that do not communicate?

Introducing LS Retail

LS Retail is an end-to-end retail solution that covers everything from POS to back office and head office. It is based on Microsoft technology. This sets LS Retail apart from other solutions in the market.

Improving Data Integrity

The setup can range from a single store with one POS to a complex, multistore environment that integrates with your overall business operation.

LS Retail is built on Microsoft Navision; therefore, the POS, back office and head office all use the same application. This makes it possible to track individual transactions from the POS to the General Ledger, which maximizes your business value.

This also means that users have access to other parts of the Microsoft Navision application, such as Finance, Customer Relationship Management (CRM), Warehousing and Service. Because of the integration between LS Retail and Microsoft Navision, users need only to 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.



Retail for you



Comprehensive Business Intelligence

Companies today want to increase productivity and performance while addressing the full range of information requirements throughout their operation. LS Retail provides comprehensive business intelligence functionality that allows companies to use any data asset, transform it into useful information, and deliver it in a practical format.

Scalable in Size and Business

LS Retail is a vital tool for the management team at the head office, to control and maintain data common to all stores. This includes, for example, item, customer and vendor management as well as the management of special offers and loyalty programs.

LS Retail's single application architecture means that most functions are available at store level, head office level, or both. This flexibility means that companies can configure the application according to their demands and build on their competitive advantage without needing expensive custom-made solutions.

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

Improving Merchandising Decisions

LS Retail includes merchandising and replenishment functionality to support retail managers in the efficient management of their operation, and they have fast access to advanced multi-dimensional analysis, filtering and drill-down facilities.

LS POS

Optimal Resilience – No Breakdowns

LS POS works online, or offline for optimal resilience with the online benefits in place at all times.

LS POS is an integral part of LS Retail. Like the rest of LS Retail, the POS is based on Microsoft Navision. Therefore, you do not need to leave the Microsoft Navision environment to start the POS – you simply access it like any other part of LS Retail.

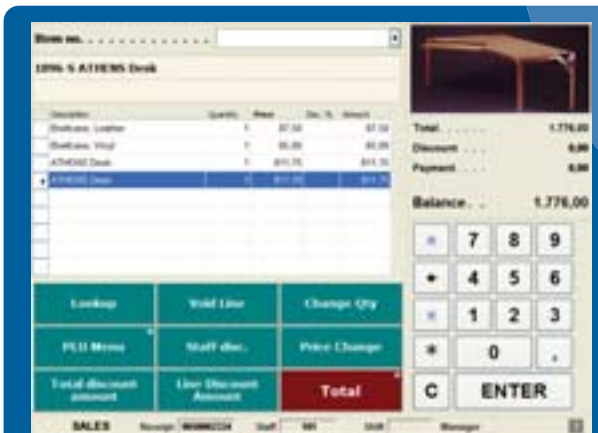
LS POS complements perfectly the other modules of the LS Retail suite and the Microsoft Navision Business application.

Fewer Mistakes - Increased Efficiency

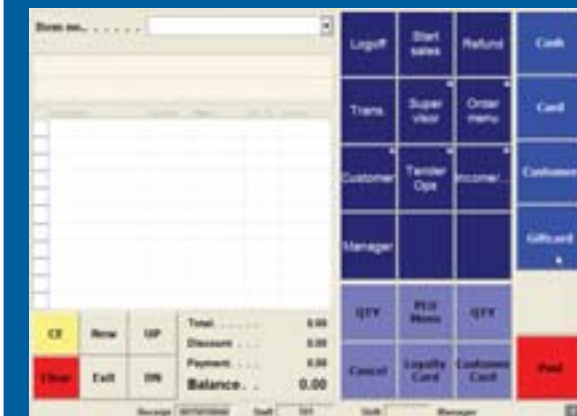
LS POS can be used with both keyboard and touch screen equipment, and offers features that make sales transactions easy to set up, manage and process for any retail business. LS POS sets new standards for speed, ease-of-use and error-free processing of retail sales. The system has integrated real-time accounting and powerful inventory control.

POS for Multi-tier Retail

LS POS is available in different versions: For the general retail segment, hospitality and hand-held devices to operate in mixed store environments.



*LS POS is the Point of Sale/Service part of LS Retail.
LS POS is a fast, dependable and powerful POS application with a graphic user interface.*



LS InStore Management



Empower Retailers

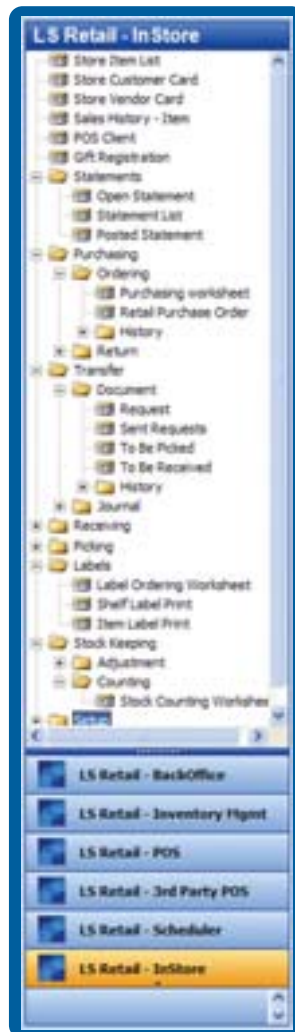
LS InStore management changes the way stores operate. It allows the control of operations through radio frequency (RF) technology, which was developed as a result of years of close collaboration with leading retailers.

LS InStore management supports a complex retail framework for variant collection. This functionality allows the user to create a unit that includes a number of variants (collection) and use this unit in all stock transactions, purchasing and selling to reference, to the collection of variants behind it.

Effectively streamline inventory control

If you would like to time your inventory flow so you always have fresh merchandise and a healthy turnover rate, the Inventory Management system provides your company with the tools to effectively streamline inventory control.

The Inventory Management system uses worksheets to specify the work processes by configuration. The user-friendly worksheet layouts all have a similar look to simplify organising the many different processes. Worksheets automatically fill out transactions, which minimizes time-consuming manual data entries by the user, and guarantees that all entries are correct.



Better Control

The Inventory Management system allows you to perform cycle counts, merchandise out of stock and physical inventory, thereby getting better control over price offers, discounts, etc.

Eliminate Paperwork

LS InStore automates the store - virtually eliminates paper, saves time and money, increases accuracy and productivity, and the time and work of the personnel can be organized in a more effective way.

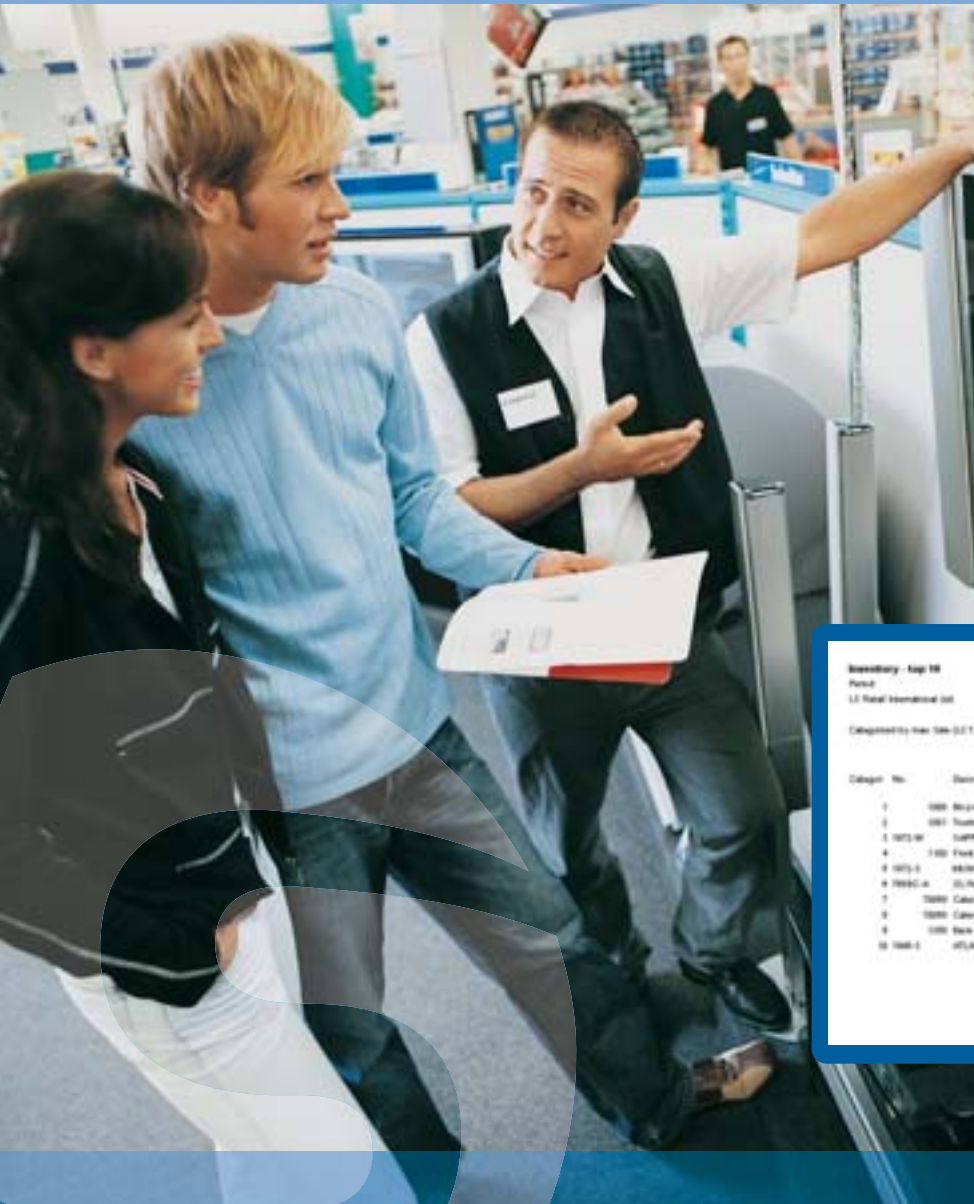
More Efficient Store

LS InStore will help you keep your stock on the shelves, your associates on the sales floor and your business competitive. This increases customer satisfaction as your store becomes more efficient and responsive. You also get better control over the return on your investment and can minimize stock.

Price Management lets you perform markdowns, markups, missed markdowns and re-ticketing, including the immediate printing of new merchandise tickets.



Comprehensive Analysis



Reduce Shrinkage

LS Retail provides reliable, real-time insight into critical aspects of your business, such as: Comparison of stores; breakdown of sales according to time-periods; single employee or staff comparisons; POS terminal comparison or simply POS terminals – with drill-downs over different periods. User-defined alerts ensure that the management can act quickly and effectively, when required.

Instant Business Overview

LS Retail offers a number of options when it comes to viewing and analyzing sales data.

The sales history window gives you an overview over long term sales data. This window is based on posted sales data – usually referred to as Value Entries. Here you can view how your stores have been performing for the past periods. You can easily view different periods

by clicking the buttons at the bottom of the window. You can also view sales for predefined periods, such as over Christmas and on national holidays.

Inventory - Page 10
Period:
LS Retail International Ltd
Categorized by Item (LSIT)
May 11, 2011
Page: 1
Super

Category No.	Description	Value (£,000)	Part of Sale (£,000)
1	1000 Books	100,000.00	100,000.00
2	1001 Training Books	100,000.00	100,000.00
3	1002-1003 Software, Books	100,000.00	100,000.00
4	1004 Food, Wine	100,000.00	100,000.00
5	1005-1006 Medical (Hair, Skin)	100,000.00	100,000.00
6	1007-1008 Computer, System	100,000.00	100,000.00
7	1009 Calendar, Wall	100,000.00	100,000.00
8	1010 Calendar, Digital	100,000.00	100,000.00
9	1011 Book, Text	100,000.00	100,000.00
10	1012-1013 Software, Books	100,000.00	100,000.00
Total		1,000,000.00	1,000,000.00
Total sale		1,000,000.00	1,000,000.00
% of total sale		100.00	100.00

Is Your Store Performing?

Many Different Views

You can view the performance of individual stores or groups of stores. Likewise, you can view the performance of individual item categories and product groups.

The Top List card allows the viewing of top selling items, customers and transactions. As in the Sales History, it can be viewed based on different periods. It is also possible to sort the results based on amount, quantity, discount amount or profit.

How Is Your Store Performing?

The Hourly Sales Distribution gives you the possibility of viewing how your stores are performing within different periods of the day, with the option of viewing sales distribution based on POS, total income, number of customers, number of items, average amount or average basket size.

These are just a few of the analysis options available in LS Retail. It also has a number of report options that can be used for printout and offline analysis.



Exchange of Data

Fast Exchange of Data

Communication

LS Retail has an integrated communications module that allows you to easily send data between Head Office, Store and POS. The communications module consists of three parts, the LS Data Director, Transaction Server and the LS Retail Scheduler.

The LS Data Director takes care of high-speed data exchange between different Microsoft Navision databases, and other databases that are not based on Microsoft Navision. The Data Director was specifically designed to increase the speed of replication over Wide Area Networks (WAN). It 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.

Peak Versatility

The Data Director is versatile. In addition to being able to communicate with all versions of Microsoft Navision or Axapta, it can also communicate with Microsoft SQL Server 7.0, and 2000, Microsoft Access, etc.

Total Integration

The Data Director is managed within the familiar Microsoft Navision/Axapta environment. It is fully integrated with Microsoft Navision/Axapta and LS Retail.

Scheduling

LS Retail has a built-in scheduling mechanism that can be used to run batch jobs. The scheduling mechanism is also used to schedule transfers of data between head office and store or from store to POS terminals. These transfers can be done either with Replicator or via the LS Data Director.

The LS Retail 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.

The Transaction Server is used to allow the POS to make online enquiries to a central database while running in standalone mode. This gives the POS a high level of resilience while maintaining access to data in a central database.



The LS Retail 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*

"We are delighted that the implementation of the LS Retail solution within Laugar has been a resounding success. This is a prime example of excellent service provided together with a truly flexible solution and we look forward to continuing our very successful business partnership with Landsteinar Strengur".

Bjorn Leifsson,
CEO and owner of Laugar Spa.





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

Our retail solutions have been sold to 130 countries, translated into 30 languages and are distributed through a partner network including more than 100 distributors in 40 countries.

Landsteinar Strengur's solutions are used by more than 6.700 stores worldwide. Among many satisfied users of our solutions are: IKEA, Adidas, NAAFI, Debenhams, National Gallery UK, Pizza Hut, Booths supermarket, Moss Pharmacy, Concept Sports International (EURO 2004), Venue Retailing (Olympic Games 2004).

Landsteinar Strengur is a member of the Kögun Group, a listed company on the Icelandic stock exchange and the country's largest IT group, with estimated 2005 revenues of €200M.



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