

Driving Profitable Operations with an Integrated Retail Solution

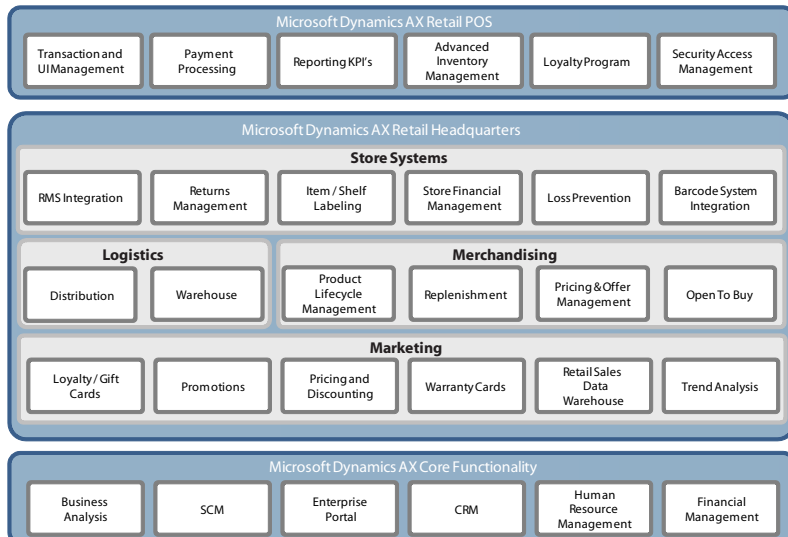
In a period of economic uncertainty, finding ways to save money while addressing customers' needs is critical to the success of your business. As retailers, you face a number of on-going trends and challenges that shape your operations and need to be managed proactively to ensure customer-centricity. Successful retail organizations have seen increased growth and profitability by delivering on the following key business imperatives:

Enhancing Employee Efficiency and Productivity

- Provide efficient access to enterprise-wide data on products, inventory and pricing
- Streamline operations and administrative burden through the elimination of manual tasks
- Improve sales productivity with easy to use tools that reduce transaction and training time

Customer Service Excellence

- Provide quality information to in-store staff about the customer that is currently being served
- Collect rich customer information for use in loyalty programs, offer management and direct mail programs
- Simplify business processes and reduce errors enabling staff to spend more time of the sales floor



A profile of Ideaca's Retail Solution.

Solution Highlights

- ✓ A fully integrated retail solution based on the Microsoft Dynamics AX Retail Platform, easily tailored to meet a retailer's unique business needs
- ✓ Enable financial staff to effectively manage profits, store operating costs and supervise growth.
- ✓ Flexible assortment management and clustering
- ✓ Access real-time data to monitor key performance indicators.
- ✓ Support for marketing managers with data and tools to analyze and understand product sales and consumer trends.
- ✓ An experienced team of business and technical resources

Low Total Cost of Ownership (TCO)

- Reduce inventory levels through better asset utilization and supply chain performance
- Drive rapid decision-making for key business stakeholders; for example the ability to analyze and understand product sales and consumer trends and habits
- Provide category managers with tools to monitor and manage margins, shrinkage, loss prevention and labour costs

An End-to-End Integrated Offering

Ideaca has experience helping retailers drive benefits through a fully integrated retail solution based on the Microsoft Dynamics AX Retail Platform. Our solutions support the full retail value chain from suppliers to customers with capabilities that include:

- Integrated Point of Sale (POS)
- Role-based access across your organization for business leaders, finance and operations staff
- Comprehensive Merchandising and Marketing capabilities

What can you expect?

Putting the Customer First with Integrated Solutions

The adoption of new technologies is increasingly recognized by best-in-class retailers as a means to help overcome business challenges, execute against imperatives and drive business benefits across the organization.

**Reduce 'stock-outs'-
Having the right product
on the shelf.**

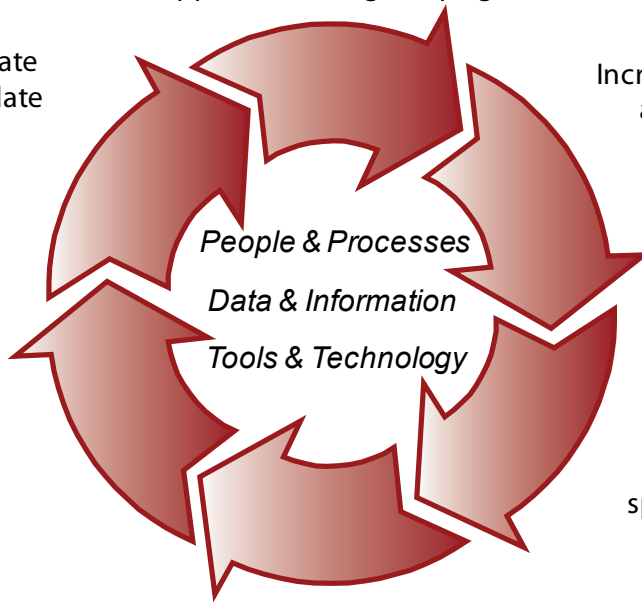
Clear, accurate
and up-to-date
inventory
information

Historical
analysis of
POS activity
and
inventory

Highlight
shrinkage

**Information about
the customer you
are currently serving.**

On-going demand monitoring to effectively
support marketing campaigns



Support flexible marketing
and planning process drawn
from customer data

Measure store results
more frequently and
precisely

**Improve payroll-to-
sales ratios.**

Increase efficiency
and capacity to
interface with
customers

Reduce
training
requirements
with intuitive
tools

Reduce time
spent on back-
office tasks

**Improve visibility into
key data to support
decision making.**

How Can We Help You?

Our experienced team of retail consultants coupled with our solution accelerators and an integrated software offering from Microsoft are all critical components to minimize your risk, optimize your performance and reduce your total cost of ownership.

To learn more about Ideaca's Retail solutions contact **1-866-816-IDEA x5157**, or e-mail sales@ideaca.com.



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for more details visit www.ideaca.com/retail