



# LS Retail for Apparel and Fashion



LS RETAIL

Are you meeting the ever changing needs of demanding consumers in the apparel retail business and maximizing sales?



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The fashion and apparel retail market is the largest and most challenging segment within Specialty Retail. The demands of consumers and choices presented to them are many, while personal expenditures are being squeezed by challenging economic conditions. From long lead times in manufacturing and supply chain, bi-annual buying cycles, complex size color and style forecasting, multi-channel consumer expectations to in store stock availability and customer service; apparel retailers must be flexible and adaptable in order to thrive in today's environment. It is of strategic, primary importance for apparel retailers to provide an exceptional customer experience and have supporting technology infrastructure to ensure both customer satisfaction and management control in maximizing sales.

A growing number of leading retailers across the globe in this competitive environment have realized significant business process improvements and differentiation to be gained through LS Retail's apparel solution. It seamlessly ties back office functionality and point of sale efficiency into a single organizational system and transparent repository for managing better business results. Continued customer driven enhancements in LS Retail 2009 bring more apparel and fashion benefits like Special Orders and continued improvement of relevant apparel functionality like Replenishment, InStore Management and LS Retail Base Modules including POS, all seamlessly integrated for retailers on the market leading Microsoft Dynamics NAV platform. For example Special Orders provides apparel retailers the flexibility required in today's complex consumer driven market to customize orders based on specific customer requirements or draw upon larger stock inventory from other stores or warehouses. Persistent issues plaguing apparel retailers resulting in lost sales like size out of stock can be addressed by store personnel right at LS Retail Point of Sale (POS). Special Order flexibility expands beyond the store walls for product selection, storage and shipping, maximizing in-store sales potential and customer retention.

## LS Retail – Apparel and Fashion Industry Benefits

From global high end fashion to everyday kidsware, Apparel and Fashion retail challenges are met including:

- Alignment and execution of management top down strategy and store operations
- Immediate access to enterprise information from store to head office
- Guaranteed data integrity and reliability
- Integration of POS and multi-store operations with head office in a single system
- Adaptability to dynamic business change and growth
- Multi-country consolidation and integration
- Accurate stock and accounting data, granting better stock management
- Sophisticated and configurable management reporting
- Ability to effectively and efficiently scale business expansion
- Increased customer and employee satisfaction

And business process improvement is gained with:

- Foundational Microsoft ERP to run financials, sales, purchasing, inventory, and customer management functions
- Seamless integration with LS Retail solutions to run POS, store management, pricing, merchandising, replenishment etc.
- Single integrated retail system for apparel retailers based upon Microsoft standard tools guaranteeing rapid adoption, low cost of ownership and enhanced staff productivity
- Deep retail specific functionality for apparel retailers such as in-store management, special orders, open to buy, automatic replenishment, store and item grouping, master data management etc.



## LS Retail – Apparel and Fashion Industry – Proven Benefits

As experienced by fashion and apparel retailers around the world, benefits realized through LS Retail solutions produce breakthrough operational performance results including:

- **Efficient data synchronization** – latency factor reduced up to 50% to update store data in centralized database with reporting access
- **Efficiency of warehouse users increased** up to 60% in time consumed managing warehouse processes
- **System maintenance** – effort at stores reduced up to 40% through tasks handled by head office control
- **Open to buy** – allowing merchandisers to be informed as to what is available and what they need to buy
- **Stock control** – allowing the right product mix in stores to meet sales goals and maximize revenue
- **Head office control** – reported total control over pricing and increased sales as head office directs and enforces store prices
- **Improved productivity** – by integrating the data flow between all retail and accounting functions

## HIGHLIGHTS:

- Open-to-Buy
- Assortments Plans
- Replenishment Tools
- Lifecycle Management - Seasonality
- Speedy Creation of Products
- Loyalty – Gift Registration
- Targeted Tactical Promotions
- Buyer's Workbench
- Grading of Stores
- Distribution Engine
- Store Capacity, Stock Coverage
- POS Dynamic Interface, Design on the Fly
- Simple Processes at the POS
- Creation of Customers on the POS

## About LS Retail

LS Retail is the leading provider of end-to-end solutions for the Retail and Hospitality industry based on Microsoft Dynamics technology.

LS Retail is sold and supported by more than 120 certified partners in over 60 countries, which makes it possible to deploy LS Retail on a worldwide scale. This is probably the largest existing channel for a vertical Microsoft Dynamics add-on product. All our partners are certified and have undertaken advanced training on LS Retail NAV.

LS Retail is a 2009 Inner Circle and President's Club for Microsoft Dynamics® member and Microsoft Dynamics ISV Partner of the Year for Western Europe 2009.

LS Retail has been installed by more than 1.500 companies with 27.000 stores operating over 55.000 POS terminals worldwide. Among many satisfied users of our solutions are: adidas, Kiddicare UK, Dobbies Garden Centres, Dreams, Rivoli Group, aswaaq, Popular Bookstores, Pizza Hut, IKEA, SPAR Belgium, HDS, ABRL Group, Disney Artist Shops, Uninor, Gallo Retail, Inc., Bodycare International, APC Japan, Baltika Group, Cili Pizza, Elie Saab, Wind Italy and many more.

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For further information on LS Retail solutions and certified LS Retail partners, please visit [www.LSRetail.com](http://www.LSRetail.com)