



LS EASY RETAIL

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A Perfect Solution for Small Retailers

Easy Living

- Easy to install
- Easy to implement
- Easy to use and manage
- Easy to maintain and organize
- Easy to get up to date sales information
- Easy planning and reporting
- Easy end of day routine
- Easy to upgrade
- Easy to grow
- Take it Easy...

Introducing LS Easy Retail

LS Easy Retail, built on Microsoft Dynamics NAV is an integrated business management solution that is made for retailers who have outgrown their basic software packages. It is ideal for companies looking for one solution that is fast to implement, simple for use and maintain, and ready for the future.

As a full accounting package together with a full-blown retail solution and Point of Sale, LS Easy Retail gives seamless integration from the financial side to POS sales and back again.

LS Easy Retail is especially designed for a single user with one or two POS terminals. A small retailer has the same functional requirements as the larger ones, only on a smaller scale. LS Easy Retail incorporates all necessary components for the need of the retail business and provides that same rich functionalities as full-blown solutions, only with easier setups and a sharper focus on the smaller retailer's needs.

LS Easy Retail is ideal for a single store user but when your business grows, the application is ready to grow with you. Simply acquire the upgrade license to the standard LS Retail solution and you are ready to open up a chain of stores with the same solution.

Many people are familiar with the Microsoft environment through Windows, Excel, Word, Outlook. Now we present an ERP solution based on Microsoft Technology. With Easy Retail you can reap the benefits of becoming 100% Microsoft.

Easy Retailing

- 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 decision
- Fewer mistakes
- Optimize your problems
- Improve your merchandising
- Increase stability, resilience and speed

Easy Installation

Structure

Users of LS Easy Retail have access to other parts of the Microsoft Dynamics NAV application, such as Finance, Purchase and Sales.

A single platform like this has many advantages. Users only have to learn to use one system. Administrators only have to manage one system. Complex systems integration issues are a thing of the past and same logic applies to usage at all levels.

Installation and Implementation the Easy Way

The LS Easy Retail solution includes a special Setup Wizard that guides you through the initial steps. The setup is designed for a single store user with one or two POS terminals and back office. Because LS Easy Retail consists of a base package which covers the essential business processes, it does not require costly and time-consuming customization. Minor adjustments or additions to the base functionalities are all that is needed to make the system suit your needs. This means that implementation is easier and less disruptive to your daily business and only minimal training is needed. The Windows based interface means that all employees who are familiar with other Microsoft products, such as the Office package, can get started from day one. You and your employees will be able to keep your attention focused where it should be - on running and growing your business.

Easy Store

Full Accounting Functionality

LS Easy Retail is a fully functional solution bundled with all necessary standard features like General Ledger, Sales Options (quotes, orders, and invoices), Item Master, Customer Relationship Management (CRM), Purchasing, Back Office, POS, Batch Handhelds, full Discount Features, a Promotions options and more. The system has integrated real-time accounting and powerful inventory control.

Control Your Store Activities

To gain control over your business you need to have an overview of all store activities. LS Easy Retail is the answer we came up with, a solution made especially for smaller growing retailers with the benefits of the technology and functionality usually reserved for larger businesses. LS Easy Retail automates the store-virtually eliminates paper, saves time and money, increases accuracy and productivity. This means that the time and work of the staff can be organized in a more effective way.

Be in Charge

With LS Easy Retail, you can monitor the status of your business at any given moment. Information is always up-to-date and fully integrated with input from all areas in the system. If you are in doubt about where this or that figure came from, or why an amount has gone up or down, LS Easy Retail lets you drill down (with a unique feature that expands the details when you click on the amount) to see which specific entries were combined to create the value you can see. This gives you the perfect audit trail throughout the solution.

Real Time Analysis

An important functionality in LS Easy Retail is the viewing and analysis of sales data which is accessible through the sales history window. There, you can get an overview of sales data over long or short periods. Thus you can analyze and accordingly plan your next steps. For example you can view sales for predefined periods, compare periods from season, compare the performance of employees, and compare sales on POS terminals. A detailed view of sales data will help you set up the exact work scheme for your employees according to sales figures. By using this feature you will not be over or understaffed. LS Easy Retail gives you an excellent overview by providing and transforming it into useful information.

Easy Management

Easy POS

LS POS is an integral part of LS Easy Retail and belongs to the same environment. This means that there is no uncertain transfer of data or complex connection between two different products. As one solution it 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.

Up and Running

LS POS is very flexible and easy to use. You can configure the buttons and add new ones if necessary. LS POS can be used with keyboard, function keys and touch screen equipment. It is also possible to change the view and have the setup for a left handed employee. LS POS is already in use in different areas of retail, including grocery, pharmacy, hospitality, DIY stores and many more. It has diverse functionality and it is possible to add new features.

Manage Your Business Professionally

LS Easy Retail is a vital tool for the management team, to control and maintain data created at the store. This includes, for example, item, customer and vendor management as well as the management of special offers and loyalty programs. The solution includes merchandising and replenishment functionality to support retail managers. Easy buying and selling is the key to better management and a better business.

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

Information from the store is gathered together in a centralized statement for reconciliation before posting to the General Ledger.

Easy Features

Many Different Views

In LS Easy Retail you can generate reports showing, for example, top selling items as well as information on customers and transactions. This way you can value the performance of your store down to individual item categories or product groups. LS Easy Retail also offers period-based reports all the way down to hourly sales. Results can be sorted according to different criteria such as quantity, discount and profit.

An Investment for Now and for the Future

LS Easy Retail fits your business today and tomorrow. It is designed for retailers with one or two POSs, but should the need arise you can easily expand the system upto LS Retail which accommodates as many users and stores as you may need.

Success Is a Decision

LS Easy Retail helps you centralize all your retail operations and make your business competitive. Your employees will have no problem operating LS Easy Retail in a productive and responsive way, which should increase your overall customer satisfaction. By choosing LS Easy Retail you have taken a decision you will not regret.

Work Made Easy

LS Easy Retail is the help you have been waiting for to run your business in an effective way and maximize customer satisfaction. You gain full control with this fully functional solution. It is based on LS Retail which has enjoyed international success on the tough retail market for several years.

Instead of working late trying to find out where your business is heading, which items are selling and how fast, cost calculations and so on, you can simply push the right buttons on LS

Easy Retail and use your spare time working on your hobbies and interests or enjoy more quality time with your family.

LS Easy Retail Localization

Operate Globally, Act Locally

To succeed on a global scale, enterprises must understand and swiftly adjust to changes in local conditions. Global success depends on an organization's awareness of each country's business requirements and its ability to comply with local laws and regulations. At the same time, it requires implementing effective local processes that collectively generate effective global results.

One of the greatest challenges for international enterprises is compliance with the laws and regulations of the countries in which they operate. Organizations must be able to comply - and document their compliance - with a range of country-specific financial reporting standards, tax calculations, and laws.

We, at DVS understand IT implementation in organizations is meant to improve the Return on Investment and to speed up the processes in terms of business as well as legal requirements and therefore, the software needs to suit the Indian business operating environment. Retail software needs to directly address the Indian laws so as to enable the users to meet the tax requirements of the business operations in an integrated manner along with the standard functionalities. Localized offerings cater to the statutory requirements like VAT, Sales tax etc which are imperative to operate in India.

DVS understands the typical needs of the Indian market in terms of localization needs and has localized LS Easy Retail. The following functionalities have been built into the POS system to address localization needs.

Value Added Tax | Sales Tax | Service Tax | TDS | Excise

The offering is in alignment with the complete localization development done by Microsoft India in Microsoft Dynamics NAV. Important aspects of localization development done at DVS are:-

- Validation of terminologies and phrases used
- Consistency in analysis, designing and development
- Testing of the local localization features
- Validation of the local localization features



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