

DVS launches LS Easy Retail: A proven solution for Single Store users

- *LS Easy Retail gives seamless integration for a single store user with 1 or 2 POS terminals.*
- *Ideally designed for single store retailer, the solution can easily be expanded to accommodate as many stores and users, should the need arise*

New Delhi, _____May 2007: India's leading software solutions provider, Dynamic Vertical Solutions (DVS) today announced new solution, *LS Easy Retail*. Built on Microsoft Dynamics NAV, this easy-to-use and customized software is ideal for retailers operating a single store with one or two point-of-sale (POS) or small chain. And as the business grows, the application is ready to grow. Simply acquire the upgrade license to the standard *LS Easy Retail* solution and you are ready to open up a chain of stores with the same solution.

Announcing the launch of *LS Easy Retail solution*, Ms Rakhee Nagpal, Managing Director, DVS, said, *"We strive to provide Indian retailers with operational excellence and L S Easy Retail is yet another step by us to make them improve their bottom lines"*.

LS Easy Retail solution suits those retailers who have outgrown their basic software packages and 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 the solution gives seamless integration from the financial side to POS sales and back again for single store retailers.

Ms. Rakhee Nagpal further adds, *"LS Easy Retail automates the store-virtually eliminates paper, saves time, money and increases accuracy and productivity. This means that the time and work of the staff can be organized in a more effective way and we expect it to be better for Indian retailers. "*

LS Easy Retail incorporates all necessary components for the need of the retail business and provides the same rich functionalities as full-blown solutions, only with easier setups and a sharper focus on the smaller retailer's needs.

DVS exclusively distributes *LS Easy Retail* suite of solutions in India through network of 20 partners. As of today, DVS has already signed up with customers to work on 600+ stores in India. The major clients are from Food & Groceries, Jewellery, Fashion & Hospitality market. With clients like US Pizzas, Linc Retail, Albeli Fashions, Fucom Retail, Eicher Good earth, Seasons Furnishings, Fabmall (Trinethra Super Retail), MK Retail, Body Care International, Disney Artists Stores, Door Steps(Vidkris India), Lilliput and many others.

Key Features

- **Especially designed for smaller growing retailer with one or two POS terminals**
- **Ready for a change in your business and customer behavior**
- **Reduce total cost of ownership**
- **Allow business transparency**
- **Increase stability, resilience and speed**
- **Enable to view and analyze sales data through the sales history window**
- **Centralize all operations**
- **Make up-to-the minute decision**

LS Easy Retail helps in:

- **Facilitate smaller retailers with the benefits of the technology and functionality usually reserved for the larger businesses**
- **Centralize all retail operations in a productive and responsive way**
- **To monitor up to date information from all areas in the system**
- **Increase stability, resilience and speed**
- **Offers features that make sales transactions easy to set up, manage and process for retail business**

About Dynamic Vertical Solutions:

Dynamic Vertical Solutions (DVS) is a market and technology leader in end-to-end integrated and adaptable business management applications providing comprehensive solutions for organizations of all sizes and all Industry sector. DVS is the exclusive distribution partner of the LS Retail suite of solutions for the Indian market. Headquartered at Gurgaon, New Delhi, the team at Dynamic Vertical Solutions interacts with various industry and delivers solutions requiring research, analysis, product designing and market innovation

About Landsteinar Strengur

Landsteinar Strengur is one of the principal companies developing retail and hospitality solutions based on Microsoft Dynamics NAV/AX for the international arena. LS Retail have been sold to 130 countries, translated into 30 languages and are distributed through a partner network including more than 100 distributors in 45 countries.

LS Retail is used by more than 12,000 stores operating more than 28,000 POS terminals worldwide. Among many satisfied users of our solutions are: adidas, IKEA, Debenhams, Danish Telecom, Pizzahut Belgium, Shell Iceland, Booths supermarkets, Alliance Pharmacy. Landsteinar Strengur is in the ownership of Kögün Group, one of the fastest growing companies, and a top 5 revenue generating MBS partner worldwide. For further information, please go to www.kogun.com. For further information please contact eloise@LSRetail.com or go to www.LSRetail.com

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