

Dynamic Vertical Solutions, a Certified Microsoft Business Solution Partner
announces the nation wide launch of
LS RETAIL suite of solutions for Retail & Hospitality industries

- *End-to-end Retail software solution built on Microsoft Dynamics*
- *LS solutions have been sold to 130+ countries in more than 9000+ stores worldwide*
- *DVS to provide localized & customized version of the software to suit the Indian industry requirements*

New Delhi, August 03, 2006 - India is witnessing a revolution in the retail and hospitality sectors and to support this growth, Dynamic Vertical Solutions today announced the launch of LS Retail suite of solutions. The software is built on the Microsoft Dynamics® platform and ensures complete reliability and insurance against future technology disturbance/obsolescence.

An end-to-end solution, LS Retail covers everything from POS to back office and head office on the same application allowing Seamless integration of all functional areas with powerful, easy-to-use features in each of Retail Management, Financials, Sales, Purchase, Inventory, Human Resource, Payroll, CRM, Production with the flexibility of picking and choosing the set of functionalities that is required. Hence one needs to invest only for the set of functionalities that the organization is going to use at present, and scale up as the business needs grow.

For Retail & Hospitality businesses wanting to grow at rapid speeds, the scalability of the solution is unique and its user friendliness is heightened due to the solution being based on Microsoft technology, with the same look and feel as the MS software.

LS Retail also helps in integrating data and information from across all divisions of an organization and helps one to analyze the direct trends and hence helps one make more profitable and timely decisions.

Emphasizing on the need of such software, Ms. Rakhee Nagpal, Managing Director, Dynamic Vertical Solutions said, *"India has a huge retail market but no comprehensive, integrated and user friendly retailing solution. We are here to plug that huge gap bringing in proven international processes and localizing it to meet the unique requirements of the Indian market. India has scores of shopping malls, dozens of retail chains and 12 million shop-keepers. Annual retail sales are estimated at \$ 394 billion. Until now, no integrated retail solution has been available in the market."*

In India, we will localize the products, market the solutions and build the partner network. The companies partnering with DVS in India have the unique expertise in the retail and the hospitality sectors, which allow us to meet the exact and unique requirements of the customers," she further added.

Ms. Nagpal is not new to the information technology business in India. She was Director as well as Marketing Head of Navision India, founded by her late father, Mr. Yashvir Nagpal.



Key Features

- **Built on Microsoft®, platform**
hence ensures reliability and insurance against future technology obsolescence.
- **Complete localization**
- **Seamless integration** of all functional areas
- **Ease of scalability**, to be able to meet the expanding needs of business
- **No costly hardware** required
- **Ease of maintenance** in post-implementation stage
- **Low total cost of ownership**
- **State-of-the art application & database security**

Speaking about the initiative Mr. Rajeev Mittal, Group Director- Small & Mid market Solutions & Partners, Microsoft India said, *“The retail industry is one of the most dynamic and high growth sectors in the country today. According to industry analysts the retail industry growth is set to outpace the GDP growth rate in India. The organized sector retail growth is estimated to be in 20 to 25% driven by changing lifestyles, strong income growth and growth in consumer credit. Adoption of technology will be instrumental in accelerating the growth of this industry. This booming sector is keen to adopt standardized business solutions which are comprehensive & integrated to be able to ensure high operational efficiencies across sales channels. The LS Retail suite of solutions with Microsoft Dynamics will help organizations optimize their business systems, align supply chain management and enhance consumer experience across in-store, on-line and mobile channels. This localized solution will enable the Indian Retail & Hospitality industry be more innovative, productive, and collaborative in a highly competitive global market place. The solution will better prepare the organizations to seize market opportunities faster while being cost effective”* he added.

A product of Landsteinar Strengur, one of the leading company developing retail and hospitality solutions based on Microsoft Dynamics for the international arena. LS Retail suite of solutions have been successfully used by more than 9000 stores across 130 countries and translated into 30 languages. Some of the key clients of LS Retail are IKEA, Adidas, NAAFI, National Gallery UK, Esso, Shell, Pizza Hut, Booths supermarket, Moss Pharmacy and Concept Sports International and many others.

Here is what clients have to say-

“The former infrastructure, server & client, based on Linux and related solutions was outdated and did not offer an efficient enough database to handle the huge amount of data that a fast-growing business demands. Moreover, there were major integration difficulties with other ERP systems, I think that Microsoft offers an advanced vision of the products with precise warranties of development and a high level of benefits compared to other vendors, also open source solutions, which do not offer the same transparency. ”

Massimiliano Cantoni, CIO, MIT.

“Users are pleased with the easy interface of the system (touch screens) and training time has been dramatically decreased when compared to the old system. Initial diehard opponents, our delivery personnel, are now the biggest fans of the solution! The Home Delivery module proved to be the easiest to operate of all systems we previously tested and compared based on touch screen technology. Conversion from Belgian Francs to the new Euro went smoothly. At our HQ, all data is now centrally controlled, making it easy to monitor our business. Information to and from the restaurants is handled by Infostore’s Multistore module. This module makes it possible to centrally provide all restaurants with the same data in 1 single action. The use of Infostore as a POS system is only the first step. When we combine Infostore POS with our existing MBS – Navision accounting system, we will take full advantage of the new possibilities.”

Jürgen Corsten, Store Systems Manager at Pizza Hut Belgium

“Landsteinar Retail solutions have enabled Kaupas to quickly seize opportunities for expansion into new market areas. The system can easily expand to include new stores and product lines. POS functionality and user interface are completely customizable which gives us excellent control at the front end. We now have a complete solution from the Back office to POS’s and the executive information systems.”

Bjarni Asmundsson, IT Manager, Kaupas

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 Navision/Axapta for the international arena. 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.

About Microsoft Dynamics

Microsoft Dynamics™ is a line of financial, customer relationship and supply chain management solutions that help businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

About Microsoft

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software-any time, any place and on any device. Microsoft has been in India since 1990 and employs over 4000 people across its offices in New Delhi, Mumbai, Bangalore, Calcutta, Chennai, Hyderabad and Pune.

For Further Information please contact:

Deepali Girdhar
Sr. Consultant- Account Management
Ogilvy Public Relations Worldwide
1, Okhla Industrial Estate
Phase - III
New Delhi – 110020
India
Ph: +91-11- 44344659/9873148300
Fax: +91-124-44344710
deepali.girdhar@ogilvy.com

Priyanka Goel
Text 100 Pvt Ltd
4th Floor, MCT House
Sarai Julaina Institutional Area
Opp. Holy Family Hospital
Okhla, New Delhi 110 02
Tel.: 91-124-5158000
priyankag@text100.co.in

Jaya Duggal
Manager – Marketing
Dynamic Vertical Software Pvt. Ltd.
Vatika Towers,
Block A, 1st Floor,
Sector 54, DLF Golf Course Road,
Gurgaon – 122002
Ph: +91-124-3200574/3201083
Fax: +91-124-4040702
jaya.duggal@dynamicverticals.com

Nitin Thakur
Microsoft Corporation India Pvt Ltd
DLF Cyber Greens
9th Floor, Tower A, DLF Cyber Citi
Sector 25A
Gurgaon.122002
Tel: +91 11 55600144-154
nitint@microsoft.com