



# Retail Realm Essentials

powered by Microsoft Dynamics

## “Retail Realm Essentials™ powered by Microsoft Dynamics”

Retail Realm Essentials™ - is a retail management system for the small and medium business (SMB) that manages both store and head office functionalities. The solution is based on the Microsoft Dynamics AX platform that supports multiple businesses and geographies. The solution can scale up and become full Microsoft Dynamics AX as the organizational requirement becomes more sophisticated.

## Market Segments

Retail Realm Essentials™ - is a solution that is highly configurable and customizable and is well suited for a variety of retail segments. It is well suited but not restricted to the retail segments below:

- |   |   |  |   |
|---|---|--|---|
| <input type="checkbox"/> Appliances         | <input type="checkbox"/> DIY Stores       | <input type="checkbox"/> Gift Stores   | <input type="checkbox"/> Pet Stores     |
| <input type="checkbox"/> Book Stores        | <input type="checkbox"/> Electronics      | <input type="checkbox"/> Hard Goods    | <input type="checkbox"/> Pharmacy       |
| <input type="checkbox"/> Convenience Stores | <input type="checkbox"/> Fashion          | <input type="checkbox"/> Jewelry       | <input type="checkbox"/> Tasting Rooms  |
| <input type="checkbox"/> Craft Stores       | <input type="checkbox"/> Furniture Stores | <input type="checkbox"/> Liquor Stores | <input type="checkbox"/> Sporting Goods |
| <input type="checkbox"/> Cycle Stores       | <input type="checkbox"/> Garden Centers   | <input type="checkbox"/> Music Stores  | <input type="checkbox"/> Supermarkets   |

## Retail Realm Essentials™ - Extensions

Retail Realm has embedded and continues to add many developments into this solution: mobility, stock take, supermarket features, store based availability, store reports, rich label design and printing, etc. We have many development partners that are also enriching the Retail Realm Essentials™ offering through their developments.

### Credit Card Processing

- Shift4 (USA/Canada)
- Mercury Payment (USA)
- VeriFone (UK)
- PCEFTPOS (Australia/NZ)

### eCommerce

- UniteU (USA)
- Sana Systems (Worldwide)

### Links to Financials

- Quickbooks
- Dynamics GP (Datamill)
- O365 Financials

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# Retail Realm Essentials™ - Feature List

<b>Multi-store Centralized Management</b>	<input type="checkbox"/> View / Create POS statements
<input type="checkbox"/> Organization Hierarchy	<input type="checkbox"/> Credit memos
<input type="checkbox"/> Site, warehouse and store management	<input type="checkbox"/> Gift cards
<b>Merchandising and Product Maintenance</b>	<input type="checkbox"/> Accounts receivable
<input type="checkbox"/> Category Hierarchy	<input type="checkbox"/> Accounts export
<input type="checkbox"/> Category defaults	<b>POS</b>
<input type="checkbox"/> Supplementary Categories	<input type="checkbox"/> Login using username and password or a swipe card
<input type="checkbox"/> Serialized Items	<input type="checkbox"/> Centrally design and manage POS look and feel
<input type="checkbox"/> Kit items	<input type="checkbox"/> Hardware profiles
<input type="checkbox"/> Released products	<input type="checkbox"/> Extensibility
<input type="checkbox"/> Product attributes	<input type="checkbox"/> Customization
<input type="checkbox"/> Powerful descriptions	<input type="checkbox"/> Customized button sets
<input type="checkbox"/> Info Codes at the POS	<input type="checkbox"/> Role based look-feel
<input type="checkbox"/> Assortments	<input type="checkbox"/> Return items from any store
<input type="checkbox"/> Item cost	<input type="checkbox"/> Sales orders and quotations placed at POS
<b>Pricing</b>	<input type="checkbox"/> Receipt formats
<input type="checkbox"/> Trade agreements	<input type="checkbox"/> Supports a range of hardware devices
<input type="checkbox"/> Sale and discount pricing	<input type="checkbox"/> Partial payments
<input type="checkbox"/> Quantity discounts	<input type="checkbox"/> Powerful search
<input type="checkbox"/> Price adjustments and price groups	<input type="checkbox"/> Multi-shift / drawer support
<input type="checkbox"/> Promotional pricing	<input type="checkbox"/> A range of powerful functions including voids and returns
<b>Inventory Management</b>	<input type="checkbox"/> Discounts, shift operations and sales functions
<input type="checkbox"/> Purchasing ordering	<input type="checkbox"/> Check inventory, customer orders and edit transaction
<input type="checkbox"/> Generate PO	<input type="checkbox"/> Gift card lookup and manage loyalty cards at the POS
<input type="checkbox"/> Purchase trade agreements	<input type="checkbox"/> Add new customers at the POS instantly available at other stores
<input type="checkbox"/> Concept of "cases"	<input type="checkbox"/> Create sales order to be picked up in store or another store/warehouse
<input type="checkbox"/> Transfers	<input type="checkbox"/> Email receipts
<input type="checkbox"/> Fulfilment	<b>Deployment</b>
<input type="checkbox"/> Print labels for item receipts	<input type="checkbox"/> Check list
<input type="checkbox"/> Stock take	<input type="checkbox"/> Powerful data import/export
<input type="checkbox"/> View inventory	<b>Labels and Bar Codes</b>
<b>Customer Management</b>	<input type="checkbox"/> Configure bar codes
<input type="checkbox"/> Customer segmenting	<input type="checkbox"/> Label printing
<input type="checkbox"/> Customer grouping	<b>Architecture</b>
<b>Loyalty and Gift Cards</b>	<input type="checkbox"/> Centralized HQ database and user interface
<input type="checkbox"/> Setup different loyalty points schemes	<input type="checkbox"/> Store database and server
<input type="checkbox"/> Manage different loyalty schemes	<input type="checkbox"/> Offline POS database
<input type="checkbox"/> Apply pricing and discounts based upon loyalty	<input type="checkbox"/> Real time communications
<input type="checkbox"/> Apply rules for redemption	<input type="checkbox"/> Efficient HQ to store communications
<input type="checkbox"/> Loyalty card separate concept to customer	<input type="checkbox"/> Easy to use Scheduling
<input type="checkbox"/> Global Gift Card	<b>Technology</b>
<b>Employee management</b>	<input type="checkbox"/> Based upon familiar Microsoft technology
<input type="checkbox"/> Workers	<input type="checkbox"/> Active Directory
<input type="checkbox"/> Permissions	<input type="checkbox"/> Dynamics AX
<input type="checkbox"/> Store allocation	<input type="checkbox"/> SSRS Reporting
<input type="checkbox"/> Time and attendance	<input type="checkbox"/> POS / store reporting
<b>Financial</b>	<input type="checkbox"/> Microsoft Office Support
<input type="checkbox"/> Retail sales 360 view	