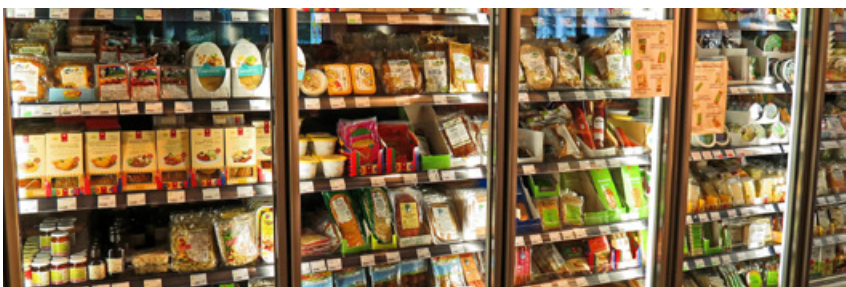


Easier Simpler Faster



Microsoft Dynamics

Global ISV
of the year 2015




LS Nav | Simpler Modern Retail

Software solutions for changing times

The retail industry is rapidly changing.

- **Omni-channel** retail has become a natural part of traditional retail operations - customers expect to be able to shop using a mobile device and e-commerce as well as in the store.
- The store will become the focus of the **retail experience**, with mobile devices playing a central role.
- Speed is key. To ensure great customer service, retailers need a system that is **easy to learn** and **simple to use**, and guarantees **quick transactions** and **shorter queues** at the registers.
- Retailers need to establish a presence on **social media**: retail is becoming more and more social, as consumers tend to share their latest purchases and ask for shopping advice on social media.
- **e-commerce** sales will continue to grow rapidly.
- Customer demands are changing quicker and quicker. To keep up, retailers need to adopt a **latest-technology system** which is constantly being improved and updated.
- **Security** is paramount: retailers need a reliable management system, which will safely store and manage their key business data.
- As they expand, retailers need a flexible system that can **grow** with them.
- **Analytics** will play an ever-increasing role in identifying trends and customer behavior.

Successful retailers will embrace technology and transform their business.
How do you measure up?



“LS Nav clearly increased the operational efficiency of our stores, giving employees the time and opportunity to offer better customer service. With LS Nav we have the information we need at the right time, so we can take better decisions”

— Manuela Caldeira
Symington

New challenges and opportunities

LS Retail: making your business easier, simpler, faster

Global reach, experience and expertise

LS Nav is one of LS Retail's flexible solutions specifically designed to run your retail and hospitality business in one, powerful system.

LS Nav is LS Retail's flexible solution specifically designed to run your retail and hospitality business in one, powerful system.

Today LS Nav powers over 130,000 POS in stores and restaurants across 120 countries worldwide. Among many satisfied users of LS Nav are adidas, Adria Airways, White Stuff, Aer Rianta Duty Free, Blue Mountain Resort, ZEB, Booths Supermarkets, Hobbycraft, Billund Airport, Home Hardware, Hard Rock Café, David's Bridal, Delhi Duty Free, Nike by Air, Devyani International, Relaxo Footwear, aswaaq, Swedemount, InMotion Entertainment, Petit Bateau, Parkson Department Stores and many more.



"LS Retail can easily support your growth strategy, help meet demands and deliver results."

— Martin Walz
adidas



We know the retail business



Is your business at risk?

Does your software system support or hinder your potential for growth?

Using **too many IT systems** leads to **higher** costs, and the risk of **unaligned data**. Are you using different applications for your traditional and mobile POS, store management, chain management, accounting and inventory management? If the answer is yes, it's time to revolutionize your software system.

Are your costs spiraling out of control?

No matter if you work in a small fashion store, in a pharmacy chain or in a large hypermarket, your customers expect you to serve them quickly, precisely and professionally. Can you keep track of **sales**, **stock** and **staff** and maintain timely and impeccable service? Or are **inventory costs** and organizational management bringing you down?

Can you keep up with your customers?

No matter the industry, consumers expect retail stores to be up to date with **technology**. Your customers want to be able to look at your products and buy them at all hours of the day through their mobiles, tablets and computers. They wish to keep in touch with you across the **social media channels**. They want to receive offers about your products across different touchpoints. They ask for fast and precise information and service on the shop floor.

Do you have the technology to embrace these changes?

Have you lost control of your business?

LS Nav – The complete business solution

Increase the efficiency and profits of your retail business, streamline processes, speed up tasks and make your customers happy. LS Nav is a flexible, highly scalable and powerful software solution used by thousands of retail companies and restaurants worldwide.

Simple and fast

Our retail software solution is easy to use and fast to implement. Empower management and staff by giving them all the tools they need to **serve customers in a simple and easy way**.

For retail and hospitality

Do you also run a **café or restaurant** in your retail stores? Then LS Nav is the perfect choice for you. The system is specifically designed to run retail and hospitality businesses in one single system, fast and efficiently.

From head office to front of house

LS Nav, built on Microsoft Dynamics NAV, is an **integrated** system; therefore, the POS, back office and head office all use the same application. Track individual transactions from the POS to the general ledger, and maximize your control over the business.

Total control across the channels

LS Nav offers you **total channel integration**. This means you can track sales, stock and productivity live on all your channels. Get a holistic view of your customers, orders and business and always be on top of all activity taking place in-store, on the e-commerce platform and on mobile.



On premise



In the cloud



Hybrid

We offer several deployment options, giving you the flexibility to leverage LS Nav based on the model that best suits your business needs and your budget.



Fashion



Electronics



Duty free



DIY



Pet stores



Furniture



Grocery



Pharmacy



Forecourt



Specialty retail

One solution, many possibilities



adidas is the second largest **sportswear** manufacturer in the world. There are more than 3000 adidas stores world-wide, and over 800 of them deploy LS Nav.

The world-class shopping experience adidas offers is also possible thanks to LS Nav, which has helped adidas reach and optimize retail landscape by providing:

- Continuous system enhancements.
- High usability: the self-explanatory menus make staff training clear, easy and fast.
- Deep process understanding of the business environment.
- A global retail point of view.
- High levels of customization to comply with local legal and fiscal requirements.
- Extreme flexibility: the system can react easily and quickly to market requirements and changes.
- High quality support, helping drive change and achieve results fast and effectively.

Aer Rianta International

Aer Rianta International (ARI) opened the first **duty free** store in the world more than six decades ago. Pat Kennedy, IT and Business Process Manager at Aer Rianta, said: "There is one fundamental reason why ARI has chosen LS Nav as its standard solution: because, simply, it works."

Now ARI operates in over ten countries across three continents. With LS Nav powering them, ARI duty free shops can easily:

- Capture boarding card and passport information manually or by scanner.
- Calculate tax and tax refund based on different variables.
- Handle STEB bags.
- Offer shop & collect at return.
- Calculate and accept payments in many currencies.
- Customize to meet local fiscal and custom demands.
- Sell both as duty free and duty paid in the same location.

Home Hardware

Home Hardware is the largest independent **home improvement** retailer in Canada, running over 1050 stores across the whole territory.

Since implementing LS Nav, Home Hardware has reaped many benefits:

- Easy management of complex contractor sales and service.
- Management of staff commissions.
- Implementation of several rebate programs, sales packages and rental programs.
- Trading in multiple languages.
- Security, backups and support.
- Centralized ordering/invoicing through head office for all distribution centers.
- Easy interfacing with existing systems.
- Management of gift cards, loyalty program and special orders.
- Continuous growth potential: Home Hardware can change and grow on the same platform.



Scandlines

Scandlines is one of Europe's largest ferry companies, operating restaurants on board its ships and retail shops on the ships and at the departure and arrival stations.

According to Henrik Ingemand, Vice President of Catering, Scandlines, finding the right management system was no easy feat: "Retail and catering are two different things. It is not a case of one size fits all." However, Scandlines did find the one system that can manage it all: LS Nav.

By implementing LS Nav, Scandlines has gained:

- A single, standard solution for both retail and catering.
- Integration with SAP.
- Increased speed of service thanks to automations.
- Business Intelligence. Scandlines can now track its business right down to unit level in terms of sales, resources and costs.
- A complete loyalty program with app, website, member management and option of targeted campaigns.



A.S. Roma

A.S. Roma is one of Europe's leading football clubs. On top of the football team the company runs a TV channel, a radio channel and a number of retail outlets, including an e-commerce channel, three A.S. Roma stores in the city of Rome, Italy, and six temporary stores.

Since implementing LS Nav, A.S. Roma has managed to:

- Achieve standardization of its sales processes.
- Create a structured back office which can handle all the company's data.
- Centrally manage sales, prices, campaigns, offers and more.
- Handle inventory, replenishment, special orders and stock ledger reporting in the back office.
- Increase sales and brand awareness.
- Sell flexibly in its mobile stores with the mPOS.
- Manage inventory on the mobile POS.



aswaaq

aswaaq is a retail chain based in the United Arab Emirates (UAE). The aswaaq community centers host state-of-the-art supermarkets, complemented by a range of shops and services.

LS Nav has provided aswaaq with the ability to:

- Create a unique, modern shopping environment.
- Give customers a better checkout experience with self-scanning and personal shopper.
- Enjoy greater efficiency. Directors have a 360-degree view of business operations and can take immediate decisions that improve the organization.
- Reduce manual labor with automations, such as electronic shelf labeling.
- Reduce staff training costs and time.
- Utilize a management system that will support its growth and further development.

A Point of Sales and Services

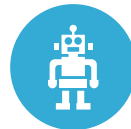
Can you offer your customers fast and efficient service?

Run quick and error-free operations at the register with LS Nav's versatile and intuitive Point of Sale (POS) system. The POS terminals are easy to set up and manage, and thanks to the powerful data replication system they give back office immediate access to transactions and events happening at POS.



Easy to learn - easy to use

The graphical interface of our POS is **easily customizable**, to adjust to every cashier and every need of the business. Stationary, tablets and mobile POS also share the same application, thus shortening training times.



Advanced sales tools for staff

Give your staff a powerful sales assistant that will help them provide **even better and more accurate customer service**. Your staff will be able to register customers into the loyalty program, pull up information about your company and products and search for items straight at the POS.



Support for offers and promotions

The POS provides support for **multiple types of offers**, such as Mix & Match, multibuy, discounts and promotions. Help your customers take advantage of the best deals: the system notifies staff members when products are part of an offer, so they can inform customers.



Flexible payment and multicurrency

The system can handle many types of payment, even in the same transaction. Our versatile POS terminals accept **multiple payment types** like cash, smart cards, foreign currency, vouchers, gift cards, customer cards and more.



Powerful and easy setup and configuration

Because of their flexibility and easy setup our POS terminals are suited for many **different types of retail needs and environments** – from a single store to retail chains covering hundreds of stores. Retailers can modify the POS layout easily, changing it according to their requirements and goals without having to invest in assistance.

Easier, simpler, faster POS

Retail goes mobile

Flexible service anywhere in your store

With the LS mobile POS you can take your business where you want to, improve your workflow and provide outstanding customer service. The LS Omni mobile POS runs on various models of smartphones and tablets, giving retailers unparalleled flexibility.

Superior service anywhere on the shop floor

Equipped with the mobile POS, your staff can give customers **information about product** specifications and availability directly on the shop floor. Provide personalized and to-the-point service instantly by accessing customer preferences and their shopping history on the mobile POS.

Bring the checkout to the customer

No more queuing at the register: with the mobile POS, your staff will be able to serve customers from beginning to end anywhere in the shop. **Finalize the sale** wherever the customer is, take the payment and then send the receipt by email straight to the customer's phone.



"LS Nav is so much more than a POS software. We can control easily our stock levels, simplify sales with the Mobile POS, have centralized data management and more. With the LS Nav POS the staff can focus on assisting customers without having to take disrupting breaks to find the necessary information."

— Günther Grimm
Weber Grills



Mobile POS on the shop floor



Powerful back office functionalities

Total overview of processes and operations

Monitor your key performance indicators (KPIs), manage your inventory, prepare a season, pre-plan purchasing and distribute retail items – all from your headquarters. The manager can enjoy total control of activities within the stores, while the system handles fast and accurate replication of data between the POS terminals, back office and head office.

Simple inventory processes on mobile devices

Manage all your inventory processes in the back office or on hand-held devices. Make your staff mobile while effectively enabling them to handle **all necessary inventory processes**, including receiving, picking, stock counting, stock changes and label ordering.

Manage shelf-edge or item labels

LS Nav comes with a sophisticated shelf label management which can handle **both paper and electronic labels**. The system can also print item labels for pricing and stock information.

Retail campaign management

In LS Nav you can easily create and manage **special offer campaigns**. The system keeps control of all sales deriving from the campaigns, making it easy for managers to analyze each campaign's progress and derived gains.

In-store management

Smart product management

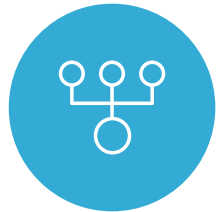
Organize your items and fine-tune your service

Have a clear overview of your products and increase your sales. From head office you can manage and update products, prices and offers for all your sales channels. Manage your products through different dimensions, discover which colors, sizes and styles are most popular, and reorder based on this intelligence. Manage offers and loyalty to ensure returning customers.



Simple item creation and maintenance

With LS Nav you can **centrally** create items for all of your different sales channels – including e-commerce, loyalty apps and mobile devices. Easily update prices, offers, and customer information from head office, and transfer these changes instantly across **all your channels**. Administrators can also set up a different price hierarchy, for instance assigning different prices to individual store locations, store groups or e-commerce.



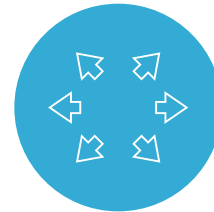
Product grouping

Enhance your speed in searching for items and updating item information. LS Nav gives you the possibility of having multiple **hierarchies or non-hierarchical groupings** of items. It is also possible to put items into one or more special groups, or set several attributes for the items.



Import items in bulk

Use the system's straightforward item import functionality to **easily import** files from vendors and create and update the company's item master. With LS Nav you can quickly update and maintain information (for example barcodes or prices), to ensure that your **item list is always up to date** according to vendor information. Even though the item import functionality is mostly automated, managers can check, manually correct and finalize information before the items are updated.



Color and size with up to six dimensions

LS Nav allows users to assign up to six unique **dimensions** to each item – for example color, size and style. This function provides retailers with accurate information for each item sold, improving their inventory maintenance and fine-tuning their reordering of goods. By specifying items' dimension you also simplify your staff's job, as the POS automatically displays only valid options for each item.



"With LS Nav we have visibility and tracking, not only of what our cashiers are ringing at the registers, but of the entire flow of inventory, and we are able to set the controls in the system according to our requirements."

— Denise Clarke,
Care-A-Lot Pet Supply

Product management



Effective replenishment

The right product in the right place at the right time

Reduce capital binding in inventory and increase your bottom line with LS Nav's merchandising and inventory functionalities. Replenish your inventory automatically or manually, and plan the optimal allocation for your stock locations.

Manual replenishment with allocation planning

LS Nav Allocation Plan is a powerful tool to prepare a season, preplan purchasing and decide how to distribute retail items. Plan the buying process, allocate to stores and plan buffer quantities for the warehouse. Managers may choose to **replenish and allocate the stock manually** to push specific stock to stores and/or franchise partners. Based on needs, managers can decide between two allocation methods which allow for different levels of user control.

Automatic replenishment including forecasting

LS Nav's **automatic replenishment** function simplifies item distribution and planning, lowers item stock cost and provides a higher level of item availability in all of your warehouses and stores. The system offers multiple classes of forecasting methods to **catch all types of trends in sales history**. The software solution also calculates safety stock levels basing on variations in sales, to achieve optimal inventory levels.

Open-to-buy

The Open-to-buy functionality allows retailers to **control the amount of capital invested in products** during the sales cycle. This function can also be used to show the difference between how much inventory is needed and how much is actually available. This includes inventory on hand, in transit and any outstanding orders.

Inventory management

Keep your costs down with effective staff management

Total overview of your workforce

Manage your staff from headquarters and maximize their productivity. With LS Nav, management can easily plan and distribute staff rosters, oversee and approve work hours throughout the whole business and use time registration to compare actual staff costs against your budget.



"LS Nav offers a comprehensive, cost-effective, and standardized solution that fulfils all our needs. With it, we've enhanced the shopping experience for customers and employees alike."

— Jassim Sajwani,
aswaaq



Calculate sales commission

Calculate accurate sales commissions for your sales associates easily and fast. The system permits to **automatically calculate sales commission** for selected items, for item groups, for individuals or groups of sales persons, for predefined periods. Sales commissions are then automatically posted into the company's ledger for full traceability.



Loss prevention tools

Detect **suspicious activity** early and prevent losses. LS Nav reviews all POS transactions and extracts transactions that match pre-defined triggers. The system then further analyzes the results to create loss prevention events. Such events can then be analyzed further by location, POS, staff, date and time.



Cut your administrative costs

Review your staff's costs, get a precise overview over working hours and **plan staffing** more easily and accurately. The system reduces administrative time and errors, cutting your costs. The system also helps you **analyze your employees' performance** compared to your operational costs, so you can always be sure that you are employing the right staff for your business.



Tailored to your role

LS Nav is a role-based solution. This means that both back office and POS display exactly the information that each staff member needs to perform their job.

Staff management



“The best part is we now have a very clear view of what’s happening in each store, across all stores, and throughout the entire company. As a result, stock allocation to branches has improved, unauthorized price markdowns have been eliminated, and special promotions are easier to plan and execute.”

— Jeffrey Sim
Best Denki

Effective price and offer management

Centralized control over prices and promotions

Manage prices and offers effectively with LS Nav. Items can have multiple prices that are valid on different dates or times of the day. Set special offers based on store location, channel, customer loyalty level, payment type, and more.

Flexible pricing

LS Nav Hospitality allows you to set your prices based on a **number of parameters**, including time, date, place, and more. This means that you could sell the same product at different prices depending on location, time of the day, form of payment and customer loyalty level.

Large variety of offers

LS Nav supports a **wide range of special offers** and promotions. You can set up multiple types of offers such as multibuy, Mix & Match, and different types of discounts. The offers can be active on specific days or time periods, depend on transaction amount or customer loyalty groups - and more.

Total automation

Thanks to the system’s automations, your staff does not need to remember which promotions are going on and apply them. Based on settings, offers that qualify are **automatically applied** to all sales.

Offers and pricing

Keep your customer loyal across the channels

Increase retention in-store, online and on the go

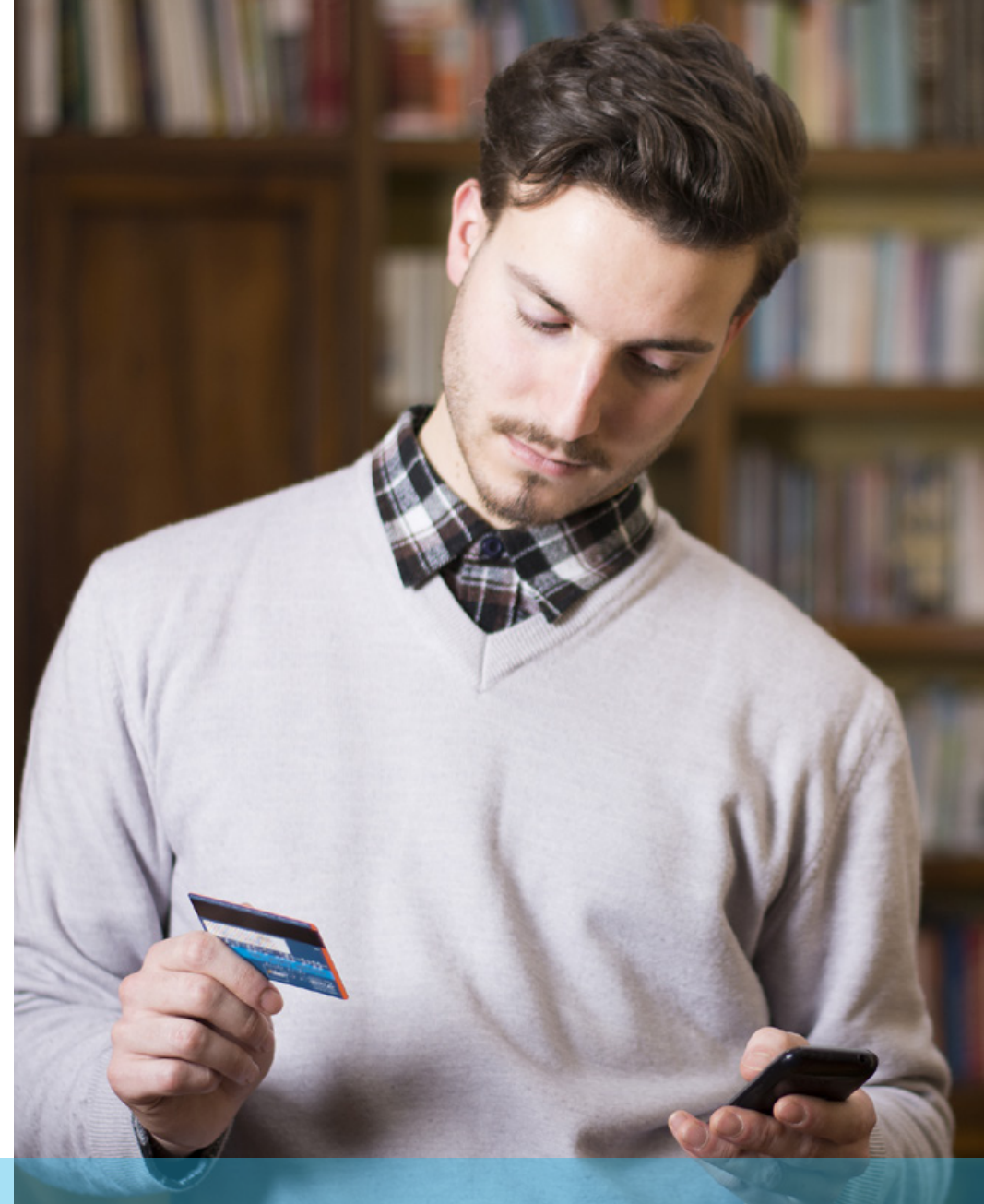
Offer loyalty programs to keep your customers coming back. Track your most loyal customers' shopping habits and gain valuable insights.

Increase retention with the loyalty apps

Offer **in-store, online and mobile benefits** with LS Omni's mobile loyalty solution. Your customers can use the app to shop, browse your product catalog, create and maintain shopping lists, view product details and check if specific items are in stock, and where. Register customer profiles and reward your best customers with points when they shop with you, across the channels. Through the app you can send personalized communications and offers, pushing notifications to your customers' mobiles.

Personalized marketing

Improve your marketing campaigns with the information you collect through your loyalty program. Collect data on your most loyal customers' habits and tastes, and optimize your stock based on these insights. Segment your customers based on their habits, interests and shopping history, and send them **tailored campaigns** and personalized offers.



Customer loyalty

Give your customers the ultimate omni-channel shopping experience

In-store, online, on the go: sell across all touchpoints

Keep your doors open to business 24 hours a day and provide superior customer service across the channels. With LS Nav, web, mobile and in-store commerce services are totally integrated, giving you total visibility over your whole operation.



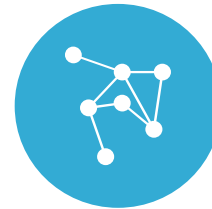
e-commerce site

With more and more people shopping online, a functional e-commerce website is necessary. With LS Nav you can create an **e-commerce platform** with exceptional levels of transaction flexibility and seamless fluidity. Since information on items, prices and discounts is maintained in your management system, your online store always contains up-to-date product information. The platform is responsive, giving your customers a first-class shopping experience, whether they access your e-commerce portal via computer, tablet or mobile.



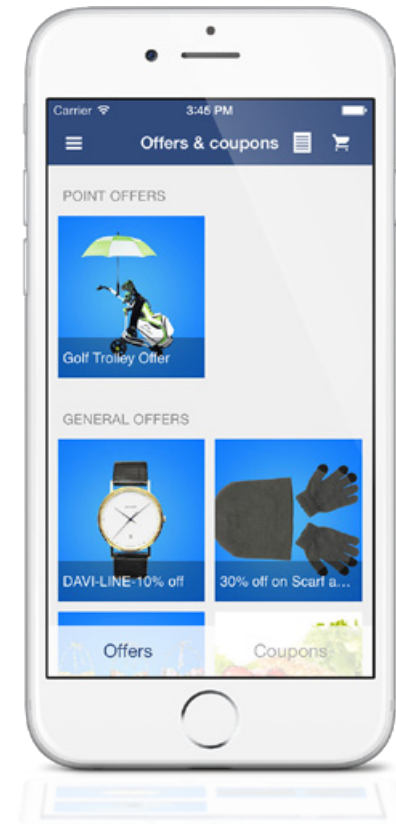
Mobile loyalty app

Customers can use the **mobile app** as a source of information about your products, brand, offers and stores. App users can access the item master, check availability and stock levels, receive personalized offers, use coupons, find store locations and more. As the app uses the same information as the retail management system, your customers will be able to access real-time item availability, and the same product descriptions as in the e-commerce website.



Connect the channels

Give your customers the ability to get their products when and where they want. The **Click & Collect** feature reconnects your channels, enabling customers to create an order on the e-commerce website or on a mobile device. They can then choose to have the products sent home, or collect them at the most convenient store location.



Omni-channel sales and services

In-depth analysis tools: BI

LS Business Intelligence (BI) provides you with in-depth critical information about your business, enabling you to take the best and most informed decisions for your company's future.

LS BI delivers a full range of analytic and reporting capabilities. Designed for scalability, reliability, and performance, LS BI provides managers with relevant and actionable insights into their organization, resulting in improved decision-making and more efficient business processes.

LS BI is a powerful solution for retail managers. It is delivered with a number of predefined sales analyses available on a client, web or mobile device.

With LS Business Intelligence, you will:

- Gain the power to become a data-driven business.
- Get one consolidated view of information, including channels, locations, categories, replenishment and financials.
- Be able to take quick and effective business decisions based on real data.
- Gain the insight needed to create effective replenishment models based on consumption, forecasting and inventory levels.
- Have a complete view of loyalty members, enabling you to create the best fitting campaigns in minutes, and analyze the performance of the campaigns.
- Obtain an accurate overview of all fraudulent activities -- who, when, where and what.
- Monitor and report KPIs easily, using role-based dashboards.



"The work-hours required to compile critical reports has dropped by 60%. What's more, our sales reports are absolutely up to date, which means executives can create action plans in response to real-time trends."

— Jacky Chin Wui Min,
Focus Point



Business Intelligence (BI)



Powerful and reliable data replication

Does your retail solution communicate internally?

LS Nav has an integrated communications module that connects the stores with the head office. The LS Data Director takes care of **high-speed data exchange** between different databases within the network. Data is compressed before being transmitted, so you can have faster transmission with lower bandwidth requirements – making life easier for retailers who have databases in different regions or countries.

The system makes use of **web services** to distribute real-time information online, safely and easily. LS Nav also uses web services to seamlessly integrate with third-party systems.

LS Nav has built-in **scheduling** facilities that can support data replication both in real time and according to pre-defined schedule.



“LS Nav is the perfect tool for monitoring local sales trends and acting upon the information, giving us access to real-time statistics so you can manage resources, sales, stock, finances and purchases in an efficient manner.”

— Pär Gunnarsson
Swedemount Sportswear & Fashion

Data replication



Head office

- Product lifecycle management
- Manual and automated item creation and maintenance
- Dynamic hierarchy, attributes and other grouping of product
- Stores and POS configuration and management
- Price, offer, coupon and campaign management
- Open-to-buy
- Automatic replenishment and forecasting
- Franchise management
- Serial/lot number support
- Loyalty program, mobile loyalty and portal management
- Special orders, e-commerce, mobile commerce order processing
- Vendor performance
- Staff management and sales commission
- Sales reporting and BI
- Loss prevention
- Allocation planning and replenishment by allocation



Store back office

- Dashboard for store operations
- POS management
- Cash management
- Stock counting and adjustments by simple worksheets
- Store replenishment by stock request
- Purchase and transfer orders
- Sales history
- End-of-day management
- Flexible architecture
- Manage staff permissions
- Receiving and picking goods
- Stock counting and adjustments
- Item and shelf label ordering and printing



Front of store

- Easy-to-use POS/mobile POS
- Fast checkout
- Multiple user interfaces
- Broad POS hardware support
- Multiple payments
- Special orders entry at POS
- Item cross-selling
- Item finder
- Powerful search capabilities
- Member management/Loyalty program
- Click & Collect
- Mobile inventory processes, including receiving and picking



Customer service

- Mobile loyalty app on various devices
 - iOS
 - Android
 - Windows
- Personalized offers and notifications
- e-commerce stores
- Access to product information on web and mobile
- Map of locations with directions
- Easy loyalty registration and access

One software solution, front to back



LS Retail

Easier Simpler Faster

About LS Retail

Easier, simpler, faster software solutions

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

For more than two decades, LS Retail has focused on providing solutions that meet the needs of retailers worldwide.

Thanks to our vast knowledge and experience in the retail and food-service industry, we are able to offer scalable solutions to manage the complex operational requirements of organizations within such diverse industries as fashion, electronics, furniture, duty free, restaurants, coffee shops, forecourt and c-stores and many more.

Our high quality and cost-effective solutions help businesses around the world:

- increase revenue
- build loyalty
- provide better customer service
- reach new customers
- lower costs

For further information on LS Retail, LS Nav solutions and certified LS Nav partners, please visit **www.LSRetail.com**

LS Retail

Microsoft Dynamics

Global ISV of the Year 2015

& ISV of the Year Western Europe and United States

2015 Inner Circle

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