

Serious software for serious retailers.™



# Retail Pro Overview



Welcome to Retail Pro - one of the most advanced and comprehensive retail management software solutions available anywhere in the world.

For more than 25 years Retail Pro has been growing right along with the retailers who thrive on our products in over 75 different countries. From savvy, growth oriented businesses to prestigious multinational enterprises, Retail Pro is the solution-of-choice for some very good reasons.

Our POS and Merchandising solutions drive business growth like no other - Retail Pro is incredibly easy to use and configure. It's as simple as you want, or as sophisticated as you need. It's scalable without any limits, impressing the world's most demanding retail brands. It operates in 19 different languages and currencies in over 45,000 locations.

And - it's surprisingly affordable.

More and more retailers every day are choosing not to settle for limited, ordinary POS solutions when they can easily have Retail Pro. It's serious software for serious retailers.

Come see for yourself.

## Choosing a Retail System

The true goal of any retailer is to make the right merchandising decisions consistently by using accurate and timely data and thereby increasing overall sales revenue volume and maximizing profit margins. Day-to-day profitability relies on results facilitated by your retail system:

- Accurate buying
- Less inventory expense
- Loyal customers
- Repeat traffic
- Enhanced security
- Smooth POS and customer service
- Reduced paperwork
- And many others

The retail system you choose should be widely proven and easy to learn and use. It should fit your merchandise mix and business approach. It should be well supported by local professionals. It should be fairly priced and generate an excellent return on the investment. It should be robust and flexible enough to grow with you indefinitely. Your retail system of choice should be Retail Pro!



It is all about the architecture ...

### SOLID RETAIL INFRASTRUCTURE

Retail Pro is designed and built using a superior architecture that delivers exceptional flexibility, maximum performance and unlimited scalability. The Retail Pro architecture features:

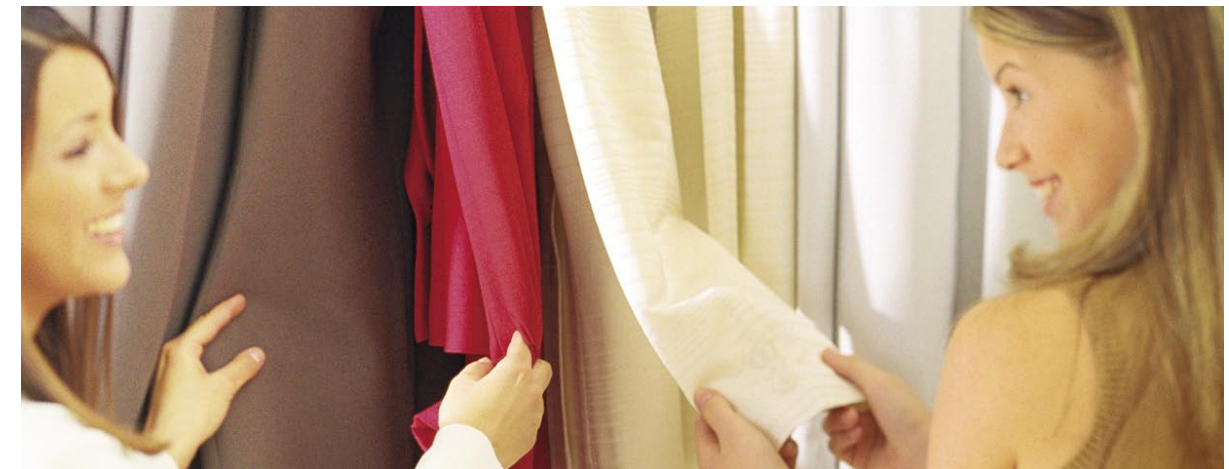
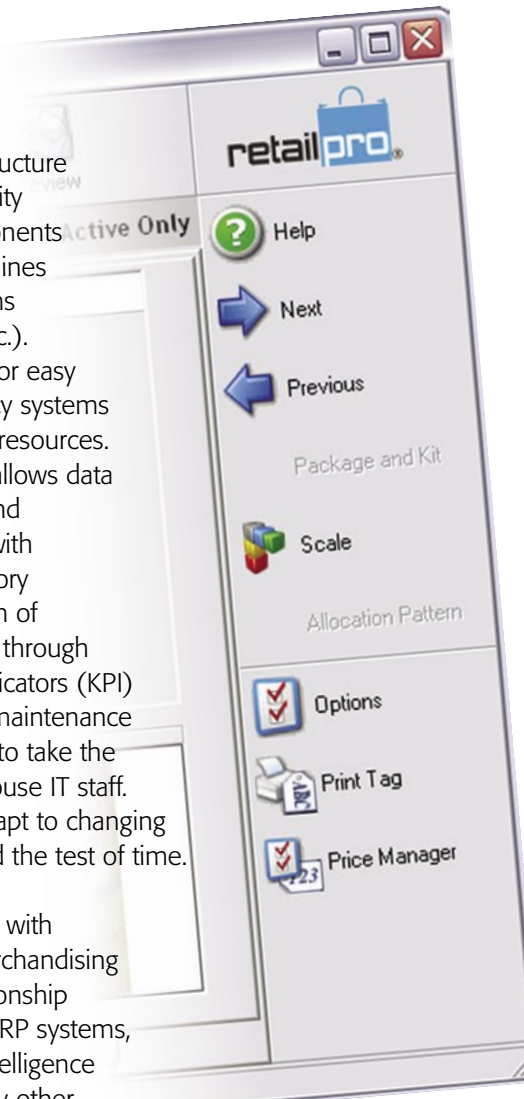
- The Oracle® relational database that can virtually scale without limit as your retail business changes and grows.

- A multi-tiered infrastructure that provides the ability of distributing components across multiple machines and operating systems (Windows®, Linux, etc.).
- A truly open design for easy integration with legacy systems to maximize existing resources.
- An architecture that allows data to be continuously and consistently in-sync with inventory and its history
- A statistics-rich wealth of information available through Key Performance Indicators (KPI)
- Low administration/maintenance and easy installation to take the burden off your in-house IT staff.
- Superior ability to adapt to changing technology and stand the test of time.

Retail Pro fully integrates with accounting systems, merchandising systems, customer relationship management systems, ERP systems, business analytic and intelligence systems, and virtually any other enterprise business application that you may be deploying.

### ESTABLISHED "BEST PRACTICES" RETAIL BUSINESS RULES

Retail Pro is built on an infrastructure with an established and solid retail business logic services foundation. These are the fundamental business rules of transactional retail logic that remain constant. Separating the logic from the interfaces and the database allows the user to independently make changes and provides unmatched freedom from programming and customization. These objects are used to create the transaction details related to sales, customers, etc. The presentation services layer that is fully customized and tailored to the retailer's needs sits on top of these business objects. The user interfaces can be tailored whereas the business logic services remain the same.



### FLEXIBLE AND EXTENSIBLE PLUG-INS

In the retail world, change is always evident. A POS retail solution needs to be flexible to cater to these ever-changing requirements whether related to new hardware or new software functionality. Retail Pro has flexible and extensible plug-ins to cater to these requirement changes locally or globally. Retail Pro provides the retailer with a wide array of auxiliary and user-defined fields to cater for new data definitions.

### POWERFUL AND EXTENSIVE TAILORING TOOLS

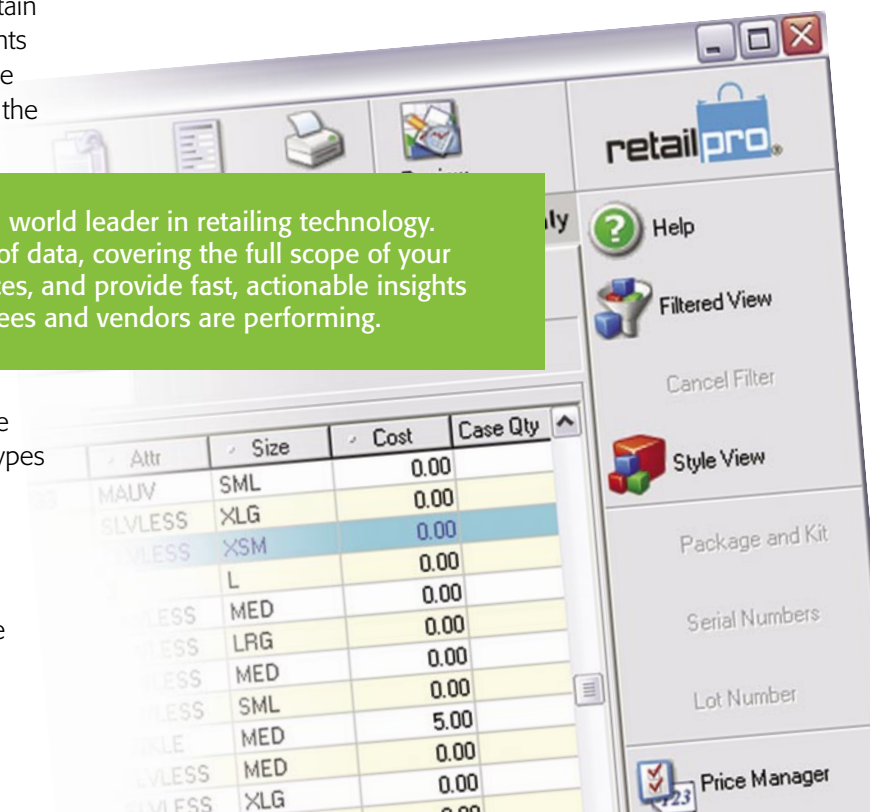
Retail Pro provides you with powerful presentation services tools to manage screens, pages within screens, field data definitions without the additional burden of programming or customization. The Presentation Services provides the retailer the ability to create compelling customer-facing screens to attract and retain consumers regarding on-going promotional sale events happening in the store. These same tools can provide for "Hot-key" capabilities at the POS application with the

### REPORTS AND DOCUMENT MANAGERS

Retail Pro is equipped with reports and document managers to customize receipts, reports and documents available in the system. A report viewer is available to access more than 100 pre-defined reports. An unlimited number of filtering views to include parameters, charts and graphs for reports and documents is available to the user without any need of additional programming or customization involved. Reports can be viewed and saved on disk and sent to another location via email or scheduled for automatic generation. The industry standard Crystal Reports® Viewer and Reports Manager is embedded and comes standard with Retail Pro.

Retail Pro builds on decades of experience as a world leader in retailing technology. Retail Pro can store and process vast amounts of data, covering the full scope of your business, from both internal and external sources, and provide fast, actionable insights into the way your stores, merchandise, employees and vendors are performing.

ability of switching between front-end and back-office functionalities and vice-versa. Depending upon the types of hardware implementations at the store, the same look and feel of the menu screens for the POS can be emulated onto other devices such as tablets and handheld terminals. Thus, the store can minimize on training associates to move from one terminal device to another to serve their customers.



## Fast, Accurate and Secure Point of Sale

Under-rings, tag switching and simple clerical mistakes needlessly eat away at your profits. Computerized point of sale effectively reduces theft and human error, while increasing efficiency and speed.

Retail Pro safeguards and accelerates the checkout process. Restricted activities can be password controlled. Retail Pro continuously tracks and logs activity whenever a cashier opens the cash drawer, exits the POS module, or re-boots the system. The discount tracking capabilities helps control profit margins and identifies excessive or unnecessary discounts. Key sales productivity statistics such as items, discounts and profit per transaction or per time period are routinely evaluated for each sales associate.

Retail Pro supports all types of transactions, including special orders, layaways, gift registries and sales order entry for mail order and catalog sales. Special orders can be created for out-of-stock merchandise and can even propose a purchase order right at the point of sale. Retail Pro's advanced X/Z-Out reporting includes statistical analysis and export options. For training purposes, the "practice mode" enables cashiers and associates to discover how simple Retail Pro is without having to worry about making mistakes.

## Inventory Management

Effective management of inventory is at the heart of every successful retail operation since it is the retailer's largest single physical asset. Ineffective inventory management can result to the following:

- Too many of some products, resulting in poor turnover and profitability.
- Out-of-stocks of other products, resulting in back orders, lost sales and an overall decrease in customer satisfaction and service.
- Uncertainty about the system's on-hand quantity not being in-sync with the store or warehouse resulting in poor customer service.
- Incorrect inventory valuations on financial reports due to inaccurate on-hand and stock information.

With Retail Pro, the system is continuously and consistently in-sync with its inventory and history so you will never be out of step in making your merchandise decisions. The system logs and tracks movement of the merchandise thereby reducing any potential errors or confusion related to each item.

Knowing whether an item is moving well or slowly is critical to a retailer's profitability. Without the best computerized inventory tracking systems in place will hinder your ability to respond to the ever-changing marketplace. Retail Pro takes the guesswork out of inventory management and puts you in control.

Retail Pro can effectively manage the distribution of merchandise within the channels. The system can recommend the optimized merchandise transfer options to effectively balance your stock. The auto-transfer feature can recommend logical redistributions of inventory merchandise from any store or central warehouse based on your instructions.

## Purchase Order Management

Inventory management takes into consideration when specific items need to be replenished, when to order these items, how much to order, as well as identifying the most effective supplier source for each item per location.

Multi-subsidiary purchase orders can be created to allow you central control of purchasing the merchandise items and enable the retailer to take advantage of volume discounts applicable to



## IDEAL FOR SINGLE TO MULTI-STORE STORE CONFIGURATIONS

Retail Pro is the ideal solution for multi-store companies, franchise operations, or any type of blended retail chain environment. Its Roll-Up Reporting capability is just one of the reasons Retail Pro is used by thousands of complex multi-store, multi-channel operations around the world.

those items. Each item has the ability of cross-referencing vendor table information that identifies which specific vendors carry the item, the order cost and lead time enabling the retailer to choose the best vendor for a particular order.

Retail Pro also contains powerful forecasting and replenishment tools that automate much of the replenishment process, reducing the chance of out-of-stocks. For example, you can use the Auto Min/Max wizard to define Min/Max stock levels for items based on a certain number of days of sale, and then, based on those levels, use the Best Replenishment wizard to generate the necessary purchase orders when items reach a low level. The Best Replenishment wizard can also check if other locations have a surplus and then generate the necessary transfer documents, thus preventing unnecessary new orders.

Retail Pro removes the receiving bottlenecks by simplifying the receiving process. As merchandise arrives, the receiving process generates a voucher that clearly displays all the information needed to easily verify the shipment against the packing slip. Receiving merchandise with or without a purchase order is easily handled and processed.

## VENDOR MANAGEMENT

Retail Pro is equipped with tools to manage vendors and measure the company's contact information, to include notation fields for vendor's return policy and user-defined fields for storing custom information. Vendors lead times are defined and tracked in the system with statistical information available relative to their performance. Vendor payment terms and corresponding trade discounts are also captured in the system.

## Customer Management

Retail Pro tracks the movement of items to customers, revealing valuable information about the preferences of your particular customers and how well the products you offer reflect those preferences. Seeing the relationships between product sales and customer profiles can help you:

- Provide better customer service and increase customer satisfaction
- Generate strong sales revenues
- Discover, attract and retain new customers
- Cross sell/up sell products more effectively through suggestive selling of linked items or services
- Simplifies target marketing and enhances the selling process

Retail Pro provides a fully contained customer management system for recording customer details and managing relationships with customers. Information captured includes contact information, email and other preferred methods of contact. User-defined demographic fields can be defined within the system. Cross-references to discounts, tax regions, credit card information to include store credit and balances can also be maintained.

Retail Pro incorporates each transaction into a customer history file, creating a complete purchase history for that customer. The customer relationship management features of the system allow you to give your customers the personal attention they deserve that builds upon customer loyalty.



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## ADDITIONAL INTEGRATED TOOLS

The ever-changing needs and demands of consumers create a cutthroat competitive environment in which retailers struggle to turn positive revenues and profits. Retailers need greater insight into their merchandise assortment and enterprise performance to empower better and more informed decisions. Retail Pro's affordable, integrated tools provide retailers a superior competitive advantage improving their company's efficiencies and profitability.

### Planning

Retail Pro Planning delivers everything retailers need to create fast, accurate plans down to the store level. Retail Pro Planning offers an integrated merchandise planning system that includes statistical forecasting, integrated business intelligence and the scalability to meet your needs for store-level merchandise plans.

With Retail Pro Planning, you can:

- Develop and implement optimal merchandise plans down to the store level.
- Create better plans despite limited resources.
- Ensure consistent performance and increase accountability.

### Payment Solutions

Retail Pro Payment Solutions is a fully integrated system that delivers the absolute best value in payment card processing.

The Payment Solutions system offers a large variety of turn-key and custom solutions to meet most payment processing needs including:

- Retail Pro Payment Manager™ - a full-featured, integrated payment processing module which connects Retail Pro directly to most leading North American payment processors.
- Merchant Services - ultra competitive and full-featured payment processing in partnership with RBS Lynk, a member of The Royal Bank of Scotland Group, one of the world's leading financial services companies.
- Equipment Services - unbeatable prices on certified and preferred Retail Pro Ready PIN Pads and peripherals to help simplify and streamline your payment processing routine.

### Business Intelligence

Retail Pro Business Intelligence solutions for retail turn information about customers, inventory merchandise and store operations into knowledge that provides greater insight into enterprise performance and empowers retailers to make better informed decisions, gain a leading-edge competitive advantage, strengthening customer and vendor loyalty, and in the long term improving the company's profitability.

The Retail Pro Business Intelligence solution provides the key to unlock the knowledge to:

- Access: The ability to access multiple data sources
- Analyze: The tools, utilities and applications needed to explore the data
- Share: The means to either "push" or "pull" information to store locations and vice-versa
- Inside or Outside the Enterprise: The ability to provide extranets for customers, business partners, suppliers, etc.

### Enterprise Integration Manager

Retail Pro is equipped with a flexible and highly configurable integration tool that facilitates the flow of data between Retail Pro and other applications. The Enterprise Integration Manager enables you to pass the desired data types, in the desired formats, from Retail Pro to almost any other application. The Enterprise Integration Manager (EIM) ensures that the data sent from Retail Pro conforms to the specific data requirements of the target application.

The interface manager is extremely flexible and allows the retailer to define the data transformation rules, consolidation rules, and output formats. This flexibility enables retailers to integrate Retail Pro with a wide variety of applications.



# Globally Localized Centrally Deployable

Retail Pro Operates in  
19 Different Languages,  
45,000+ Stores and over  
75 Countries Worldwide.

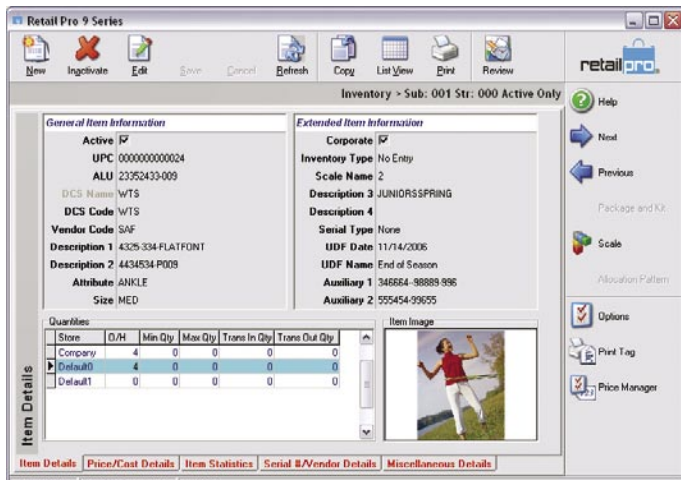


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# Why Retail Pro?

## WORLD CLASS INTUITIVE USER INTERFACE

Retail Pro provides the ultimate flexibility to meet your business needs, growing with you, the way you like to do business. Unlike ordinary cookie-cutter solutions, Retail Pro adapts to meet the needs of virtually any retail operation - saving time, money and lost productivity with its ease of use. Even employee turnover becomes less of a hassle because Retail Pro is so easy to learn.



A classic example of Retail Pro's unique and user-friendly graphic interface with a specific item captured in image for easy reference. Here, retailers can view the details for items within their inventory and make edits for any specific item without affecting other items in the style. Retail Pro's screens are unlimited in their volume of easily configured and tailored views, all based on a retailer's individual preferences.

## SOLID RETAIL INFRASTRUCTURE AND UNLIMITED SCALABLE PLATFORM

Retail Pro provides the scalability, stability and reliability you need in a mission critical retail application systems. Running on a powerful embedded Oracle database, Retail Pro provides a scalable and flexible solution that is cost-effective. The embedded database is self-maintained and requires low administration, so you won't need a fleet of IT in-house staff for maintenance... or a separate budget to pay for it.

## POWERFUL AND EXTENSIVE TAILORING TOOLS

Retail Pro provides you with powerful presentation services tools to manage screens, pages within screens, field data definitions without the additional burden of programming or customization. This allows the retailer freedom in customizing and replicating screens and transactions to suit their needs.

## A TOTAL RETAIL SOLUTION PACKAGE

Because Retail Pro is one integrated solution, the positive impact on your business can be tremendous. Benefits include: improved revenue, profit, etc. With Retail Pro, you'll increase sales productivity while reducing inventory carrying costs, out-of-stocks, and the need for drastic markdowns due to overbuying. You'll develop loyal repeat customers who are happy with their shopping experience, and come back again and again.

## SOLID "BEST PRACTICES" RETAIL BUSINESS LOGIC SERVICES

Retail Pro is built on an infrastructure with an established and solid retail business logic services foundation. Separating the logic from the interfaces and the database allows the user to independently make changes and provides unmatched freedom from programming and customization.

## EASILY ADAPTABLE INTERFACES

The interface manager is extremely flexible and allows the retailer to define the data transformation rules, consolidation rules, and output formats. This flexibility enables retailers to integrate Retail Pro with a wide variety of applications.

## PROVEN GLOBAL EXPERIENCE AND LOCALIZED IN OVER 75 COUNTRIES

Proven experience and reliability is why Retail Pro continues to be the leading retail management system through-out the world. Retail Pro offers robust capability second to none in point of sale, inventory management, store operations, merchandise planning and customer management. For years, Retail Pro has been the system of choice for leading retailers worldwide who require built-in handling of sophisticated multi-currency, local tax and multi-language situations. Tested, scalable, affordable and easy to use - Retail Pro is the intelligent solution for your retail management needs.



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