Microsoft Dynamics AX 2012
for Retail

One solution connects retail end-to-end, driving growth and fostering customer relationships.

Our vision is to empower midsized and enterprise retailers with a seamless and differentiating solution for multichannel management, store operations, merchandising, and enterprise resource planning (ERP). This will enable them to gain insight, operate with agility, exceed consumer expectations, and build enduring loyalty, all with superior time to value.

Unlike retail software built to solve the problems of the past, Microsoft Dynamics AX 2012 for Retail delivers powerful, role-tailored, cross-channel scenarios seamlessly through a modern, unified technology offering. This reduces complexity for retailers, allowing them to focus on what matters most: empowering their employees to drive productivity and deliver the personalized customer service that differentiates in today's marketplace.

Empowering Dynamic Retailers to deliver a complete shopping experience

Today's retail landscape offers unprecedented opportunity even as it presents new challenges. Economic pressures, increasing choice in products and shopping formats, and unparalleled access to information are fueling today's empowered shoppers, who expect more from their retail experiences. As the line between social networking and commerce blurs, delivering on the brand promise and earning consumer loyalty are more important than ever before. One thing is clear: a new retail reality has emerged.

As the foundation on which retailers enable their business, technology becomes more critical than ever, expanding or limiting the ability to seize new opportunities and deliver the shopping experiences that consumers demand. Microsoft Dynamics AX 2012 for Retail is designed for the critical scenarios that drive retailing today, while enabling the innovative scenarios of tomorrow. Connecting to customers, empowering people, and delivering on the brand promise through excellence in execution—Microsoft Dynamics 2012 for Retail is all about helping retailers to become dynamic.

Microsoft Dynamics AX 2012 for Retail equips the Dynamic Retailer to drive retail across channels, locally or globally, with technology and features that are powerful, agile, and simple: point-of-sale, multichannel management, store operations, merchandising, supply chain, and more, integrated into one solution. Flexible architecture makes it possible to incorporate yesterday's stand-alone systems to drive growth and foster customer relationships.

"We chose Microsoft Dynamics AX 2012 for Retail because it provides us with a scalable platform to support our future growth, and a differentiated customer and sales associate experience at the point of sale. Microsoft Dynamics AX 2012 for Retail gives us what other solutions could not—ease of use and simplicity in operations, coupled with the ability to scale and reliably deliver on our brand promise."

— **Patty Wade**
   **CIO and Vice President of Strategy and Technology Mattress Firm**

Microsoft Dynamics AX 2012

POWERFUL
Deliver more value faster.

Purpose-built for the new retail reality:
Gain immediate, accurate insight with a
unified solution that encompasses the store,
headquarters, supply chain, and beyond.
Control hardware, user interface, and employee
profiles centrally to reduce the complexity of
managing a changing workforce and multiple
shopping formats.

Improve customer service: Tailor the
customizable user interface for mobile and
customer-facing devices to personalize
interactions and build loyalty. Provide
easy access to real-time information that
supports customer choice.

**Empower your people to be more
productive:** Role-specific interfaces
enhance security, reduce shrinkage,
and improve service efficiency. Tailored
Role Centers provide instant access to
relevant tools and information, streamline
workflows, and reduce training time.
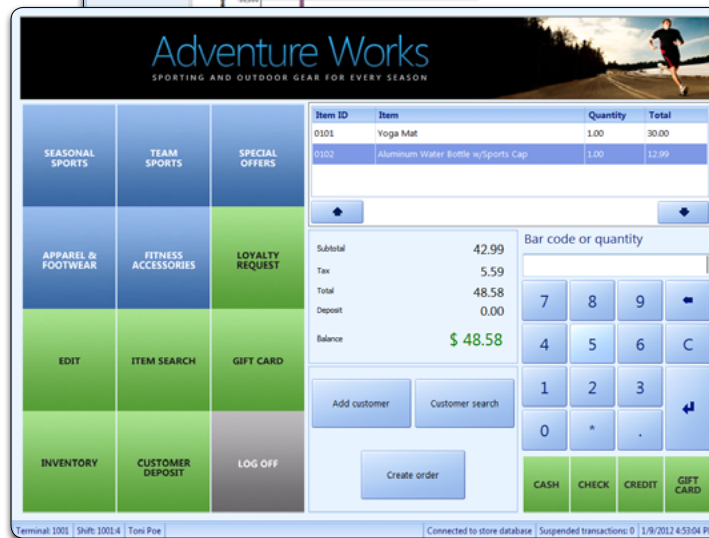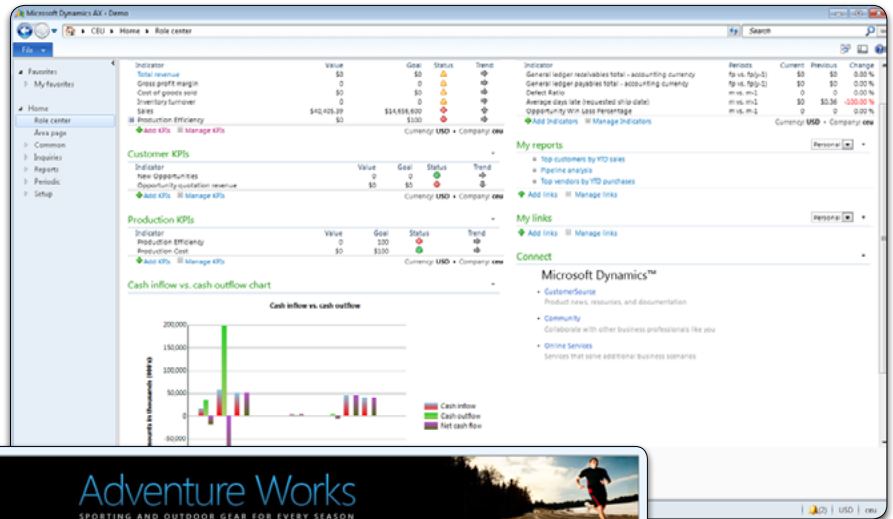
Retail specific role-
centers, KPI's and
reports give Retailers
a 360-degree cross-
channel view to drive
their business with
insight, helping them
deliver the complete
shopping experience
customers demand.

Fully integrated, role-tailored POS optimized for today's retail devices helps
retailers deliver the complete shopping experience with real-time customer
orders, inventory lookup, customer and loyalty updates.

AGILE
Capitalize on opportunities and reduce risk.

**Improve organizational responsiveness with a 360-degree
view of your business:** Create and manage cross-channel
scenarios to provide a consistent customer experience. Take
advantage of transparency across channels to fine-tune the
supply chain and enhance customer satisfaction.

Scale up or out easily: The extensible design optimizes
workflows and competitive differentiation. Grow with new
formats and penetrate emerging markets quickly with a global,
multicountry solution built on a unified natural model.

Take advantage of marketplaces and social commerce:
Cloud-based commerce service enables new points of
customer engagement and visibility through marketplaces. Use
social networks as valuable new sources of revenue, customer
feedback, and digital marketing. Integrate Amazon, eBay,
Facebook, and Twitter into your channel strategy.

SIMPLE
Drive adoption and lower costs.

Upgrade easily: Grow and adapt your business with
confidence. Phased deployment and rollout help protect the
store channel. Consistent application programming interfaces
drive more value from your existing software investment and
encourage innovation.

Encourage user adoption: RapidStart, upgrade advisors,
and other powerful tools drive simple, template-based
configuration. Out-of-the-box, retail-specific roles and security
accelerate user adoption. Count on the familiar Microsoft
interface and deep integration with Microsoft technologies for
a solution that is simple to install, learn, use, and manage.

Connect store associates: Streamline basic organizational
collaboration with self-service, SharePoint-based store and
vendor portals and impromptu, end-to-end business process
integration through Sites Services. Find information quickly
to better serve customers through Microsoft SharePoint 2010
Business Connectivity Services.

Microsoft Dynamics AX 2012 for Retail Highlights

Multichannel Management | Store Operations | Merchandising	
Multichannel Management	• Cross-channel scenarios such as "buy online/pick up in store" enhance customer convenience. • Retail channel integration with online marketplaces and stores creates new opportunities for sales, customer interaction, and feedback. • Sites enable product/service quotations, recruiting, ad promotion, and more in the cloud. • Integrate assortment and category management with online channels.
Centralized Store Management	• Centralized point-of-sale (POS) terminal management includes visual and functional profiles, user interface layouts, and employee permissions. • Consistent store/ERP data model and business rules facilitate accurate, timely data. • Powerful data replication helps ensure critical updates across the organization: configurable, flexible inventory and financial updates, sales order payments, gift card usage, and issuance/use of loyalty points. • Manage staff at the store, regional, and global levels with flexible tools.
Flexible POS	• Purpose-built POS components are natively integrated into Microsoft Dynamics AX 2012 with fault tolerance to capture transactions when store connectivity is lost. • "Drag-and-drop" designer allows POS UI customization by role to enhance customer service. • Powerful capabilities include on-account, global voucher, returns management, info codes, returns/voids/markdowns, inventory receipt/lookup/counts, real-time customer record and loyalty program updates, blind close, and floating till.
Powerful Merchandising	• Optimize for profitability with pricing flexibility: flexible discounts, coupons, group/item/customer discounts, mix-and-match, and buy-one-get-one scenarios. • Take advantage of powerful assortment management including creation, scheduling, tracking, using n-level deep item hierarchies, and category management.
Order Management | Replenishment	
Order Management	• Create orders and quotations without leaving the customer's side using POS-based order support capabilities. • Accept, fulfill, and track standard and special orders with a 360-degree business view. • Manage and apply required tax schemas. • Perform price and inventory checks and manage inventory reservations.
Replenishment	• Manage inventory transfers and intercompany flows with an end-to-end view of the business. • Comprehensively manage purchasing, requisition, and replenishment processes. • Optimize purchasing and replenishment: purchase quantities based on size, color, and style; use replenishment processes, including cross-docking, to suggest item distribution between stores, with immediate transfer journal updates.

Designed for the Enterprise	
Global Reach and Scalability	• Adapt quickly to changing business requirements with POS add-ins and extensible headquarters software. • Scale your solution as business grows: add stores and distribution centers locally and internationally. Add users and sites with three-tier architecture and integration with other Microsoft products. • Easily operate across geographies and locations with flexible deployment options and built-in support for 38 countries and 40 languages. • Capitalize on new opportunities with a web services framework that makes it simple and affordable to add, build, and expand profitable partner relationships.
Hardware and Payment Compliance	• Support retail industry standards, including OPOS, to maximize POS hardware and peripheral choice. • Manage PCI data security standards compliance and ongoing support.
Investment Optimization	• Realize productivity and data integrity gains through interoperability with Microsoft Office and other Microsoft products. • Take advantage of our unified natural model, three-tier architecture, and the Microsoft Visual Studio 2010 integrated development environment to efficiently build business process enhancements and manage end-to-end processes.

Check for availability in your country with your local Microsoft office or your Microsoft Dynamics partner.

Partner with industry experts

Microsoft Dynamics AX 2012 is delivered through a global network of partners with deep experience in retail, spanning more than 20 specialty segments. These business partners can provide you with assistance tailored to your specific needs—from solution selection, to planning and design, to customization and configuration, to implementation, training, and ongoing support. This means you can get world-class business solutions from professionals who understand how your business works. To find a local Microsoft Dynamics partner and solutions for your business, visit http://dynamics.pinpoint.microsoft.com.

Tap the power of Microsoft Consulting Services

Microsoft Consulting Services (MCS) is the consulting and enterprise support division of Microsoft. Microsoft consultants help businesses around the world maximize return on their investment in Microsoft products and technologies. This means helping with deploying and optimizing IT, as well as helping businesses move forward with IT initiatives that deliver the most business value. Microsoft Dynamics solutions for retail are a specific area of focus for MCS, who can offer a number of options to organizations interested in Microsoft project management, Microsoft solution deployment, or supplemental support of a Microsoft Dynamics partner.

Learn more about Microsoft Dynamics AX 2012 for Retail at:
www.microsoft.com/dynamics/ax/retail
www.microsoft.com/dynamics/AX

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