

## DYNAMICS 365 FOR RETAIL

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

### About us

*Arquiconsult is an information systems consulting company, based on Microsoft Dynamics technology, with offices in Lisbon, Oporto, Barcelona and Luanda.*

*We are currently the largest certified team of the most experienced consultants, operating in Portugal and working with Microsoft Dynamics technology. Arquiconsult has been frequently referred to international customers for their implementations in Portugal and Worldwide.*

*Arquiconsult constantly innovates its offer, adding value to Microsoft Dynamics by building verticalizations for various sectors of activity. The Dynamics 365 for Retail is a clear example of a solution, which allows us to make available to multinational companies the best and most comprehensive business solution response for retailers worldwide.*

*We currently have customers in various sectors such as: Farfetch, ECCO Shoes, Le Creuset, Rituals, Teka, Dunlop Protective Footwear, Sapa, Polopique, Gunnebo, Coviran and Klaveness.*

### About the Solution

Our vision is to empower midsize 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, Dynamics 365 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.

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*We're really excited about the systematic cross-sell and up-sell opportunities that Dynamics 365 will give us.”*

— Gordon Jaquay, Director of Information Technology Hickory Farms

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*With Dynamics 365, we can map great technology to outstanding business processes that will help us continue to expand our markets and adopt new business models. Everyone benefits from that. The company benefits, the customer benefits—it's a win-win for all.”*

— Matt Keays, Chief Operating Officer Michael Hill

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*ERP is backbone of any business operations and a fast-paced business like Khaadi needed an ERP that can support its retail operations and that can scale as well and Microsoft Dynamics 365 was a product of choice.”*

— Rehan Qadri, CIO Khaadi



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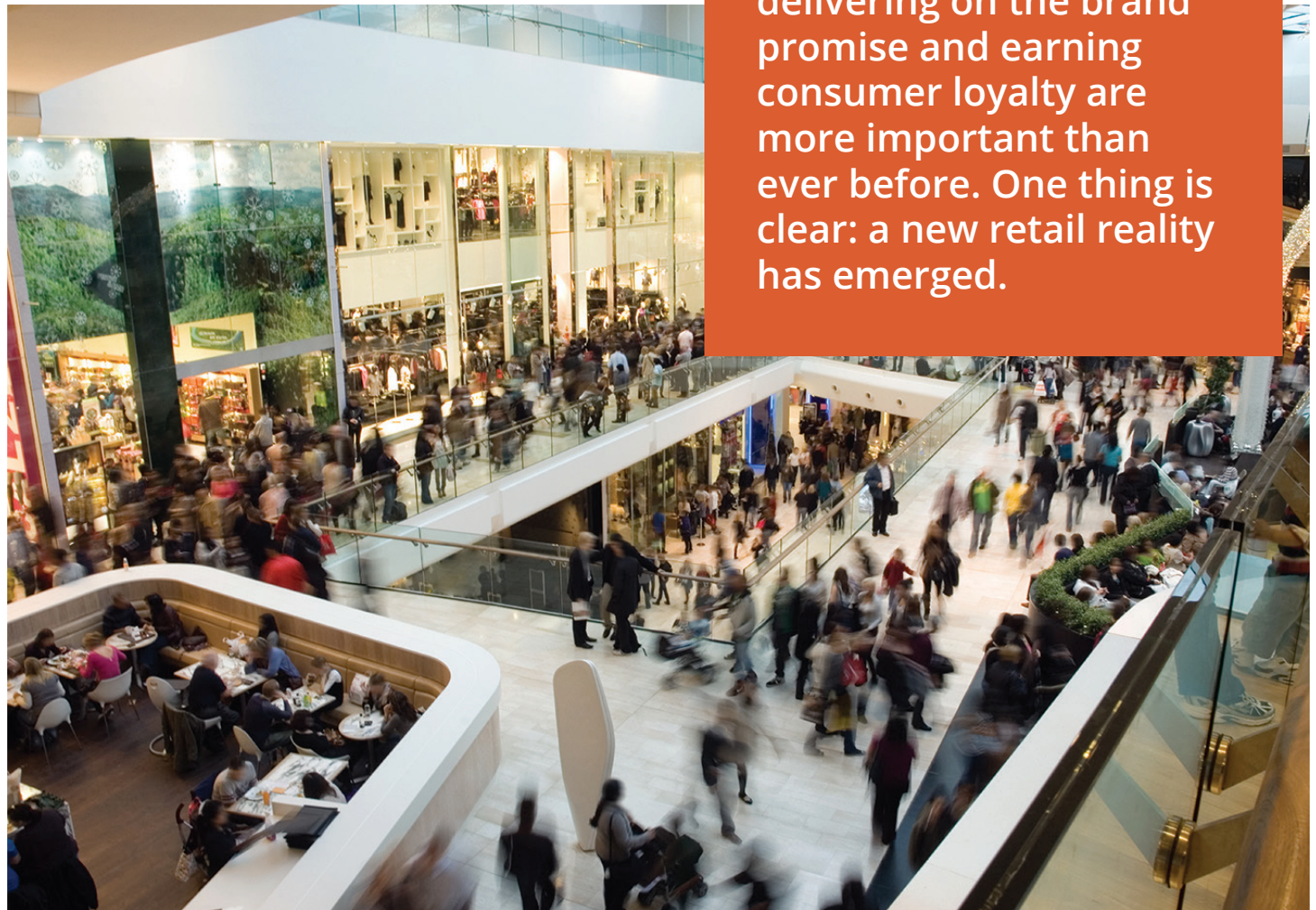
Gold Enterprise Resource Planning  
Gold Cloud Platform  
Gold Application Development



# Empowering Dynamic Retailers deliver a complete shopping experience

Dynamics 365 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.

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.

Dynamics 365 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—Dynamics 365 for Retail is all about helping retailers to become dynamic.

Flexible architecture makes it possible to incorporate yesterday's stand-alone systems to drive growth and foster customer relationships.



# Powerful

## Deliver more value faster

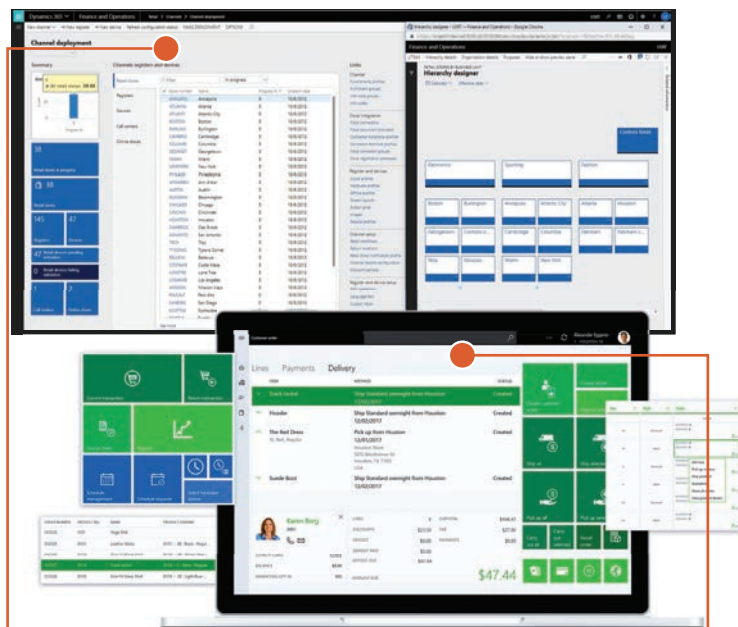
Gain immediate, accurate insight with a unified solution that encompasses the store, headquarters, supply chain, and beyond. Control hardware, user interface, and employee profiles centrally to reduce the complexity of managing a changing workforce and multiple shopping formats.

# 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.



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.

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 Business Connectivity Services.



# Dynamics 365 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 Dynamics 365 for Retail 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.

### 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 integrated development environment to efficiently build business process enhancements and manage end-to-end processes.

## 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.

