



KEY BENEFITS

Advanced Retail Integration

Retail Advantage provides a seamless integration between Microsoft Retail Management System (RMS or POS) and Microsoft Dynamics GP at the distribution level with bi-directional information transfer for customer, inventory, and purchase order.

Rapid Reconciliation

With automatic transfers of distribution and sales order information between RMS and Microsoft Dynamics GP, you can free your resources - removing mundane, error-ridden double data entry to your accounting system; allowing you to increase financial visibility and effectiveness.

Customer Service

Instant access to point of sale data lets you be more attuned to your customers, identify their current buying habits, preferences, and purchasing histories.

Multi-Channel Retailing

Aside from the superior functionalities provided by Retail Advantage, it can be expandable to include call center MOTO operation, and e-commerce integration.

Track Marketing Campaigns

Readily accessible sales and customer data for fast and effective tracking and monitoring of different marketing campaigns to measure their effectiveness for store traffic and sales.

Product Features at a glance:

- Bi-directional Integration
- Centralized Inventory Management
- B2B or B2C Customer Mapping
- Multi-Store Customer Analysis
- Standard Pricing Levels
- Extended Pricing Modules
- Purchase Order Creation
- Up-to-Date Sales Information
- Tax Calculations
- Credit Card Transaction Sales
- Ability to Integrate Webstores

Retail Advantage

Improve The Efficiency of Every Component of Your Retail Operation

Retail Advantage creates a seamless pathway between Microsoft RMS and Point-of-Sale with Microsoft Dynamics GP. Sales order data is automatically posted to GP almost instantly so you can eliminate delays and errors associated with manual data entry. Up-to-date sales info housed in a centralized location gives you a clear, comprehensive picture of your retail operation.

Seamless Integration to Microsoft Dynamics GP

Retail Advantage aligns your point-of-sale solution with your back office solution for accurate, immediate data exchange and integrated retail processes that lead to superior sales performance, efficient order processing, smarter inventory management, insightful customer service, and provides you with the key retail advantage: the ability to become a proactive retailer.

Readily accessible point-of-sale data delivers detailed, up-to-the-minute insight - stay on top of changing demographics, preferences, buying habits, and shopping frequency - to better interpret and predict consumer behaviors, conduct informed, timely marketing and sales strategies, and anticipate and satisfy demand.

Up-to-date Sales Transaction Information

Retail quote, sales, layaway, workorder, backorder and return documents are automatically integrated into Microsoft Dynamics GP, eliminating delays and errors associated with manual data entry. Management now has access to a central database with valuable data across an entire organization providing a clear, comprehensive picture of enterprise wide retail operations.

Precise Inventory Control

With full visibility into store operations and immediate access to point-of-sale data, you can promote additional sales through better inventory visibility, track item movement and maintain desired inventory levels - preventing out-of-stock situations and missed sales opportunities. Retail Advantage supports a bi-directional integration of new and updated item records between Microsoft Dynamics GP and Retail Management System. It also supports store-to-store transfer and transfers between a store and a central warehouse, tracking in-transit inventory.

Advanced Customer Knowledge and Service

Instant access to point-of-sale data lets you be more attuned to your customers: identify their current buying habits and preferences, purchasing histories, and changing demographics for a more personalized degree of customer service and effective targeted pricing, sales, and promotions. As a result, you can anticipate and satisfy demand for higher customer satisfaction and long-lasting customer relationships.

CUSTOMER SUCCESS STORIES

"Retail Advantage empowers retailers like Superior Tattoo, to efficiently serve their customers and effectively manage inventory and sales from their retail stores with Microsoft Dynamics GP. This gives multi-channel retailers a competitive advantage across every sales channel."

- Mink LeVoy, Microsoft Dynamics GP West Region Director, Tectura

SYSTEM REQUIREMENTS

Front Office (Point-of-Sale)

- Microsoft RMS Store Operations
- Microsoft Windows NT, Windows2000, or Windows XP, Windows 2003 Server

Back Office

- Microsoft Dynamics GP 8.0, 9.0
- Microsoft Windows NT, Windows2000, or Windows XP, Windows 2003 Server
- Current Service Pack for GP

PARTNERS

- Microsoft
- CyberSource
- VeriSign
- USA ePay
- PayPal
- Comdata
- Paymentech
- Moneris
- Authorize.net
- Wells Fargo

ABOUT NODUS

Nodus Technologies, Inc. is a leading provider of electronic payment and business process automation software for small and mid-size companies. Nodus leverages Service Oriented Architecture and web services technologies to provide cost effective, comprehensive: e-commerce, electronic payments and retail management solutions for Microsoft Dynamics® ERP. Please visit www.nodus.com for more information on Nodus® business solutions - eStore Solution Stack, ePay Advantage, Credit Card Advantage, Retail Advantage, and other products and services.

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Retail Advantage Product Features:

With Retail Advantage you get all these features in one solution - providing a flexible, cost effective, integrated Retail Management System for Microsoft Dynamics GP users.

FEATURES:	
Customer Management	
Bi-directional customer creation and modification	✓
Local and global customer account information management	✓
Manage account credit limits for real-time monitoring	✓
Allows users to do multi-store customer behavior analysis	✓
Inventory Management	
Support centralized inventory management	✓
Allow inventory transfer between stores	✓
View inventory on other stores	✓
Bi-Directional inventory item creation and modification to monitor / track inventory levels	✓
Purchase Order Management	
Bi-directional purchase order creation for centralized control and management	✓
Complete purchase order receiving	✓
Supplier information synchronization for business intelligence to rate performance	✓
Sales Transaction Management	
Immediate accurate up-to-date sales information	✓
Tax calculations handles rounding errors	✓
Support credit card transaction sales, gift cards, vouchers, personal and e-checks	✓
Manage Returns, Back Orders, Voids, and Layaways	✓
Work orders with or without deposits	✓
Accounting Reconciliation	
Eliminate manual, time-consuming reconciliation	✓
Online Commerce - Web Store Integration	
Ability to integrate web stores with retail store operations	✓

Centralized Data Warehousing for Business Intelligence

Retail Advantage warehouses all the data from a single store or across multiple locations. It stores and replicates all the data from every RMS station in every store to provide a centralized data warehouse for all sales, customer, inventory transactions, purchase order transactions, purchase order receiving to allow operation to perform business intelligent analysis.

For more information about Retail Advantage visit: www.nodus.com/retail_advantage.html



ISV/Software Solutions
Business Process and Integration

