



80%

*of your industry requirements
can be met right out of the box*

LET US HELP YOU DO BETTER...

Columbus knows how to make clients more successful by adapting and implementing proven, Microsoft-based solution sets to maximise the efficiency and overall business performance of retail companies.

With deep engagement in the retail industry, we build targeted solution sets on top of the reliable Microsoft platform that let you adapt swiftly to market change. Our solutions often meet 80% of the industry requirements right off, and with basic system configuration, you will experience the full impact on your business performance with a lower total cost of ownership.

We help you streamline processes to optimise your business in a professional, yet pragmatic way. Our proven SureStep+ process and unique solution sets ensure a faster and less expensive implementation.

SYSTEM FEATURES:

- Integrated financials
- Role-based user/workflow
- Inventory management
- Store replenishment
- Sales audit
- Point of sale
- POS integration
- E-commerce
- Multi-channel sales
- Customer service
- Pricing & campaign management
- Advanced merchandise planning
- Advanced warehouse management & distribution
- Advanced business intelligence & reporting



Columbus *Retail*[®]

Once you *know* how...

By upgrading to a Columbus end-to-end business application, your business will achieve:

1. Improved logistical efficiency and supply chain & multi channel collaboration

Streamlining the integration of all your supply chain processes is crucial to stay competitive, and we can help you:

- Integrate planning, organisation, distribution, and follow-up for all supply chain flows
- Optimise ordering, replenishment and stock management
- Negotiate with suppliers for the most advantageous pricing, timing and product placement
- Calculate delivery dates based on predefined trade parameters
- Manage store closing and money count approval procedures
- Prevent loss and reduce margin of error
- Link all sales data on the transaction level to the individual salesperson
- Track the status of returned items quickly and accurately from customer to original vendor

2. Improved basis for optimal business decisions through increased visibility

Real time access to accurate business metrics is vital for your ability to make optimal business decisions, quickly and effectively. We can help you:

WANT TO KNOW MORE?

For more information on Columbus Retail, including case studies, videos and white-papers, visit www.columbusglobal.com/retail

- Access critical information across retail operations and improve visibility and margins
- Provide business intelligence, such as channel, sales and vendor performance reports
- Optimise performance through business intelligence, data mining, analytics and real time KPI monitoring

3. Improved price and promotion strategy

Your ability to manage flexible pricing, discounts and promotional materials may prove a powerful competitive advantage. We can help you:

- Manage pricing by store/channel and group of stores/channels
- Assign a range of sales prices and discounts to any individual product, category, store/channel or chain
- Use flexible price structures, allocations and adjustments
- Manage campaigns and promotional pricing with integrated supply chain services
- Control cash registers from one location to track orders, pre-payments, invoices and cash payments
- Print customised labels and shelf markers



2011 PARTNER OF THE YEAR
Microsoft Dynamics Distribution
Finalist

ABOUT COLUMBUS:

Columbus currently employs over 1,000 dedicated professionals working out of 41 offices in 21 countries. With more than 20 years experience and 6,000 successful business cases, Microsoft recognises Columbus as a top global partner and has presented the company with virtually every award and certification available.

