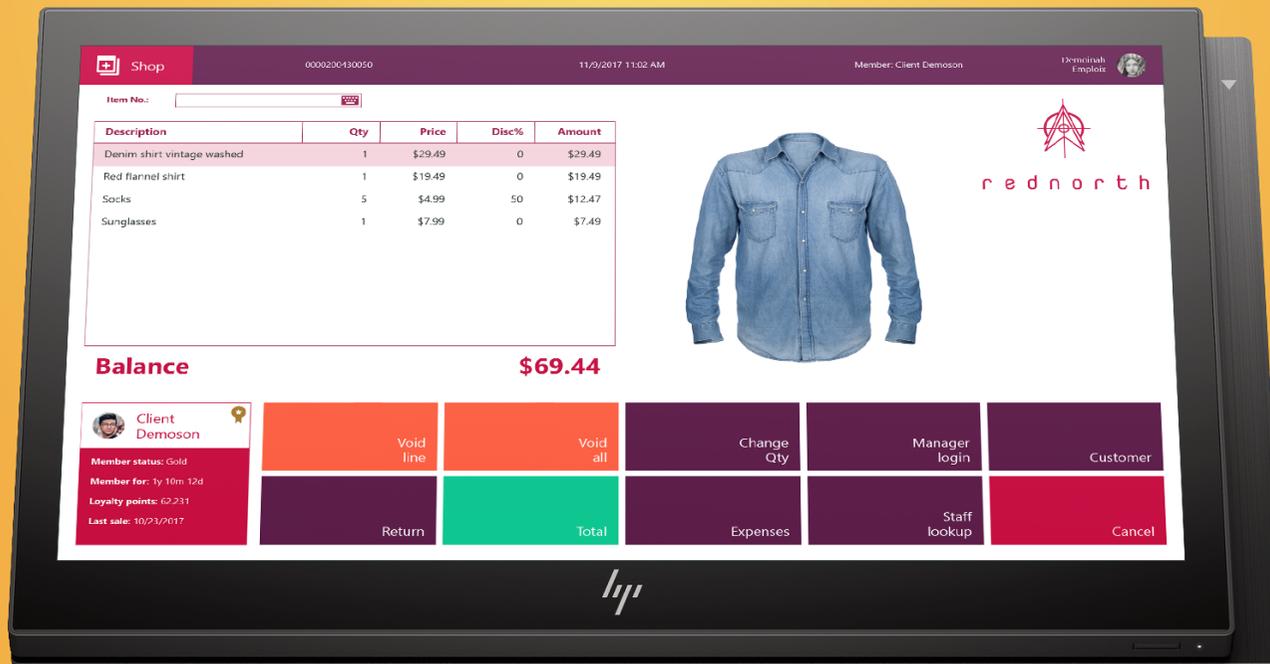


# RETAIL MANAGEMENT SOFTWARE SYSTEMS for fashion, apparel and sportswear retailers

Address customer needs across the channels, streamline processes and inventory management, and control costs throughout the entire supply chain with LS Fashion.



The fashion industry is characterized by a relentless drive for speed. Fashion cycles are increasingly short, and shoppers demand fast access to new styles, in-store and online. Technology has put brand-savvy consumers in the driver seat, leaving retailers scrambling to maintain a consistent, rewarding and responsive customer brand experience across the channels.

Add a competitive landscape, complex size, color and style forecasting, and challenges managing stock availability across physical and online stores. It goes without saying that fashion retailers must be flexible and adaptable in order to thrive.

## Say goodbye to fashion emergencies

Many fashion retailers are still using multiple, disconnected IT systems to run different parts of their business; as a result, they struggle to patch together inconsistent information, can't make sense of their data, and don't have a clear overview of their business. Even worse, the overall customer experience suffers.

With LS Fashion by LS Retail you can run your whole fashion business in one system. Manage seasons, budgets, products, prices, accounting, promotions and loyalty in all your channels from a single platform. Have your fashion chain under control, and give shoppers the consistent, high-quality shopping experience they crave, no matter if they shop in your stores, online, or via mobile.



## Empower your staff



### POS = Point of Service

Extend the Point of Sale (POS) terminal from a simple sales device to a sales assistant that your employees can use to view up-to-date inventory, check product availability, read product descriptions, order and sell items.



### Personalized engagement with the clienteling POS

Get a 360-degree view of the customer and have personalized interactions at the clienteling POS. View your customers' sales history, loyalty program status, personalized offers and promotions, and use this information to start a dialog and give customers relevant product recommendations.



### Mobile sales and service

Our mobile Point of Sale enables your staff to process payments, assist shoppers with product information and even perform critical back office and inventory functions on the fly, wherever you are.



### Advanced sales commission setup

The system can calculate and report sales commission amounts for you, making it easy and quick to reward your best-performing employees.



## Put your customers at the center



### Real-time data lookup

Need to process a return? No problem! The POS and back office communicate in real time, making critical transactions like payments by gift card, loyalty transactions, returns and refunds smooth and easy.



### Personalized recommendations

Enhance your customer service and grow profitability with relevant product recommendations in the e-commerce site and in-store, at the stationary and mobile POS.



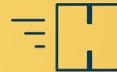
### Customer loyalty

Boost satisfaction and increase return visits by sending customers who are members of your loyalty program personalized offers, promotions and coupons. Personalized offers can also be accessed and activated by your in-store staff at the POS.



### One transaction, multiple services

Do you book appointments with a personal stylist, or organize courses or special events in your stores? With LS Retail, you can book classes, manage reservations, issue tickets and keep track of registrations and payments in the same system you use to process product sales.



### Never out of stock

No need to lose a sale just because a product is out of stock in a store location. With LS Fashion, you can transfer products from another store or warehouse, and then have the customer pick up the item in any of your store locations – or even ship it straight to the customer's home.





## Be an omni-channel brand



### Consistent customer experience

Manage all your channels in one platform, and offer a consistent and personalized customer experience in-store, online and on mobile.



### Control all channels from head office

Pre-plan prices, offers and promotions, and send the information straight to all customer touchpoints (Point of Sale, e-commerce site, loyalty portal and app) from HQ.



### Loyalty

Encourage repeat purchases in all your sales channels with a loyalty program that rewards your customers when they shop in-store, online, and on the mobile app.



## Manage your stock optimally



### Item lifecycle management

Get a clear overview of the history of each item you sell, including price changes, active offers, item profitability and estimated stock levels at the end of the season.



### Item management with dimensions

By assigning dimensions to each item (e.g. color, size, style) you can improve sales and inventory maintenance, and fine-tune the reordering of goods.



### Merchandising budgets

Discover how much stock you need to buy in relation to your available inventory, and manage sales and purchasing budgets with the open-to-buy functionality.



### Assortment plan

Easily plan the assortment of items in your stores with an intuitive top-down approach using flexible store and item hierarchies.



### Right stock coverage

Find out how long your stock will last, and understand which items are under- and over-stocked.



### Stock planning per store capacity

Optimize the amounts and mix of stock based on how much stock each of your stores can carry.



### Automatic replenishment tools

Achieve optimal inventory levels with our automated replenishment tools. LS Fashion offers multiple forecasting methods to catch all types of trends in sales history. The software solution also calculates safety stock levels based on variations in sales.



### Manual replenishment tools

Manage seasonal items. Plan the buying process, allocate to stores, and plan buffer quantities for the warehouse. The system offers different levels of user control.



## Keep your business under total control



### Dashboard for buyers

Visualize and manage all your purchase orders and worksheets in a single dashboard in the Buyer's Workbench.



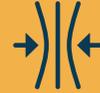
### 360-degree view of your chain

Handle products, suppliers, staff, sales, appointments and events for all your locations in a single database.



### Timely business decisions

Monitor your KPIs and take smart business decisions using the real-time insights of the Business Intelligence (BI) tools.



## Be flexible and resilient



### Always operational

Even when you have no network connection, the LS Fashion POS terminals can offer online capabilities. This means you won't lose a single sale even during network outages. The system synchronizes automatically once back online.



### Scalable

Expand your horizons and increase the number of locations in your fashion enterprise: our software will grow with you.



### Multiple deployment types

Choose the model that suits you best: our solutions can be deployed on-premises, in the cloud, or in a mixed setup (hybrid cloud model).

## We know the retail business

That's why many of the best known  
fashion, apparel and sports brands  
choose our software solutions.



# One software solution, front to back



## Head office

- › Manual and automated item creation and maintenance
- › Dynamic hierarchy, attributes and other groupings of products
- › Configuration and management of POS and stores
- › Management of prices, offers, coupons and campaigns
- › Automatic replenishment and forecasting
- › Product lifecycle management
- › Serial/lot number support
- › Franchise management
- › Management of loyalty programs, mobile loyalty app and portal
- › Special orders, e-commerce, mobile commerce order processing
- › Vendor performance
- › Staff management and sales commission
- › Sales reporting and BI
- › Loss prevention tools
- › Allocation planning and replenishment by allocation



## Store back office

- › Dashboard for store operations
- › POS management
- › Cash management
- › Stock counting and adjustments
- › Receiving and picking goods
- › Store replenishment by stock request
- › Sales history
- › End-of-day management
- › Staff permissions
- › Purchase and transfer orders
- › Ordering and printing of item and shelf labels
- › Mobile applications for in-store inventory management processes



## Front of store

- › Fast checkout on stationary and mobile POS
- › Multiple user interfaces at POS
- › Personalized product recommendations at POS
- › Click & Collect
- › Cross-selling and upselling suggestions
- › Loyalty program
- › Clienteling tools at POS
- › Multiple payment methods
- › Inventory processes, including receiving and picking, on mobile devices



## Customer service

- › Access to product information on web and mobile
- › Mobile loyalty app
- › Integration to e-commerce store
- › Personalized offers and notifications
- › Map of store locations with directions