



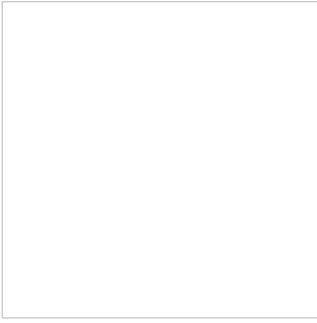
Shop for technology that will increase the number of shoppers in your store.

INNOVATIVE MICROSOFT SOLUTIONS FOR SMARTER RETAILING FROM PROFESSIONAL ADVANTAGE



To achieve growth or an improved bottomline, retailers must find smarter ways to compete that are not just based on price.





In today's ever-changing retail environment, running a competitive retail operation is not as easy as it sounds. Shoppers have become more sophisticated and are on the lookout for retailers offering the right products. Inventory management is a constant challenge where retailers need to find ways to ensure all products, including those in high demand are in stock.

Making faster, more informed decisions is vital to any retailer wanting that competitive edge. To thrive in such an environment retailers need to implement smarter retail management technologies, and choose the right partners to deploy them.

Smarter Operations for Smarter Retailing

Professional Advantage offers innovative Microsoft technology to retailers of all sizes to manage their inventory more effectively, provide improved customer service, and make better more informed decisions, regarding growth or improving the bottomline.



Small. For smaller retailers, operating a single store or a small chain, Professional Advantage offers an easy to use Point of Sale (POS) and management tools called Microsoft Dynamics RMS. This software solution includes transaction processing, customer profiling, inventory management, reporting, and integration into accounting solutions designed for smaller businesses such as MYOB or Quicken.



Medium. For medium sized retailers with multiple stores, across geographical areas, Professional Advantage offers a software solution that can support integration from a back office financial system like Microsoft Dynamics GP into Microsoft Dynamics RMS all on one platform. A centralised environment with head office module provides retailers with improved inventory management, merchandising and purchasing for smoother operations across stores.

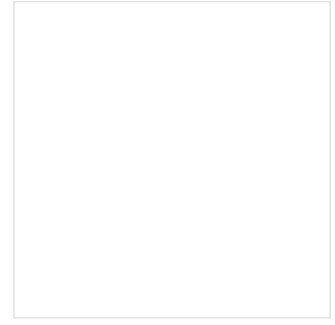
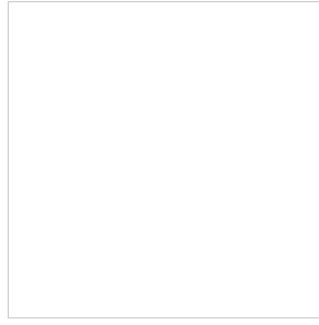


Large. For larger retailers who have complex and demanding wholesale distribution operations Professional Advantage offers to help convert these challenges into opportunities that will keep you ahead of your competitors. Microsoft Dynamics AX, an ERP solution, tightly integrates with Microsoft Dynamics RMS to provide an optimised supply chain with warehouse management, labour management, slotting, product life cycle management, tracking and reporting, financials through to POS.

The Smart Sell

Empower your sales staff with the right tools to focus on and assist your customers. The Microsoft Dynamics software range by Professional Advantage can offer access to complete customer information, process returns, back orders and lay-bys to meet specific customer needs.

Transaction systems accept multiple forms of payment like cash, cheque, credit cards, gift certificates and gift vouchers. They also include integrated credit and debit card processing, eliminating the need for card payment terminals and ensuring your customers receive fast and secure processing.



Become a smooth operator

By optimising operations, retailers should focus on keeping shelves stocked with products customers want.

Professional Advantage provides software applications from the Microsoft Dynamics suite to assist retailers by reducing errors, automating and accelerating processes regarding purchase orders, payables, and invoices. Buyers can set up PO's and generate leases automatically. The software can provide retailers the leverage they need when negotiating costs with vendors by providing information based on orders, cost, delivery times, and goods that are damaged.

Once a retailer is in possession of items, either in store or a warehouse, Microsoft Dynamics can track inventory throughout the entire process. Pricing can be adjusted and monitored through a centralised computer using Microsoft Dynamics RMS HQ, and automatically register discounts, promotions. This results in less errors and items being sold for the correct price. Supply chain functionality enables retailers to create a community of suppliers with tight links between their operations and customers. The integration of Supply Chain Execution for Microsoft Dynamics AX helps retailers to improve supply chain operations and manage new initiatives relating to labour productivity, transportation optimisation, customer service improvements, distribution capacity increases, retail compliance, trading partner collaboration, barcode and RF data collection and growth or international expansion.

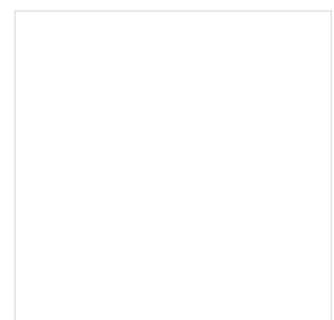
Professional Advantage offers a strong and integrated back end financial system that is crucial to the success of any size of retail organisation. Accounting, distribution, purchasing and scheduling can be tightly integrating with the Microsoft Dynamics RMS providing retailers a competitive edge.

Make better decisions faster

Accurate and real time reporting gives retailers the information they need to make the right tactical and strategic decisions, to help retailers react to consumer trends.

Professional Advantage provides a solution that gives retailers the right tools for accurate and informative reporting like conducting the vital end of day report. Other reporting abilities include viewing and printing journals from any register by batch and/or receipt number, and running reports by SKU, category, store, region and more. Transaction history is maintained along with audit trail of voided invoices, cash receipt balancing, bank reconciliation and detailed audit. These reports are just some of the standard reporting functionality that is available through Microsoft based solutions.

For companies with more sophisticated reporting needs, tools like online analytical processing (OLAP), are available to preform advanced data analysis, and the IT infrastructure is designed to also support chain wide decisions to improve efficiencies, reduce inventory and increase sales. This also includes budgeting and forecasting daily, weekly, and monthly. Seasonal budgeting and 'Open to Buy', allows retailers assortment planning to deliver the right mix of products and seasonal adjustments for pricing and markdowns based on seasons and to meet seasonal targets.



A Complete Retail Solution from Professional Advantage



The Competitive Edge with Microsoft

Microsoft provides the technical solutions to help your people work more innovatively, collaboratively and effectively to help increase your organisation's competitive edge.

Microsoft focuses on improving the key areas that are important to retailers such as store systems, supply chain, product life cycle and dedicated to providing retailers with the latest technologies to grow your bottomline and effectively manage growth.

High Performance with a Definite Advantage

Deep industry expertise is required to address the range of retail needs, that is why Microsoft partnered closely with Professional Advantage.

Professional Advantage not only implements and supports Microsoft Dynamics at retail organisations, but with over 10 years experience and committed retail specialists, Professional Advantage is also dedicated to further improving Microsoft technologies within the retail industry. Professional Advantage develops add on solutions that work with Microsoft products and are used by a diverse client base.

Professional Advantage Fast Facts:

- Dedicated helpdesk
- Online support & services
- Free account management
- Free user group meetings
- Quality training services
- Fully Accredited



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