



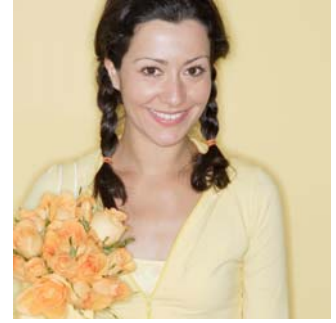
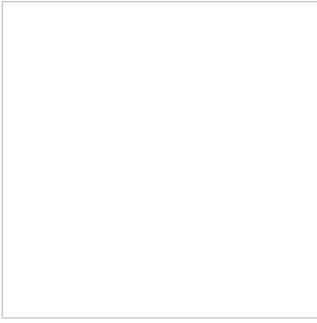
# Retail Analytics & Merchandise Planning System (RAMP)

Smarter Retailing from Professional Advantage



*When it comes to merchandise planning, many retailers are restricted by a lack of timely and accurate information on their sales, stock turn and customer demand.*





## Clear direction for your retail business

The Retail Analytics and Merchandise Planning (RAMP) system is designed to give retailers insight into their performance and resolve their biggest dilemma - minimising inventory stock while maximising inventory availability.

### Retail Analytics

Retail Analytics provides a powerful, easy-to-use reporting and analysis solution for Microsoft Dynamics RMS. It offers flexible analysis allowing retailers to easily measure KPI's such as sales, purchasing, inventory movements, and sell through rates by store, department, category, item matrix, time of day, etc. Retail Analytics can be used alone to improve the information you have to make decisions or it can be extended with Merchandise Planning to help streamline buying and inventory management.

By quickly and easily delivering required information to managers and buyers, Retail Analytics helps retailers enhance management decision making, ultimately leading to higher gross profits.

### Merchandise Planning and 'Open to Buy'

Merchandise Planning uses the transactional data contained in Microsoft Dynamics RMS along with other configurable options such as forecast sales and seasonality to suggest transfers between stores as well as purchase orders from vendors. Once buyers have reviewed, edited, and approved the suggestions, transfers and purchase orders are automatically created in Microsoft Dynamics RMS. Purchasing budgets can optionally be used to provide 'Open to Buy' controls to enforce pre-set spending limits.

Buying Managers achieve greater control of buyers' spending thanks to a centralised view of buyers' activities across the company and their ability to lock down pre-set spending levels with Open to Buy functionality.

## Questions RAMP helps you answer:

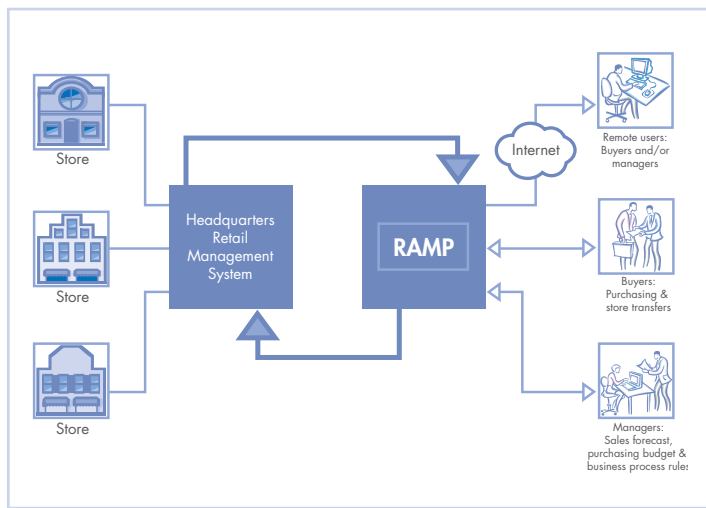
- What is the fastest/slowest moving item by month?
- How are sales performing vs budget?
- What are the sales trends by time of the year by location?
- What is the current stock shrinkage?
- Who are the highest performing sales people?
- What is the current stock holding valuation?



*"Since introducing the replenishment system, our stock control has dramatically increased... The replenishment system has greatly improved efficiency at stores and turnover is up. In fact, in the three years since the replenishment system was developed sales have increased by approximately 10% a year."*

**Mick Tan, IT Manager**  
Beacon Lighting





## Leverage your Microsoft Technology Investment

As the foundation for the RAMP server is Microsoft SQL Server and Analysis Services, you are able to leverage technology you already have in place to house your business information and drive your merchandise planning. You can save money and simplify ongoing support requirements.

You also have the option to use the tools that best fit your budget, environment and needs.

Using a familiar tool, such as Microsoft Excel, for merchandise planning and suggested store transfers also helps reduce training needs for buyers and end users.

## System Requirements

### For out of the box functionality:

- Microsoft Dynamics Retail Management 1.3 or 2.0
- SQL Server 2000 or 2005
- Microsoft Excel 2003 or 2007

## Features & Benefits

### Comprehensive reporting capabilities

- Shortened reporting cycles help increase speed and quality of decision making
- Interactive ad hoc queries allow managers to react faster to changes and fine tune their decisions
- Automated reporting reduces manual effort required to generate company performance information

### Integrated reporting across multiple sources & stores

- Single reporting system with integrated external data sources, such as ERP or WMS, provides a unified view of the business
- Automated generation of KPIs provide additional insight into company performance
- Greater visibility on company performance leads to better forecasting and budgeting

### Reliable inventory management

- Minimised excess inventory stock and maximised inventory availability
- Cash savings by transferring inventory from slow moving stores to faster moving stores
- Optimised inventory mix in store by reduced in store stock-outs and buying only what sells

### Open to Buy module

- Improved control of buyers' budget spending and inventory carried, and minimal effort required to gather information by buyers
- Improved visibility reduces effort in planning inventory requirements
- Allows for greater control over inventory

### System generated suggested store transfers and purchase orders

- System's business intelligence reduces effort required in planning inventory requirements
- System flexibility allows buyers/merchandise planners to modify, delete or add to system generated purchase orders and store transfers

### Vendor management

- Centralised view of merchandise vendor information
- Increased efficiencies of supplier-driven processes
- Increased power of price negotiation
- Improved supplier relationships

### Enhanced ordering, transfer and replenishment functionality

- Greater control over products and inventories
- Reduced markdowns

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