Today’s smart retailers have highly efficient, integrated retail supply chains and focus on delivering exceptional buying experiences that keep customers coming back – online or in store! Choose Microsoft Dynamics AX 2012 for Retail.
The Pain

The biggest pain point for many retailers is the lack of seamless and consolidated systems to manage the new, omni-channels (brick and mortar stores, online web stores, call centers) that make up today’s retail environment.

There are also high initial costs and ongoing maintenance costs in keeping all these systems in place and in sync. Maintaining reliable data flows between systems and keeping consistent business rules across the applications can cripple the retail supply chain.

The Challenge

Consumers are at the forefront of technology demands. As they browse products over a retailer’s website, they want to be able to buy online, or reserve online and go into a physical store to pay and pick up the items. When they go into a store, they expect it to be stocked with a full range of products, if the product is however unavailable, the consumer can have it shipped home for them.

A consistent customer shopping experience across these omni-channels is achievable when the retailer has:

• A system that is fully integrated to all these channels
• One system that allows them to manage the channels, and
• Visibility of what’s going on in all these channels at any point in time.

This is delivered with Microsoft Dynamics AX 2012 for Retail – delivering the power of Microsoft Dynamics AX supply chain functionality and the demands of omni-channel retailing.

Howard Tafler, Chief Financial Officer, DAVIDsTEA speaks about the decision to choose Microsoft Dynamics AX 2012 for Retail:

“We needed an efficient end-to-end system that could help us better integrate our retail processes, as well as provide accurate, store level data to facilitate better decision-making. The solution also had to offer sustainability and scalability to accommodate our growth.”

Howard Tafler
Chief Financial Officer - DAVIDsTEA

Read the full DAVIDsTEA case study at www.uxceclipse.com
Microsoft Dynamics AX 2012 for Retail - The Right Retail Solution

The foundation of the UXC Eclipse Retail Solution is Microsoft Dynamics AX, delivered with the retail expertise of UXC Eclipse and rigorous project methodology and execution.

The result is a dynamic retail solution that incorporates the depth of an enterprise resource planning (ERP) solution, built on the Microsoft Dynamics AX platform, with critical Point-of-Sale (POS), demand planning, omni-channel, work force management, inventory control, mobile and eCommerce capabilities. Integrated with Microsoft Dynamics CRM and business intelligence solutions, the UXC Eclipse Retail Solution delivers detailed and insightful analysis that drives exceptional decision-making and customer retention.

The UXC Eclipse Retail Solution unites the entire organization - from the POS on the retail store floor and online shopping experience, through to the corporate headquarters, back-office operations and tight integration with social media monitoring and execution.

Designed to accommodate and support rapid growth, this platform delivers insight into customer behavior and preferences, supply chain visibility, and the complete end-to-end solution as one, integrated ERP solution that can be adapted to meet the needs of various retail verticals.

- Secure user access
- Configurable POS interface
- Easy-to-use search functionality
Microsoft Dynamics AX for Retail

**Point of Sale**
- Transaction & UI Management
- Payment Processing
- Real-Time Customer Updates
- Role-Tailored UI & Security
- Real-Time Loyalty Updates
- Global Returns

**Store Systems**
- Microsoft Dynamics AX POS Integration
- Statement Settings
- Item/Shelf Labeling
- Retail Configuration & Store Management
- Hardware Configuration
- Space Management

**Logistics**
- Distribution
- Warehouse
- Assortment Management
- Replenishment
- Pricing & Offer Management
- Buyer’s Push

**Merchandizing**
- Global Voucher
- Promotions
- Pricing & Discounting
- Loyalty Program
- Retail Sales Data Warehouse
- Customer Detail

**Marketing**

**Core Functionality**
- Business Analysis
- SCM
- Enterprise Portal
- CRM
- Human Resource Management
- Financial Management

**Microsoft Dynamics AX**

**Technology Stack**
- Windows 8
- Office
- Windows Server 2012
- SQL Server
- .NET
- Visual Studio
Store Operations and Omni-channel Merchandizing

- Consistent ERP/store data model and business rules facilitate gathering of accurate, timely data.
- A single commerce run-time engine gives full visibility and management control across all your channels.
- Cross-channel scenarios—“buy online/pick up in store/shop to home”—enhance convenience for customers.
- Retail channel integration with online marketplaces and stores creates new opportunities for sales, customer interaction, and feedback.
- “Drag-and-drop” designer allows point-of-sale user interface customization by role to enhance customer service and to help reduce training time for new employees.

Omni-channel order management, replenishment, and logistics

- Full supply chain functionality powered by Microsoft Dynamics AX integrated ERP.
- Accept, fulfill, and track standard and special orders with a 360-degree business view.
- Replenish seamlessly across any channel, based on strategy or need.
- Manage inventory transfers and intercompany flows with an end-to-end view.

Customer care and social commerce

- Identify trends and offer personalized service with access to real-time, actionable data.
- Use shared document repositories to maintain a comprehensive history of the customer, from initial contact through subsequent interactions, and make it available throughout the organization.
- Implement promotions, discounts, coupons, and more via social sites. Enable recall or redemption through other channels.
- Track relevant demographic detail from redeemed promotions via marketplaces and social networks for customer data mining and analytics.

E-Commerce

- Fully integrated online storefront offers content management via industry-standard tools.
- Unique search-based technology builds online experience from managed content, authored content, catalogs, and more to deliver the most accurate, timely, and consistent experience.

Experienced, global implementation and support team

- UXC Eclipse is a member of the Microsoft Dynamics AX for Retail Microsoft Partner Advisory Board.
- Local and global implementation consultants and project resources with deep retail and business industry experience.
- Dedicated Support Consultants and Account Management with Help Desk available 24 x 7 x 365.
Consistent with the UXC Eclipse core philosophy of implementing intelligent software solutions, with old-fashioned service, the primary goal is to first understand the business and then implement the system in the right way to fit and grow that business, with a genuine respect for our customers.

With a broad customer base specifically in retail, many common challenges have been solved by the Microsoft Dynamics AX 2012 for Retail solution; however similar to all industries, there is that something that sets each business apart from their competitors.

That is where UXC Eclipse understands each of our customers is unique.

By following the UXC Eclipse Adept and Phased methodologies (based on Microsoft’s SureStep methodology) our previous project successes are able to drive our future ones. The product and solution delivery is standardized and flexible so that the solution can be rolled out rapidly and successfully no matter the situation.

We have established a Quality Management System (QMS) based on ISO9001:2008 to govern all our consulting and project activities. To ensure Quality within our business, UXC Eclipse is committed to:

- Compliance with the QMS and the ISO9001 standard which underpins it
- Communication of the QMS to all staff
- Continual improvement of its systems and methodologies
- Analysis of collected data to measure and record the effectiveness of the Quality Objectives and to drive Corrective or Preventive actions as required.
UXC Eclipse and Microsoft

UXC Eclipse is a global Microsoft partner. We are a Gold Microsoft Dynamics ERP and CRM partner. We have won the most prestigious awards from Microsoft for our commitment to Microsoft Dynamics – including Microsoft Dynamics Inner Circle and Microsoft Dynamics President’s Club and we are in the top 5% of partners globally.

In retail, UXC Eclipse is particularly involved in the success of the Microsoft Dynamics solution.

UXC Eclipse is a member of the Microsoft Dynamics AX for Retail Partner Advisory Board. This enables us to share our customer product feedback and experiences directly with Microsoft but most importantly, to participate in shaping the future direction of Microsoft Dynamics AX 2012 for Retail.

Please speak to UXC Eclipse to find out more about Microsoft Dynamics AX for Retail and how we can simplify and optimize your retail supply chain.

“We are extremely happy. We have been with UXC Eclipse for over three years. They continue to impress us with their standards and work ethic – in professionalism, in paperwork, in delivery, in testing, in development, in scoping and in the ongoing relationship we have together. They listen to our needs.”

Michael Granek,
Financial Controller - Albi Imports Pty Ltd
The winning retailer has a smart supply chain at its core.

They combine information about their customers, trending and market dynamics, their product and inventory positions, tracking creative and compelling sales campaigns, and timely sales forecasting and performance reporting. At their store fronts they have happy customers, coming back again and again.