

# Retail

## Sycor: industry specialist and full-service IT provider for retailers



As a Microsoft Gold Certified Partner and full-service IT provider, we are the perfect partner for retail businesses, thanks to our comprehensive services in the Microsoft Dynamics AX environment.



The market for medium-sized retailers is highly competitive. In addition, the retail sector is heavily affected by cyclical fluctuations and current changes in the economy. As purchasing power decreases, customers are placing greater demands on delivery capacity, product quality and value for money. The consolidation of the industry is adding to this pressure. Day-to-day challenges involve improving customer service on a constant basis, reducing capital tied up in inventory as well as optimizing the product range and lowering costs in the supply chain. To be successful, businesses require stable and transparent processes, optimized information flows, flexible responses to market changes and complete control of costs. IT plays an important role here,

since more and more business processes are supported by it. The need for solution availability, performance and support is increasing.

As a full-service IT provider and Microsoft Gold Certified Partner, we are the right partner for such businesses thanks to our extensive range of services in the Microsoft Dynamics AX environment. We use the Retail Chain Manager industry solution in Microsoft Dynamics AX to optimize the business processes of our customers in the retail sector. We also provide the full range of services for Microsoft Dynamics AX, including consulting, development, training and multilingual support. Comprehensive operating services are included. We are DIN EN ISO 9001 certified and provide ITIL-compliant services.

### Your advantages:

- Improved coordination and performance
- Lean and efficient production and logistics processes
- Lower total costs of ownership (TCO)
- Faster responses to customer requirements
- Powerful IT
- One point of contact for all IT issues

### Your challenges:

- Pressure to lower costs in the supply chain and the warehouse
- Increasing customer expectations with regard to quality and price
- Need to improve service while lowering costs
- Fast access to information
- Increasing demands placed on IT, with growing need for availability, performance and support

We have become one of Germany's biggest IT service providers in the Microsoft Dynamics AX environment through systematic staff expansions and strategic acquisitions. Through countless domestic and international projects, we have established outstanding process expertise and experience with Dynamics AX installations with anywhere from 20 to 1,100 simultaneous users. With headquarters in Goettingen, Germany, and further locations in North America and Asia, we are also extremely well positioned for international projects.

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### Your contact:



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**Place your trust in business software that is easy to implement, flexible and tailored to your company.**

### **Retail Chain Manager in Microsoft Dynamics AX**

With the Retail Chain Manager in Microsoft Dynamics AX, you benefit from an integrated business solution enhanced with industry-specific functions. As a business solution fully integrated into Microsoft Dynamics AX, the Retail Chain Manager lets you continually improve your business processes throughout the company.

To boost profitability, medium-sized retailers need centralized data processing, a real-time overview of key business data, quick access to all information as well as seamlessly integrated business processes. The Retail Chain Manager in Microsoft Dynamics AX helps such businesses optimize the administration of all their products, processes, transactions and relationships.

The Retail Chain Manager in Microsoft Dynamics AX provides you with core functionality

for success. It lets you easily access and analyze important data on customers, products, orders and purchasing for your entire retail business. For example, you can use business intelligence features to display sales activities in real-time and analyze data by product, store, campaign, store location, employee, vendor and customer.

The Retail Chain Manager in Microsoft Dynamics AX offers optimized industry functions. These include automated storage and logistics processes for efficient transfer of goods between central storage facilities and stores, and real-time data on the precise stock levels of your stores and distribution centers to support restocking.

You benefit from a better overview of the campaigns, stock levels, prices, costs and discounts associated with a product. You can use the setup assistant and special integration tools to tailor the solution to the individual needs of your business, configure special business processes or integrate POS systems of third-party vendors.

You also safeguard your IT investment over the long term because this integrated solution lets you use many other Microsoft product features and has the flexibility and scalability to grow with your company.

### **Supports the following business processes and software functions:**

- Automated storage and logistics process for efficient transfer of goods between central storage facilities and stores
- Central administration of all customer, article and employee data
- Display of real-time sales activities using business intelligence features
- Tools for damage protection and control
- Administration of campaigns, stock levels, prices, costs and discounts for specific products or product groups
- Data analysis according to production, store, campaign, storage locations, employee, vendor and customer
- Administration of the product lifecycle and trend analyses
- Flexible tools for integrating POS systems and other third-party solutions
- Supply chain management and customer relationship management
- Integrated controlling functions
- Freely customizable, real-time business reports

### **Business advantages:**

- Transparent view of all key performance indicators (KPIs) in real-time
- Faster, sounder decisions
- Better control of processes