



# LS Central



# LS Retail

We make business easy

## The complete unified commerce platform to manage your entire retail and food service operations efficiently

Built on Microsoft Dynamics 365 Business Central, powered by Azure.  
Run it on premises, in the cloud, or as a hybrid solution.

### Unify your business front to back

Control all your business processes, including purchasing, warehouses, CRM, store sales, distribution, franchises and financials, in one platform.

### Unify your channels

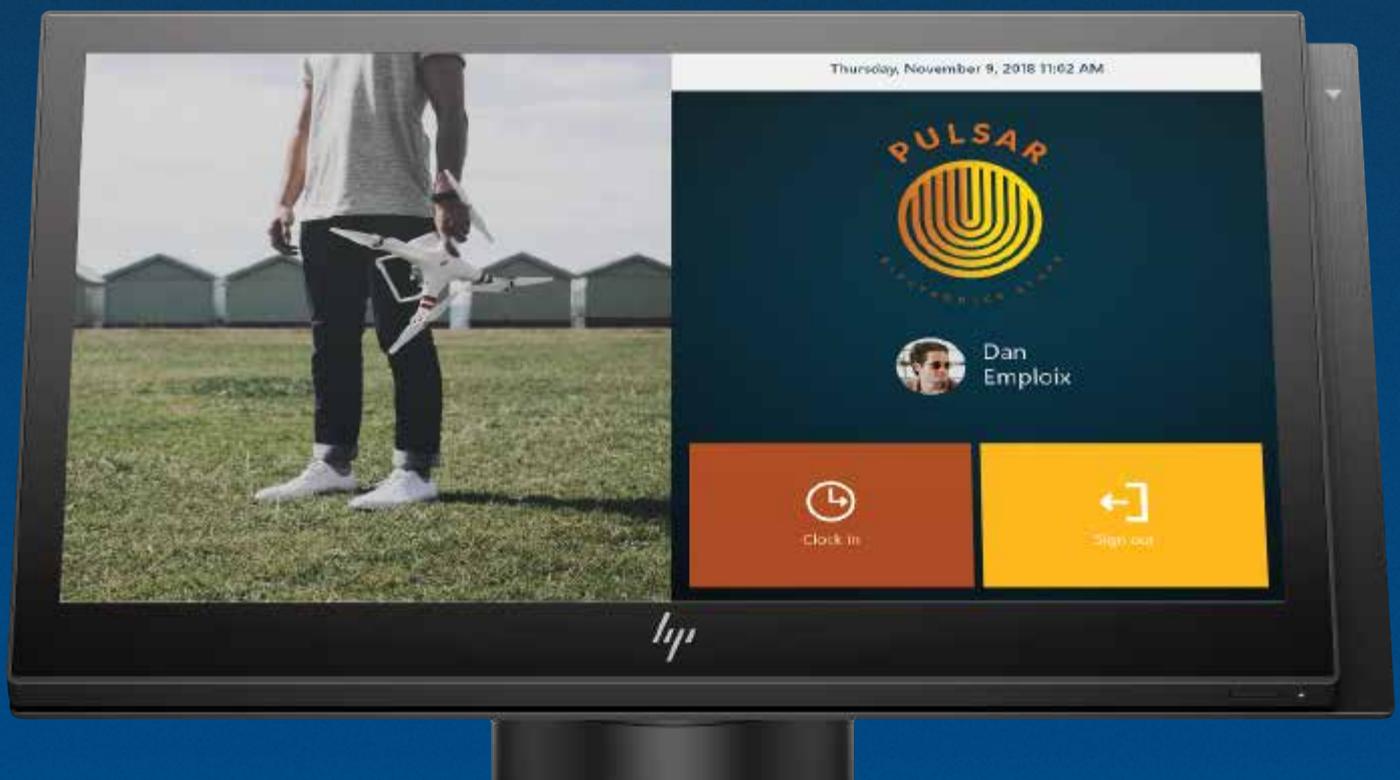
Centrally manage products, prices, campaigns, offers and more for all your physical locations, e-commerce and m-commerce sites.

### Unify your viewpoint

Get a comprehensive view of your enterprise and a 360-degree picture of your customers by maintaining all your core business information in one, centralized database.

### Unify your brand

Manage all your retail and food service verticals across your enterprise within one solution with deep industry functionality.





## Empower your employees

Give your people the best tools to do their job effectively.



Give customers all the information they need, close sales and perform inventory tasks anywhere in store: the Point of Sale runs on any type of device.



Engage shoppers and help them discover new items with the system's conversational commerce tools.



Target customers' desires with AI-powered product recommendations at the POS.



Enable your staff to quickly find the information they need with the system's role-based view.



Easily move employees across departments: the same system, with the same interface, is used in the front and back of store, across retail and hospitality.



## Reduce risk

Stay open to new opportunities, not to risk.



Reduce manual work and mistakes with the system's automations.



See your business data in real time, and take timely, informed decisions.



Oversee your whole enterprise within one centralized platform.



Cut IT costs: fewer systems means fewer integrations to set up and maintain.



Easily track your KPIs in the advanced Business Intelligence tools.



Run the system on-premises, in the cloud, or as a hybrid solution. You choose.



## Delight modern customers

Deliver the kind of experience that drives shoppers back.



Create a smooth customer journey with a consistent look and feel, no matter the channel.



Deliver relevant, timely and personalized offers and product recommendations across all touchpoints.



Offer flexible services such as click & collect, online inventory visibility and returns across channels.



Run loyalty programs that reward consumers across the channels.



## For global players and local needs

Run your company anywhere in the world, whatever your industry.



Easily configure the system to comply with different legal and fiscal requirements.



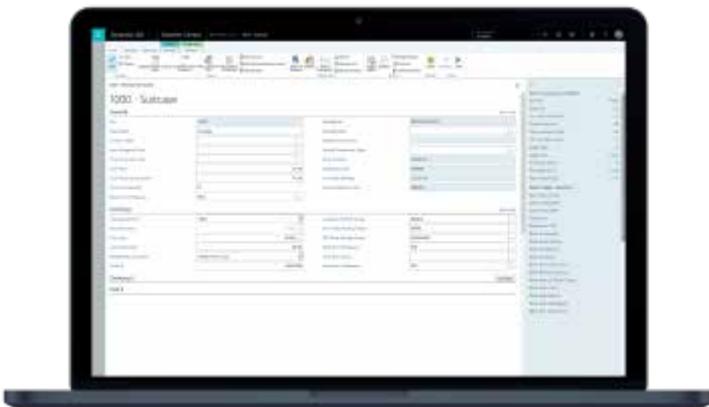
Get a real-time overview of all your locations from HQ.



Centrally manage pricing, items, campaigns, offers and promotions.



Unify your business processes across channels, industries and regions.



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