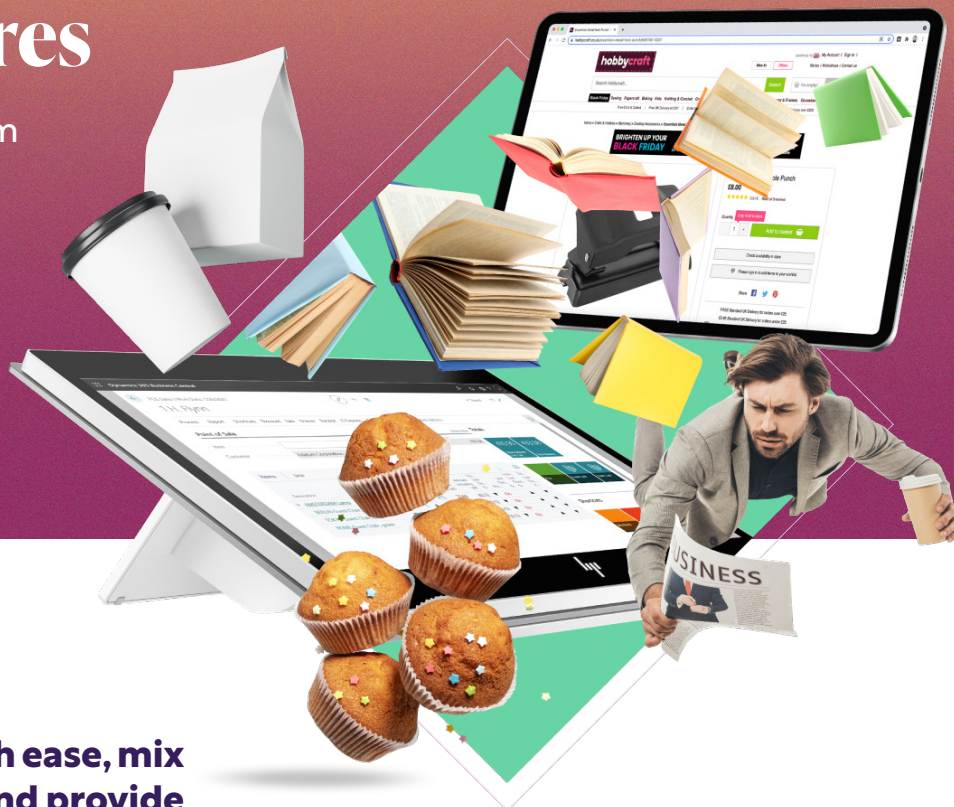


# Unified retail software for bookstores and stationery stores

A powerful end-to-end platform to manage your retail sales, customers, offers, food service, and more.

 **LS Central**



**Manage a large inventory with ease, mix books with other interests, and provide the kind of personalized shopping experience that drives customers back.**

## Unify your processes

Maximize your control over the business by using the same application for the POS, back office, and head office.

## Unify your channels

Always stay current with products, prices, and offers in place, and track sales, stock, and performance live on all your channels.

## Unify your viewpoint

Gain a holistic view of your enterprise and of the customer journey by maintaining all information in one database.

### Ideal for:



National and international retail chains



Businesses that sell online and in stores



Retailers that also offer courses, classes, and bookings



## Foster brand loyalty

- Offer a loyalty program to reward customers for purchases online and in person, and track preferences, like reading habits.
- Set up prices, offers and promotions, and choose how and where you want to apply them.
- Boost sales and increase the average customer spend with personalized upselling and cross-selling product recommendations.
- Send customers offers and communications that are most relevant to them based on their interests and shopping history.

## Achieve optimal stock management

- Track in real time fast- and slow-sellers, and items available across your stores and supply chain.
- Keep tabs on your inventory and easily transfer products from one store to the other – the system takes care of the calculations and planning.
- Handle all necessary inventory processes including receiving, stock counting, stock changes – on handheld devices.
- Predict demand with the help of artificial intelligence-powered tools to spot trends, forecast title selection, and maintain the right stock on your shelves.



## Designed for the bookselling industry

- Easily manage a large and diverse inventory across your physical stores and online.
- Engage customers and take reservations for courses and events – from book signings to author talks, to crafting workshops or invite-only product launches.
- Go beyond industry barriers and run a bookstore café within the same platform you use for retail operations.

## Expand horizons

- Set databases, POS, and setup information just once, and deploy new locations easily by simply replicating the settings.
- Expand into new markets – the system complies with localization and fiscalization rules and offers multiple languages.
- Do you run a travel retail store in airports or train stations? Sell tax free and deal with multicurrency transactions easily.

## Free your staff to do what they do best

- Enable your staff to check inventory across your business and provide real-time views on what's available.
- Assist customers with product knowledge, process payments, and perform inventory operations using handheld devices on the shop floor.
- Gain clear, current insights in your business, and access reports, and analytics when you need it.
- Save countless hours of time and cut down on errors with automation.



LS Retail is a world-leading developer and provider of all-in-one business management software solutions built on Microsoft Dynamics 365 ERP. LS Retail is an Aptos company and plays a key role in their suite of unified software solutions.

[www.LSRetail.com](http://www.LSRetail.com)