

## The Sony Store and Technology Shop

### Microsoft Retail Management System helps busy radio and TV tech guru stay totally engaged in his retail business

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*With two thriving businesses, the management of The Sony Store and The Technology Shop needed to find a more effective way to control and track inventory, manage sales and order placement. In addition to meeting these basic retail operation requirements, Microsoft Retail Management System empowered owner Otto Oppenheimer to manage all aspects of the business anytime, anywhere while managing his multiple personal, radio and television engagements as the "consumer technology expert" in Puerto Rico.*

#### Situation

In 1995 Otto Oppenheimer established one of the first tech stores in Puerto Rico featuring hard-to-find electronic gadgets, which not only enthralled consumers but also quickly thrust its owner into a radio and television career as Puerto Rico's most "user friendly" technology expert. The store simply named The Technology Shop soon became a smash hit which triggered its rapid growth and expansion. Its success set the stage for the creation of The Sony Store, a Sony brand store which sells everything from digital cameras and plasma TVs to VAIO computers and myriad accessories.

Located in one of Caribbean's largest and most exclusive shopping malls, The Sony Store daily welcomes an average of 3,000 customers, while the Technology Shop is a boutique in the adjacent commercial space.

Early on, Oppenheimer had purchased Quick Sell 2000, a prior version of Retail Management System, developed by SMS to manage both retail operations. He installed and managed the system without any outside assistance. When the solution was first installed, supporting each store was relatively easy.

"As the store became more and more successful and our business became more complex, I had to look for support," said Oppenheimer. "Even though we had migrated to an updated version of Quick Sell Commerce, the application still didn't offer the inventory, purchase order, and management tools the store needed. Managing the stores was taking too much of my time and was getting too complicated."

"We didn't have an accurate inventory data unless a physical inventory was taken by sales personnel," said Oppenheimer. "Orders had to be entered at the store and any administrative or supervisory tasks had to be done on-site, which made things a bit complicated when on the road or while working on other projects."

In the meantime, Microsoft released Microsoft Retail Management System and when Oppenheimer called for support, he was referred to local Microsoft Certified Partner, Business Computer Inc., who specializes in Retail Management Solutions. After an assessment of current and future needs, Business Computer designed a Microsoft Retail Management System based solution that provides management with instant, online access to essential business information anywhere, anytime.

#### Solution

With the aid of Business Computer, Microsoft Retail Management System Store Operations and Headquarter modules were integrated with the legacy systems, existing financial applications, EDC, credit card services, and the Web. The system now tracks detailed information on stock levels at each store and reorder points for each item can be set up by the owner or system manager. Through online remote access the owner is able to create special reports, track inventory and sales, as well as generate replenishment orders.

Microsoft Retail Management System was upgraded from the previous outdated version. The complete deployment was done in a few days instead of weeks or months that would have been required in a rip and replace situation.

The Sony Store's success with Microsoft Retail Management System convinced Sony Puerto Rico to employ this Microsoft Business solution in all its Sony Network Experience stores throughout Puerto Rico.

#### Benefits

##### Management Made Easier

"Once Microsoft Retail Management System was installed, managing The Sony Store and Technology Shop became much easier. Tasks, such as performing physical inventory have been eliminated and up to date inventory can be obtained in minutes," said Oppenheimer. "The system has enabled management to identify slow movers or low quantities at any time, at any location. Orders can now be tracked more efficiently understanding what is in transit or backorder."

Management can easily configure POS screens to display exactly the information the clerks need with customized receipts and price labels. The new system has allowed the management and clerks to exploit many flexible pricing structures for markups and discounts.

Remote access was enabled to oversee store operations from remote locations with the capabilities available in-store, including creation of special reports, inventory and sales tracking.

In addition the solution has added a new security feature that enables the owner to control which employees can view specific information. Management can now set return limits and grant or deny cashier permissions to change a price at the point of sale.

"This enables us to see who sold what with what type of discount. In addition no unauthorized discount can be given if it is not set up in the system," said Oppenheimer. "I can control who has access to sensible information or what type of access he or she will have."

##### Support makes the difference

Based on the store's previous experience with support one of the most valued services of the system was the availability of on-site support. Part of the purchase included a support package that gave Oppenheimer a sense of security that he would promptly receive the required support.

"We have established a close relation with our Microsoft partner, who has helped us to customize the solution to our needs," said Oppenheimer.

#### Microsoft Retail Management System Real Solutions to Real Problems: Meeting Independent Merchant's Needs

##### For More Information

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**Microsoft**

**SONY**

#### Solution Overview

##### Customer Profile

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##### Business Situation

The Sony Store and its sister boutique needed a solution that would speed up inventory management, order entry, sales tracking and reporting while providing a reliable access system to manage store operations from remote locations.

##### Solution / Benefits

- Full integration of backoffice and Point of Sale applications
- Inventory control and tracking
- Remote access
- Custom access to retail operations
- Customizable Reports
- Point-of-sale capabilities

##### Software and Services

Microsoft Windows Server® 2003  
Microsoft MS Office XP  
Microsoft Retail Management System Store Operation and Headquarters

##### Scenario

Technology/Retail

##### Partner

Business Computer POS, Inc.

**Business  
Computer**  
Point of Sales Solutions