



Junction Solutions



Junction RES™

Retail Enterprise Solution for
Microsoft Dynamics™ AX

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Many retailers and direct marketers have struggled to find next generation information technology tools. They need to handle the complete range of functions critical to put the right products in front of the right customers at the right time and develop the feedback mechanisms to proactively manage all of the moving parts. All too often the answer was to purchase and integrate many disparate systems that did not work well together. Traditional retail software suppliers provided various point solutions for disciplines such as merchandising, supply chain management, pricing and promotions, call centre and warehouse management. 'One size fits all' ERP vendors offered back office financial applications combined with disjointed products, which had been recently acquired to fill gaps rather than address end-to-end processes.

That all changes now with JunctionRES – a **complete end to end solution** that offers retailers of all channels a way to manage merchandise planning, price management, supply chain management, customer relationship management and accounting functions all fully integrated in one database. Whether you are a direct marketer, retailer, e-Commerce Company, or all three, JunctionRES™ provides the backbone you need to bring all of your critical functions together, increasing your ability to operate effectively to serve customers and capture demand.

At its heart, JunctionRES is a full ERP (Enterprise Resource Planning) system that **manages all of the central headquarters functions** for retailers and brings together the management of **retail store chains**, cross-channel product management and a central repository for all customer contact, **regardless of the channel sold through**.

JunctionRES also is a **complete solution for catalogue and direct marketers** who reach customers individually and operate complex customer call centres and warehouses. A customer calling about a sale from a retail store? No problem, JunctionRES captures all customer interactions which allow you to serve customers the way they want to interact with you.

If you are an **e-Commerce retailer**, JunctionRES provides the integration framework for you to centrally manage items, customers, orders and pricing as well as a full set of warehouse fulfilment and customer call centre management capabilities that can integrate with your web site in real time.

Microsoft Dynamics AX is the foundation for JunctionRES providing the combination of unique flexibility, next generation technology, low cost of ownership and global capabilities. The Microsoft Dynamics AX platform is a **highly scalable, multi-site, multi-currency ERP platform** implemented at over 10,000 customers around the world, providing the rock solid foundation needed to address your growing business's system transaction processing and reporting needs as you succeed and grow.

JunctionRES integrates with other Microsoft products that your company uses everyday such as Microsoft Outlook, Office (Excel, Word) and Access. Because it is built in partnership with Microsoft, it leverages the Microsoft Windows and Microsoft Server platform like no other competing software package in the marketplace—giving you easier to use applications and a lower total cost of ownership.

Outside of JunctionRES, to manage the frontline non-call centre channel operations, Junction Solutions offers Microsoft Dynamics POS™ for **in-store/POS management** and JunctionEOD™ for **e-Commerce**, which integrates completely into JunctionRES to provide a full enterprise solution. When it comes to Business Intelligence, Junction offers a host of **advanced retail analytics** on sales performance, customer buying patterns and predictive measures to improve how you target and serve your customers.



Microsoft Business Solutions
ISV/Software Solutions



Product Features for Catalogue/Direct Marketers, e-Commerce Customer Service & Fulfilment

Order Management for Direct Marketers

Provide information to enrich the customer experience. Users are able to link multiple shipping addresses to the items on the order for quick gift entry, as well as the flexibility to enter gift messages for one or more recipients. The integrated spell checking feature ensures that your customers' gift messages appear exactly as they should. During order entry, users have access to real time inventory, fast powerful item search capabilities and item details to ensure they can answer even the most difficult customer questions.

Figure 1 - Powerful Order Management screen provides users with the ability to key customer orders quickly

Custom scripting capabilities are also integrated to help guide the most novice Order Entry Representative through the order entry process. Users are able to key phone, mail, fax and email orders, as well as set up special types of orders such as subscription and continuity. Order templates for recurring or frequently sold items can be used to increase the efficiency of capturing orders from repeat customers.

Personalised up-sells and cross-sells, along with detailed item information and scripting allow for an interactive experience between the Order Entry Representative and your customers. Up-sell and cross-sell information can be tied to rules so that only customers meeting your specific criteria will be offered certain items. In addition, the ability to search for items using aliases and keywords increases the Order Entry Representative's ability to find the items the customer is looking for.

Advanced hold and fraud features prevent suspicious or problem orders from processing until they can be reviewed by the right people.

Customer Support features include the ability to email user-defined documents to customers or prospects, fulfil catalogue requests and perform real-time address verification. Additional product features include both static and variable kits, multiple units of measures, lot tracking, hard or soft inventory allocation, product configuration and drop ship items.

Promotion and Pricing Management

JunctionRES provides users with the ability to define the promotional offer and the customer segment receiving the offer. Special item pricing and discounts can be defined at the offer level, such as buy 1 get 1 free promotions, multi-quantity discounts and total order value discounts. Each offer can also be tied to a postage and packing schedule so that postage is automatically calculated during order entry.

Through the use of source codes, the Order Entry Representative does not need to input special pricing or discounts—the system automatically defaults predefined pricing. Additionally, the use of targeted offer scripts and offer item scripts allow you to guide your Order Entry Representative to give your customers optimal customer service during the order entry process.

JunctionRES supports the creation of coupons for promotional purposes. Coupons may have a monetary value either fixed or per unit, or a percentage off. Coupons are defined in advance and may have eligibility requirements (e.g. minimum order value, excludes certain brands) and Order Entry Representatives are able to apply the coupon to the sales order. Additionally, the coupon can be set up as a future coupon to be applied on future orders.

Additionally, an option to perform true volume level pricing enables tiered discounting and pricing based on ordered quantities. Plus, the ability to perform price matching even after the order has shipped provides flexible pricing options. Visibility to price history will allow customers to see exactly how a price based on applied trade agreements was calculated.

Figure 2- Sophisticated offer and source code definition

Payment Processing

JunctionRES supports credit card, gift certificate, cheque, e-cheque, customer account and cash payment options. Our credit card and e-cheque processing functionality allows for orders to be held until authorisation on the card or cheque can be confirmed. Authorisation can be through online or batch options using various payment processors. JunctionRES keeps your customers' personal data secure by encrypting all credit card data, deleting security codes (CID, CVV2, CVC2) once the order is fulfilled and only showing last 4-digits of credit card data on-file to end users. Strict compliance with PCI requirements will leverage a dual-key approach and 128-bit encryption technology.

Payment management workbenches enable users to access, review and update orders based on specific payment problems. An 'Orders Over Credit Limit' workbench contains detailed information about the customer and the order that has been held as a result of a customer exceeding their account's credit limit. An Over/Under Payment workbench allows users to review and manage orders that have been over or underpaid by amounts that exceed the company tolerance levels. And finally, a Cheque Hold workbench allows users to review and manage orders that have been held based on the company defined tolerance for cheque amounts.

Customer Service

Customer Service provides a view of activity across all sales channels, empowering Order Entry Representatives to provide personal service for customers requesting information about orders, accounts and payments.

Features include: email documents, catalogue request processing, backorder and purchase order information, order events logs to track modifications, as well as the ability to drill down into any shipped order to review each box, tracking information and its contents. In addition, all communications can be recorded at the customer, sales order and invoice level. The customer service application also displays customer statistics that show last order date, order frequency and the value of previous purchases.

Customer service (1 - ceu) - Customer account: 100001, Mr. John C Thompson, Customer account: 100001

File Edit Tools Command Help

Customer Orders Store receipt

Customer information

Customer search

Default john Search New customer

Name: Mr. John C Thompson Customer account: 100001 New order

Company: Mr. John C Thompson Business account: 01 Details

Address: 203 Duke Street Telephone: 01142 630 677 Options

UK Extension: 4321 Send catalog

Mobile phone: 077245 12326 Issues

Customer type: Customer E-mail: john@youngclothing.co.uk

Fraud status: Balance: 9,161.85

Currency: GBP Payments: 0.00

Language: en-us Total: 9,161.85

Available credit: 0.00

Installment eligible:

Order statistics

First order date: 15/09/2008 Statistics start: 20/06/2007 Order frequency: 12

Last order date: 27/01/2009 Statistics end: 25/12/2008 Total invoiced amount: 3,446.30

Modified date and time: 27/01/2009 03:10:06 Average invoiced amount: 287.19

Total return amount: 7.00

Notes

Entered by Admin on 01/26/2009 - Customer prefers to receive shipments at their own address between 9:00am and 2:00pm

Create or update notes to be printed

Figure 3 - A Customer Service screen puts all customer information at a representative's fingertips

Customer Relationship Management (CRM)

The Customer Relationship Management module builds upon the call centre based Customer Service features discussed above and moves into the realm of managing your existing **and prospective** customers and proactively improves your ability to generate demand. For example, the CRM modules contain functions to manage prospective customers separately from existing customers so that you can pull in third party lists, create and track marketing and telemarketing campaigns and proactively manage communications. Expanded quotation functionality allows for capturing and analysing 'lost sales' as well as achieved sales. CRM allows communications with your prospects, existing customers and even suppliers to be managed across all sales channels using calendars, correspondence and campaigns while seamlessly integrating to all Microsoft Office applications.

Warehouse Management

Warehouse Management provides an entire suite of tools to manage the inbound, storage and outbound logistics requirements typically associated with a high volume consumer fulfilment centre and/or a large, complex wholesale distribution centre. With JunctionRES, the need for a separate and costly WMS system that must be integrated with an order management system is virtually eliminated.

Inventory transfers are optimised by using specialised warehouse areas and zones for directed putaway. Microsoft Dynamics AX manages bulk storage and forward picking areas and creates automated bin transfers.

Picking methods include wave, cart and carton picking. The Shipping Workbench provides a set of tools to manage the shipping process, including manifesting, EDI (for Business to Business) and shipping quality checks.

Wireless functionality enables key warehouse processes to be completed using radio frequency (RF) devices, thereby increasing labour efficiency and decreasing the opportunity for error. Wireless processes include: directed putaway, let downs to forward pick, picking, inventory transfers and cycle counting. You can choose from a variety of methods for key warehouse processes and configure the system to effectively address your company's approach to stock management.

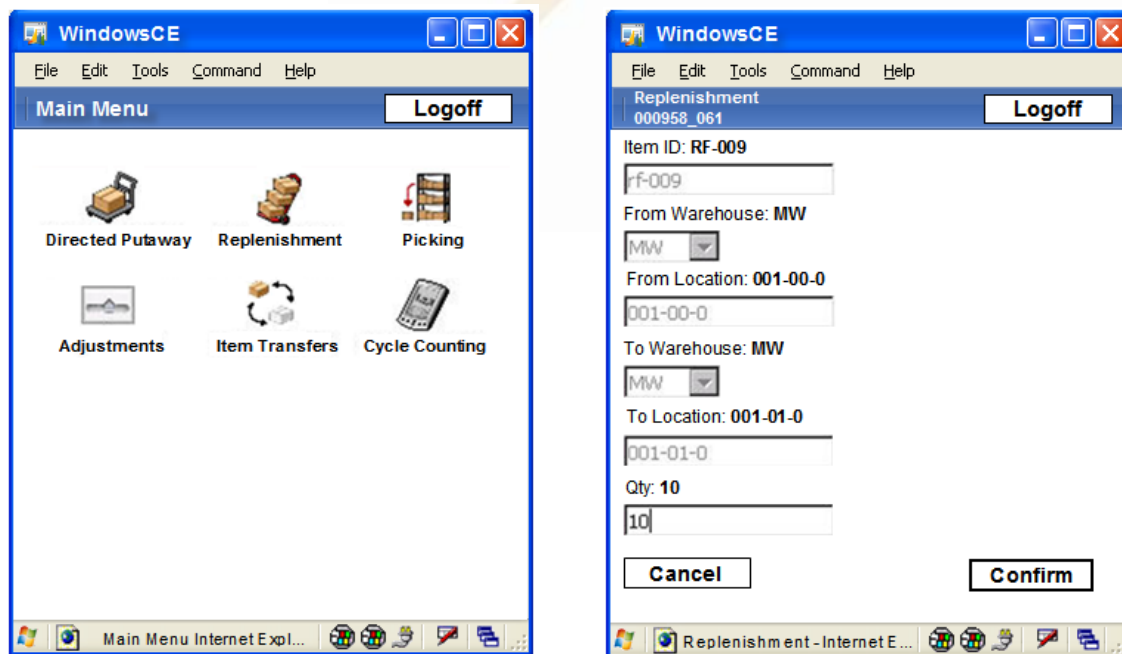


Figure 4 – Warehouse Management functionality used to manage inventory and fulfil customer orders

Consideration has been given to warehouses that may contain perishable goods as well as to the types of equipment that may be employed in the movement of inventory in the warehouse. This integration will enable warehouse management capabilities in environments with more complex warehousing requirements. Users will be able to identify hazardous items to help drive processing within the warehouse for proper handling.

Financial Management

The Financial Management modules in Microsoft Dynamics AX include General Ledger, Sales Ledger, Purchase Ledger, Payroll, Fixed Assets and Projects. Since JunctionRES is built on Microsoft Dynamics AX, all of your customer and item transactions are fully integrated and are immediately reflected in your ledger in real time: there's no need to run batch processes. Connectivity with the General Ledger lets you trace each transaction to its origin, verifying and analysing transactions immediately or on demand for external or internal audits.

The powerful Financial Dimensions concept within Microsoft Dynamics AX will allow you to organise your business into various financial segments, such as divisions, brands, or departments, while retaining the integrity and simplicity of a common chart of accounts structure. With this flexibility you will be able to run financial reports based on your dimensions, such as a P&L by brand, by catalogue, by store or division.

Since Microsoft Dynamics AX supports the fiscal requirements for over 30 countries, you can be assured that JunctionRES will support the multiple currency, international financial accounting and language requirements of the countries you are operating in or plan to expand to in the future.

Product Features for Store Retail Chains and Cross-Channel Retailers

JunctionRES is a true **retail enterprise hub**, allowing you to manage cross-channel operations in one database. Data management for item, price, sales and customer data is centralised to enable consistent business process support across e-Commerce, retail, catalogue and call centre operations. Transactions from all channels flow uninterrupted into the central JunctionRES repository, providing the ability to consolidate supply chain management, streamline financial accounting, facilitate cross-channel merchandising and provide a complete view of your customer interactions.

Centralised Item and Price Management

Items and all attributes needed for each channel of operation are centrally maintained to ensure consistency and accuracy across your cross-channel retail environment. Master data publishing options allow you to control which items are available for e-Commerce and individual retail stores.

Centralised price management permits you to setup global pricing by channel or to set up different prices for each channel or even at the store/store group level. You can manage promotional discounts at the item, item group, all items, store, store group or chain levels.

Item number	Item name	Item type	Inventory model group	Dimension group	Vendor	Item group	Buyer group	Coverage group
1000	Jeans	Item	Std Cost	N-W	1001	Trousers	20	10
1001	Mens Jeans	Item	Std Cost	CSF-W	1001	Trousers	20	10
1003	Plasma Television Model 01	Item	Std Cost	CSF-W	1001	Television	20	10
1005	Projection Television Model 01	Item	Std Cost	CSF-W	1002	Television	20	10
1101	High End Speaker - ash/12 inches	BOM	FIFO	N-W	2102	Speakers		10
1102	High End Speaker - ash/14 inches	BOM	Std Cost	N-W		Speakers		10
1103	High End Speaker - ash/16 inches	BOM	Std Cost	N-W	9200	Speakers		10
1107	High End Speaker - mahogany/12 ...	BOM	Std Cost	N-W		Speakers		10
1109	High End Speaker - mahogany/16 ...	BOM	FIFO	N-W		Speakers		10
1119	Custom High End Speaker - Modeli...	BOM	FIFO	SF-W		Speakers		10
1151	Center Channel Speaker Model 01	BOM	Std Cost	F-W		Speakers		10
1153	Center Channel Speaker Model 03	BOM	Std Cost	F-W		Speakers		10
1161	Satellite Speaker Model 01	BOM	Std Cost	F-W		Speakers		10
1163	Satellite Speaker Model 03	BOM	Std Cost	F-W		Speakers		10
1171	Subwoofer Model 01	BOM	Std Cost	F-W		Speakers		10
1173	Subwoofer Model 03	BOM	Std Cost	F-W		Speakers		10
1201	Home Theater System 2.1 Chann...	BOM	Std Cost	F-W		HTS		60
1203	Home Theater System 2.1 Chann...	BOM	Std Cost	F-W		HTS		10
1205	Home Theater System 2.1 Chann...	Item	FIFO	N-W	2001	HTS	20	10
1206	Home Theater System 5.1 Chann...	BOM	Std Cost	F-W		HTS		10
1209	Home Theater System 5.1 Chann...	BOM	FIFO	F-W		HTS		10
1299	Assembled Home Theater System	BOM	FIFO	N-W		HTS		10
1301	Receiver 2.1 Channel Model 01	Item	Std Cost	F-W	2001	Receivers	20	10
1303	Receiver 2.1 Channel Model 03	Item	Std Cost	F-W	2001	Receivers	20	10
1305	Receiver 5.1 Channel Model 01	Item	Std Cost	F-W	2002	Receivers	20	10
1307	Receiver 5.1 Channel Model 03	Item	Std Cost	F-W	2002	Receivers	20	10
1401	Car Audio System Model 01	Item	Std Cost	S-W	2102	Car Audio	20	10
1402	Car Audio System Model 02	Item	Std Cost	S-W	2101	Car Audio	20	10
1501	LCD Video Projector Model 01	Item	FIFO	N-W	1101	Projectors	20	10
1502	LCD Video Projector Model 02	Item	FIFO	N-W	1101	Projectors	20	10

Figure 5 - Items and attributes are centrally maintained to ensure consistency and accuracy across retail channels

Centralised Merchandising and POS Integration

JunctionRES provides retailers with the tools to manage the centralised headquarters functions for a chain of retail stores including category management, assortment planning, supply chain management, store operations management and point-of-sale/service (POS) integrations. Stores are defined, grouped and linked to companies and financial dimensions for transaction posting and financial reporting. All sales from the stores can be integrated directly into JunctionRES for financial, operational and customer level posting and analysis.

Store sales representatives can search for a customer against the master customer database and dynamically add new customers during the POS transaction. POS operators will also have visibility of customers' order history including web store, catalogue, retail and mail order transactions.

JunctionRES has built in two-way POS integration capabilities for POS systems such as Microsoft Dynamics POS. The POS integration utilises a combination of real-time and asynchronous "trickle poll" data integration to manage bandwidth and allow for on or offline communications.

(jst) Store - Store ID: 1 Store 001

Overview | General | **Address** | Dimension | Store download

Store address

Store name: Sheffield Store

Salutation: [v]

First name: Store Middle: []

Last name: 001 Suffix: [v]

Street name 1: 60 London Road Apt/Suite: []

Street name 2: []

ZIP/postal Code: S11 8XY [v] City: Sheffield

State: [v] County: SY [v] Country/region: UK [v]

PO Box:

Address: 60 London Road
Sheffield
S11 8XY

Figure 6 – Flexible store definitions and groupings allow you to manage the differences between stores

Centralised Supply Chain Management

JunctionRES provides a single view of all inventory in the retail channel, including distribution centres, stores and in transit shipments, including 'on the water'. Using powerful inventory planning and execution tools you can optimise inventory levels across the enterprise, balancing customer service targets against investments in stock. Open to buy, replenishment level planning, safety stock, min/max and forecast consumption are some of the methods that can be used in combination to create proposed purchase orders or distributions. Different planning parameters and forecasts can be developed globally or at the channel or store level, allowing you to manage your inventory rules as granularly as needed.

Store Level Inventory Management & Operations

Retail stores will be able to plan and execute all types of stock movements, including the ability to request and execute store to store or warehouse to store transfers and even purchase orders: security profiles ensure that only authorised personnel can enter such transactions. The Store Manager Workbench centralises inventory management capabilities including cycle counting, adjustments, shipments and inventory receipts at the individual store level, which is integrated real-time with the centralised view of the entire retail enterprise.

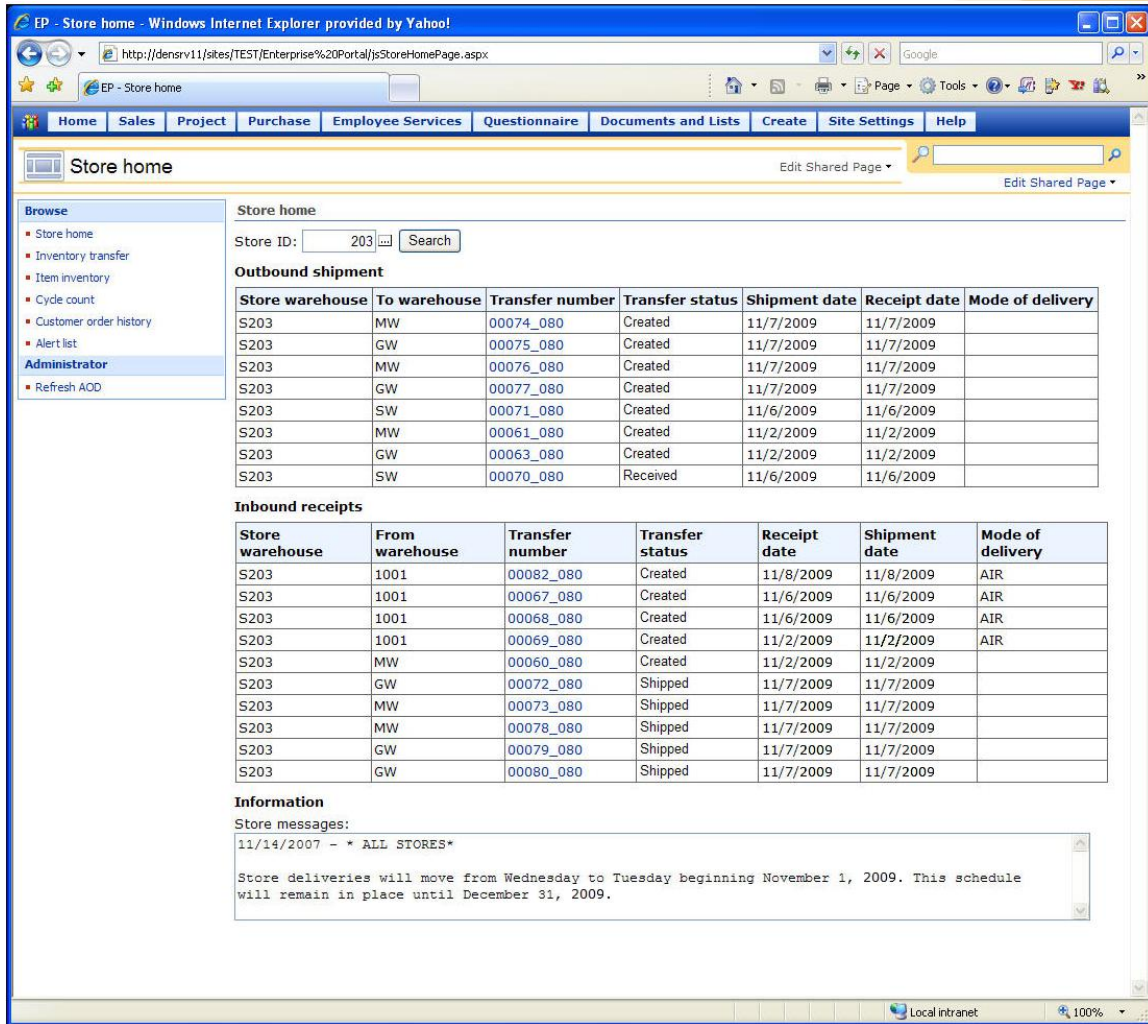


Figure 7 - Store Manager Workbench enables inventory management capabilities

Centralised Customer Relationship Management

Customer service representatives will have visibility to a customer’s entire purchase history through a single application. A single view of the customer’s order history enables higher customer service levels and a complete view of your customer, regardless of which channel(s) they choose to use to buy from your company. This greatly increases your ability to execute a sound cross-channel strategy.

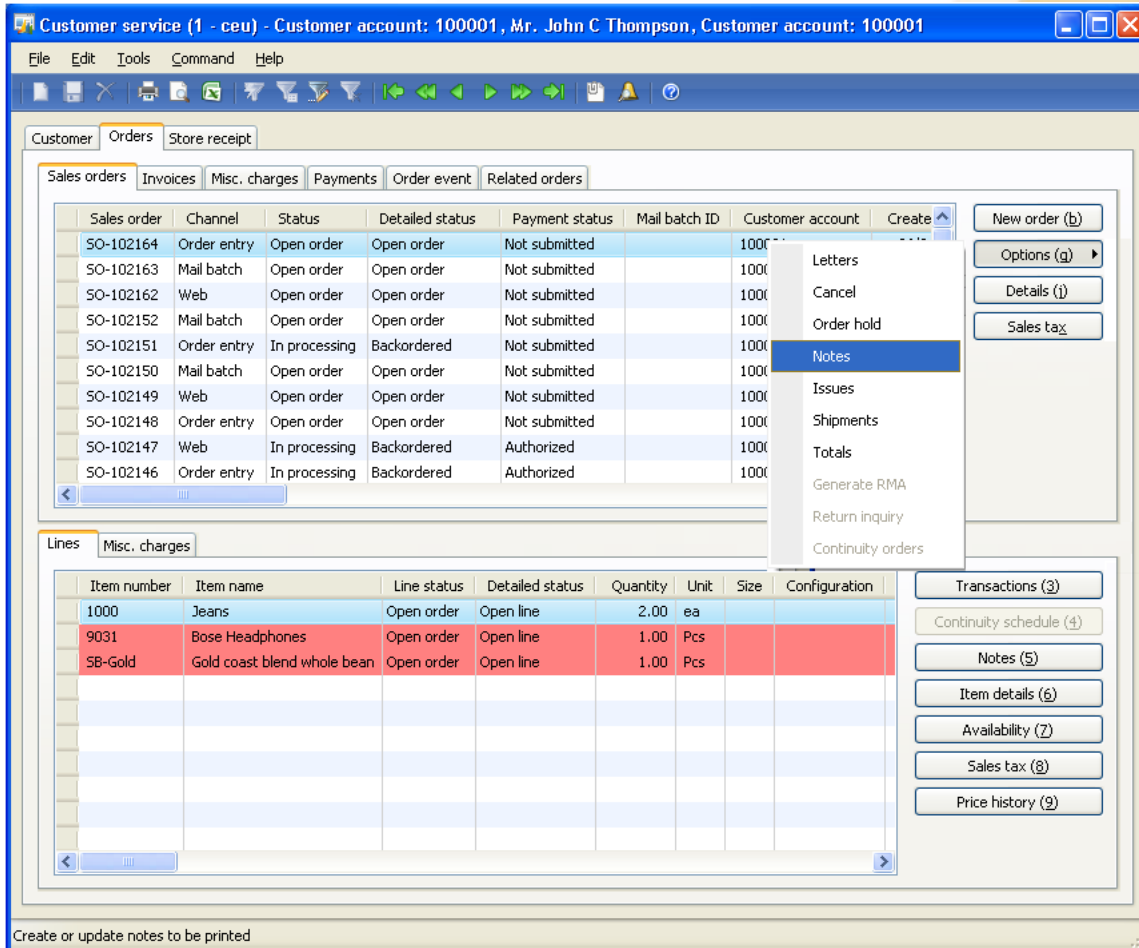


Figure 8 - Customer service screen provides a comprehensive single view of customer information regardless of sales channel

Cross-Channel Reporting

Reports for the call centre, warehouse, marketing and merchandising departments are provided to give one view of critical operational and analytical data regardless of channel. The reports will provide information that will help users make decisions regarding day to day operations.

JunctionRES PRODUCT BENEFITS

Effective Direct Marketing and Fulfilment Management

JunctionRES contains a full featured direct marketing channel solution providing the capability to manage catalogues, marketing campaigns, promotional offers, order entry, payment management, call centre/customer service, order fulfilment and warehouse management.

Unmatched Cross-Channel Retail Execution

JunctionRES breaks down the walls to provide a retail enterprise hub for the management of all retail channels in one integrated database. This means that there is one system to manage master data such as items and pricing as well as a transaction repository for all customer interactions regardless if it is from a call centre, store, or web.

Enterprise Level Supply Chain Management

Inventory levels, inventory transactions and inventory management policies for fulfilment centres, distribution warehouses and stores are managed in one system, streamlining the process of inventory planning and reducing complexity and friction involved in managing your overall supply chain. Advanced allocation/assortment workbenches facilitate the process of getting the right SKU to the right place at the right time.

Greatly Reduced Integration and Transaction Costs

JunctionRES is the only retail packaged software application built from the ground up to address the challenges of the mid market cross-channel retailer. A handful of Blue Chip retailers have accomplished this level of integration after spending tens of millions and requiring a staff of hundreds to keep it running. Junction Solutions and Microsoft have made that investment, so you don't have to.

With JunctionRES information flows real-time from web store to warehouse floor and from call centre to cost centre. This flow of information greatly reduces barriers between departments so that you provide "one face to the customer." Transactions require less handling, so you can reduce costs while serving the customer more effectively. And since Microsoft Dynamics AX runs seamlessly on the rock-solid, cost-effective and ubiquitous Microsoft technology platform, the costs to train, operate and maintain it are much lower than other competing solutions.

JunctionRES: AT A GLANCE

Cross-Channel Retail Management

- Centralised item definition and selective channel publishing options for store, catalogue and e-Commerce channels
- Centralised supply chain management across suppliers, distribution centres, fulfilment centres and stores
- Centralised repository for customer definition and all customer interactions regardless of channel
- Built-in real time and asynchronous Point-of-Sale (POS) integration with Microsoft Dynamics POS or other third-party POS applications
- Full store definition and transaction capability to manage retail store chains
- Built-in real time and asynchronous e-Commerce integration between JunctionEOD or other third-party e-Commerce application

Merchandising

- Integrated merchandise planning including sales budgeting, forecasting and demand management, assortment planning, open to buy, stock optimisation and replenishment planning
- Advanced Store Allocation process and workbench
- Replenishment plan workbench
- Manage the full life-cycle of an item
- Supports style, colour and size dimensions of a SKU
- Static and variable kit definitions
- Product configuration for complex, rule-based item definition
- Item substitution and cancelled item processing

Promotions Management

- Define marketing campaigns including a full offer/list model
- Develop complex pricing offers such as buy 1 get 1 free, total order value discounts and coupons specific to your business
- Ties orders to source codes for campaign analysis
- Manage marketing campaigns with project accounting for full campaign profitability analysis



Customer Relationship Management

- Direct marketing activities including contact management, marketing campaigns, telemarketing, Quote Processing and events tracking
- Supports the management of rented prospect lists
- Customer duplicate checking and merge/unmerge processing
- Sales statistics



Customer Service

- Powerful, fast, full text customer and item keyword search
- Customer service screen with all customer information at your fingertips
- Fully integrated CRM module tracks all customer activity including warranty claims, returns and other customer requests
- Easily send user-defined documents and catalogues via email
- Ability to log customer issues and manage workflow for resolution
- Customer Statistics and purchase history



Order Management

- Order templates to increase order efficiency of capturing orders for repeat customers
- Quickly key in customer orders without a mouse, aided by automatic data defaults
- Setup and manage continuity/ subscription orders
- Multiple ship-to's per order
- Personalised, rule-based cross-sell and up-sell
- Full order event handling including sophisticated hold processing and fraud detection
- On-line address verification
- Fully supported credit card processing, including on-line credit card authorisation



Payment Processing

- Payment management workbenches to enable users to access, review and update an order based on specific payment problems
- Online credit card authorisation as well as declined payment management options
- Enhanced encryption for payment related data
- Additional fraud checking at payment time
- Future payment authorisation and declined card resubmission batch

- Cheque Hold functions
- Redeem existing Sales Ledger credits as payment for sales orders

Supply Chain Management

- Automatically plan supply chain across multiple warehouses and stores
- Plan inventory replenishment based on a combination of min/max, period of supply, forecasted demand, safety stock and user defined time fences
- Manage procurement from multiple vendors, including import capability and container tracking
- Support for light assembly/stored kits using work order, bill of material and work step routing structure

Supplier Relationship Management (SRM)

- Supplier rebates
- Drop shipment management

Warehouse Management

- Store inventory at a warehouse, location, lot and serial number level
- Optimise space by categorising warehouse zones and areas
- Location tracking at the aisles, rack, shelves and bin levels
- Directed picking and stock putaway
- Dynamic soft and hard stock reservation
- Wave, cart and batch picking
- Parcel shipping including quality check and boxing
- Full support for RFID, barcode transactions and wireless devices enabling wireless transaction support

Financial Management

- Full set of financial modules including General Ledger, Sales Ledger, Purchase Ledger, Project Accounting and Fixed Assets
- Supports multi-currency, multi-company and multi-language requirements
- Fully supports VAT, GST and U.S. sales tax including integration with CCH CorpSystem and Vertex
- Sophisticated cost accounting and multi-dimensional financial reporting
- Flexible sales commissions structure
- Journal load utility

- Returns sales accounting
- Integrated bank reconciliation for customers' cheque payments
- Bank and credit card settlement reconciliation

Human Resources

- Track core employee information including positions, skills, absenteeism and benefits
- Administer recruiting programmes
- Professional development including training & competency mapping

Technology

- Fully scalable 3-tier architecture can support thousands of concurrent users
- Created using next-generation Microsoft object-oriented integrated development environment
- Easy to customise and upgrade
- Fully leverages the Microsoft Server and Microsoft Office platform

For more information about JunctionRES, visit our website at www.junctionsolutions.co.uk or call us on 01142 630 688.