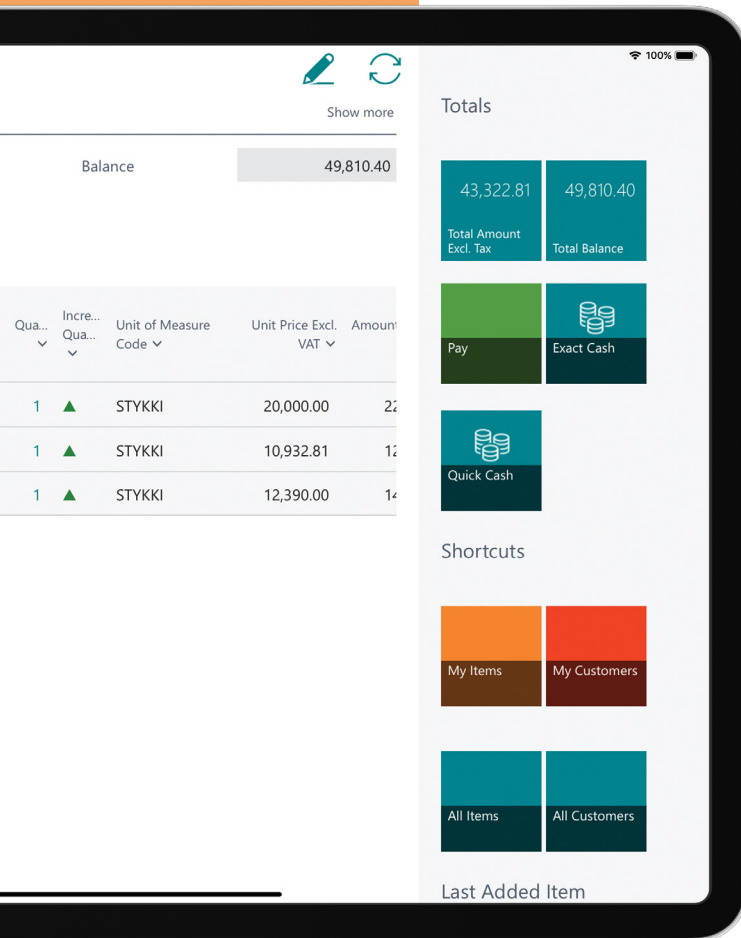




# 6 GREA SONS

**to become an LS Express partner**

## 6 reasons to become an LS Express partner



A good Point of Sale (POS) system is a key tool for retailers to increase sales, keep an overview of stock and deliver high-quality customer service. It can, however, be difficult for non-tech savvy retailers to know which POS system they should invest in. In the past few years, **web-based, cloud POS systems have become more prominent as a viable choice for small and medium retailers** in particular.

[LS Express](#) is an online Point of Sale (POS) solution designed specifically for retailers, and available as an extension for Microsoft Dynamics 365 Business Central. It is cost effective, it offers deep industry functionality, and it's integrated with the Microsoft suite of products, which means no more switching in and out of applications: users can now do everything in one, single system.

If you are a software provider who is familiar with the Microsoft business solutions, there are plenty of good reasons for you to start offering LS Express to your current and future customers. Let's take a look at 6 of the most compelling ones.

# The retail market offers big opportunities

It can be hard to stand out when you sell generic business technology. When there are a dozen or more other vendors selling Microsoft Dynamics, how can you encourage businesses to select you over the competition?

One way to do that is to differentiate your offering with an industry focus. In other words, you should **verticalize**. “If you’ve got expertise in a particular market space and know more about the various technology issues for a given industry, then you’re a **better choice for that end customer** than a competitor that doesn’t,” remarks Dave Sobel, CEO of Evolve Technologies.

Retail, in specific, offers multiple opportunities to IT vendors. **Retail is a very dynamic and innovative industry**, characterized by continuous change and strong technology investments. Consumer demands are shifting constantly, requiring businesses to innovate quickly to keep pace with customers. The Covid-19 crisis underlined the need for retailers to have up-to-date, functional technology – because if you don’t, you might end up out of the game. The result has been an additional **acceleration in tech demand**.

According to the RIS News report “Retail Technology Study,” 43% of retailers are planning to replace their legacy POS system within the next two years. That’s an exceptionally high level of activity – and a fantastic opportunity, for the vendors ready to catch it.



Reason number two 

# LS Express is a tested, reliable solution

So you want to enter the retail market. Great! Now the question is, what retail technology should you offer?

There are many cheap POS solutions online, but you know well that with technology, it pays off to be selective. Ask yourself: is the provider known in the industry? Do they have proven expertise? What kind of support will they give you if you start selling their product? When anything happens – if an integration stops working, or you need to get support – you don't want to find out that you and your customer are on your own.

The safest and smartest option is to go with a solution that already has a solid reputation in retail in several countries, and which is built on solid **technology that you know and trust**. LS Express is one of the first add-ons that were made available for Dynamics 365 Business Central: by now, it's been tested, used, and improved on the field. Selecting a tried and tested solution will **reduce your risk factor**, and may also increase loyalty. When customers find a software system that gives them all the functionality they need, and can adapt to the changing needs of the market, they are more likely to **stick by it – and renew their business commitment with you**, too.



# Some of your current customers probably need a POS

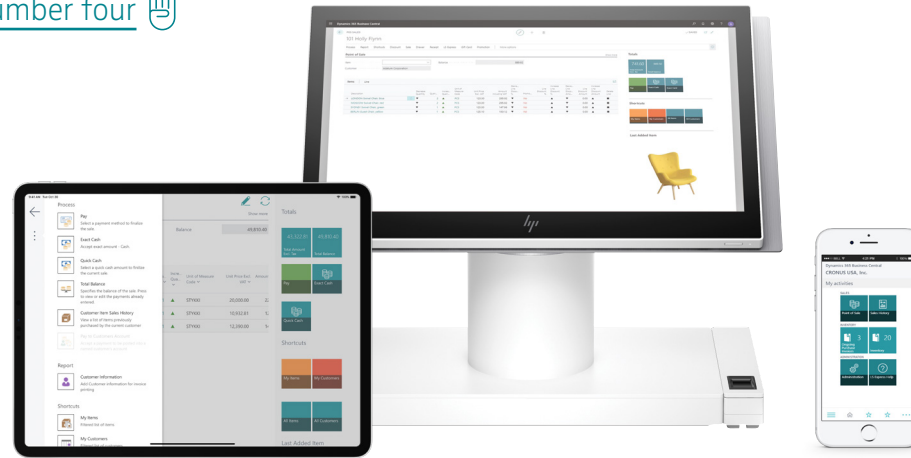
Many Dynamics 365 Business Central users operate in industries such as manufacturing, logistics and warehousing. These businesses typically need a few POS terminals to sell directly from their warehouse. Perhaps they are already using a POS solution they sourced online, or from a competitor of yours.

With LS Express, you can offer them the **most convenient software solution**, one that:

- Works seamlessly within the **ERP they already use**, so they don't need to spend any time or money in integration work.
- Has a **familiar look and feel**, so they can start using after minimal training.
- Can be run on **any browser**, on their favorite mobile device – even any phone or tablet. This means they don't need to buy specialized hardware.
- Shares all the information with Dynamics 365 Business Central, enabling them to always have **accurate and consistent business data** across the enterprise, no extra work needed.



Reason number four 



## Low entry requirements, high returns

Many of the POS and retail software solutions in the market are not designed with a specific ERP in mind. As a result, they require costly and complex integrations – forcing you, as a vendor, to acquire (or pay dearly for) specialized knowledge so that you can implement them, run them and maintain them.

With LS Express, your **Microsoft Dynamics expertise** already fulfils most of the requirements to provide your customer with high-quality, professional service. You will need very little training to set up the software, maintain it, and support it.

And when your customers need more functionality, you can help them scale up. In fact, since LS Express is an add-on for Business Central, your customers can easily extend the system to utilize all the **apps in the Microsoft 365 suite** – solutions that you **already know how to sell, implement and deliver.**

Start selling LS Express, and you will provide retailers with a system that fulfills all their requirements and supports their growth – and throughout their journey, you can remain their trusted tech consultant. Given the low initial investment, limited risk, and short implementation time needed, there is no reason not to test the waters, and see if this new venture works for you.

# All the functionality a retailer needs to thrive

LS Express is more than just an online POS. When you consider all its capabilities and available extensions, what your customers get is **a comprehensive tech package including all a small retailer needs to run a modern retail business.**

On top of the **accounting capabilities** that are part of the ERP Microsoft Dynamics 365 Business Central, with LS Express retailers can also handle their

- ✓ Sales
- ✓ Inventory: purchasing and invoices
- ✓ Product management: item descriptions, images, prices
- ✓ Offers and discounts
- ✓ Gift cards
- ✓ Returns, refunds and store credit
- ✓ Customers' sales history
- ✓ Appointments and bookings
- ✓ Cash drawers
- ✓ Cash management and end of day
- ✓ Custom reports

LS Express also include pre-set integrations to



eCommerce

Thanks to the out-of-the-box connection between LS Express and Shopify, businesses can simplify their daily management and offer a true omni-channel experience to their customers with minimum effort, and at no extra cost.



EFT payments

LS Express works seamlessly with [LS Pay](#), LS Retail's payment processing software that enables businesses to offer secure payments in compliance with international standards. LS Pay also gives businesses the flexibility to choose from a variety of Payment Service Providers (PSP), with out-of-the-box support for several PSPs in each region.

And if your customers need more functionality, such as **in-depth data analytics**, or **AI**-powered tools like a chatbot or a forecasting engine, they can easily extend their system using the innovative functionality available within the Microsoft 365 suite.



Learn more about  
**LS Express**

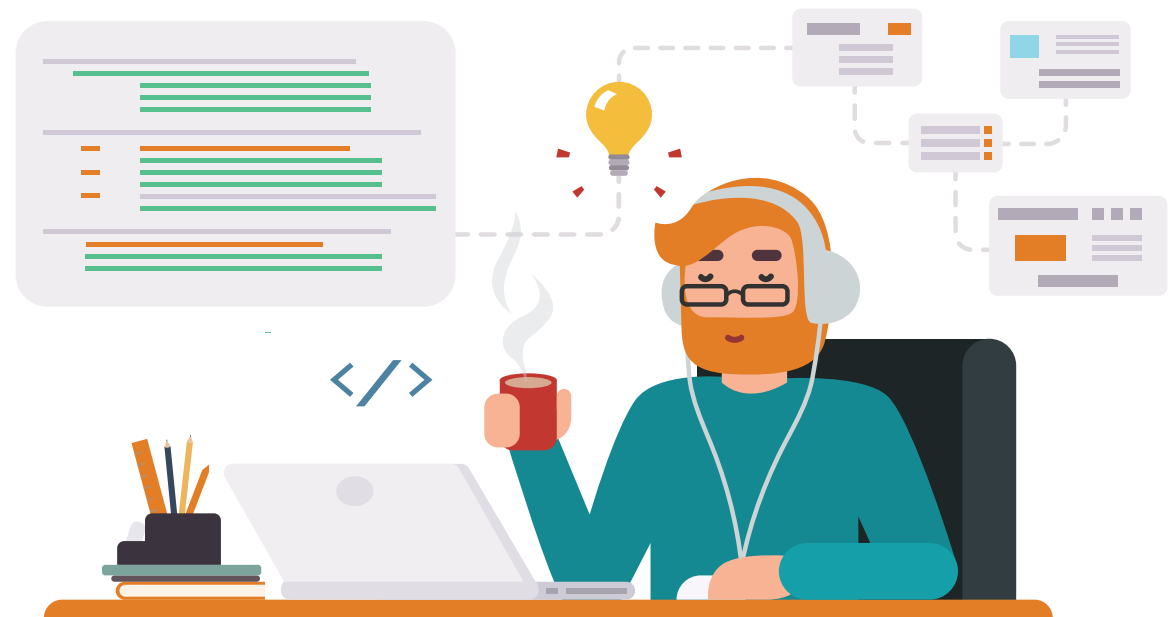
Discover functionality,  
pricing, and more

Reason number six 

## Built by retail experts

LS Express is built on [LS Retail](#)'s over **20 years of experience** in the retail industry. The LS Retail software solutions are currently used by thousands of businesses ranging from a single store to large retail enterprises. We know the industry, we develop our solutions through continuous substantial investment in R&D, and we are in constant communication with [our customers](#) and partners, asking them for feedback and advice. The results are software solutions that have become known in the industry for their ability to tackle current and future needs of the market.

LS Express is our online retail POS, the most agile software solution in our line. Its purpose is to provide small businesses with **all the functionality they need** in a **user-friendly interface** at a fraction of the cost of a traditional POS system.





# Are you ready to start a new adventure?

Add to your offering a proven retail software solution developed by one of the leaders in the industry on top of trusted Microsoft technology.

Here's how it works:



Contact your local QBS team



Complete the LS Express training in the QBS Academy



Grow and expand. Now you can finally offer point of sale functionality to your current customers who need it, and expand your portfolio with new customers within retail.

## As easy as 1-2-3



## I want to become an LS Express reseller



# LS Retail

We make business easy

LS Retail is a world-leading provider of business management software solutions for retail, hospitality and forecourt businesses of all sizes. Our all-in-one management systems power tens of thousands of stores, restaurants, cafés, bakeries, pubs, food courts, cafeterias, and more.

For further information on the company and the products, visit [www.LSRetail.com](http://www.LSRetail.com)

For any question or advice, do not hesitate to [contact our experts](#).

