

**Sales success –
through optimised processes
from branch to head office**

Finely fitted – targeted expertise from the global partner for retail success

MICROS-Retail, the retail solutions division of MICROS Systems, Inc., is a leading provider of comprehensive, best-in-class solutions for the worldwide retail and direct markets. Our ideas enable retailers to deliver on the customer experience while optimising operational efficiency across all channels. With in-depth knowledge of the branch built upon technology know-how and strong customer relationships, MICROS-Retail is focused on developing tools that increase brand equity, maximise customer value and deliver a competitive advantage.

Turning transactions into connections: MICROS-Retail has the products, the people and the passion to provide you with the tools you need to increase sales, reduce costs and offer a superior service to your customers. We are a leading developer of retail software and – according to the Software LeaderBoard – one of the top five global software vendors in retail. Our award-winning solutions deliver cross-channel functionality to optimise transactions from all points of service. Our innovative end-to-end suite features stable Java® technology – and a proven track record in demanding retail environments.

MICROS-Retail is there for you around the globe. Our software is installed in over 33,000 stores. An additional 60,000 stores utilise our analytic solutions to process data at the corporate level. We support our customers with one of the world's largest and most innovative support centre networks in the industry. Our international service hubs and local teams in all major countries give us the edge in deploying our ideas globally. We provide local market expertise and the flexibility to expertly respond to market conditions and requirements – wherever you are, whatever your needs.

Reach out to your customers and get complete control over your business processes. Deliver an outstanding shopping experience across every channel and customer touch point. MICROS-Retail solutions significantly enhance visibility in your multichannel enterprise while giving you the tools to continually fine-tune your operations. With our highly flexible software, you can tailor the system to reinforce your brand image and philosophy, streamline core working processes and enable customer-friendly policies. Enhance revenues, maximise margins, respond more quickly to trends and strengthen brand loyalty through exceptional service.

Grow quickly and expand as needed. As your needs change, MICROS-Retail's highly scalable solutions allow you to support more stores, channels and geographical areas as well as more brands and suppliers, and – perhaps most importantly – to get more customers doing more business with you.

MICROS-Retail serves the following markets: speciality retail, convenience stores, grocery, general merchandise retail, food service / hospitality, department stores, chemists, online and catalogue merchants.





Finely focused – software that meets business demands and consumer needs

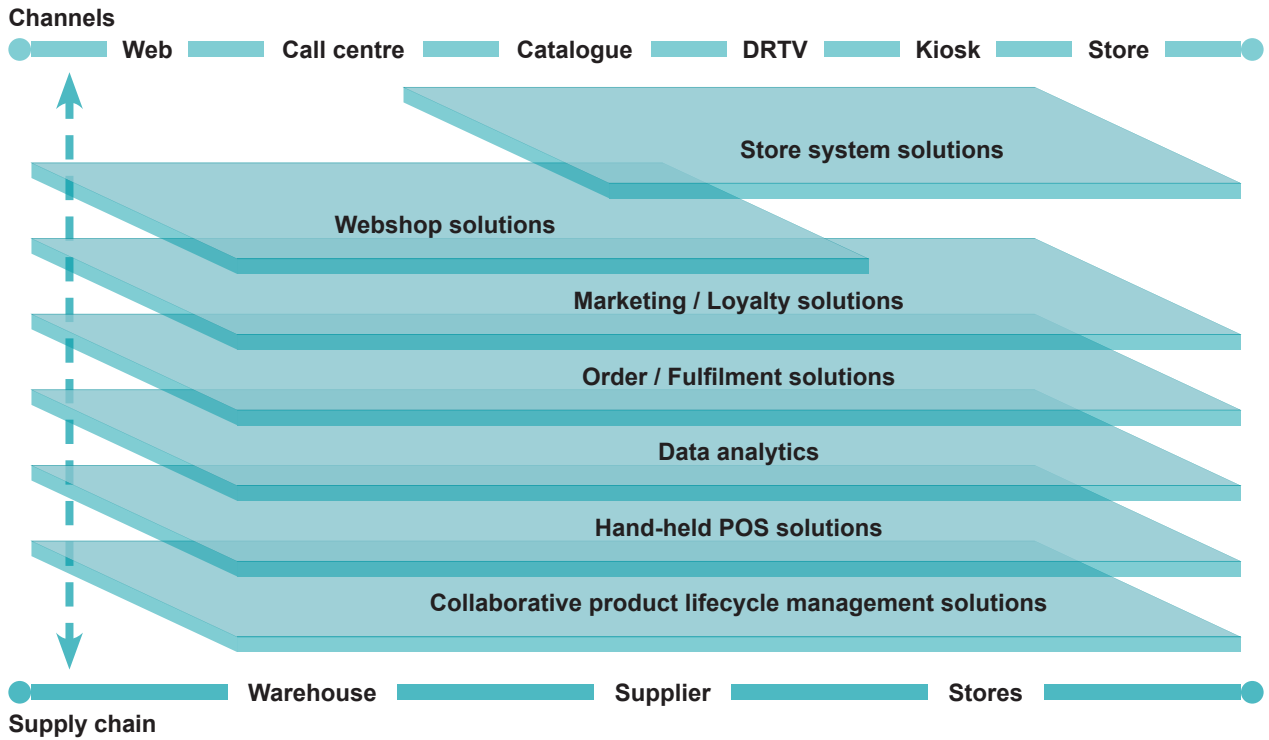
When it comes to the complex realities of cross-channel retailing, there is certainly no such thing as a one-size-fits-all solution. That is why we offer a wide range of flexible and modular software. Java-based, platform and database-independent to ensure hardware compatibility, they can be readily deployed in the environment of your choosing, thus reducing total cost of ownership. So let us know what your business needs are – we will put together a solution that fits perfectly.

Store system solutions – Xstore™

Maximise selling opportunities. MICROS-Retail POS solutions set the industry standard. In this age of declining customer loyalty and increasing demands, our next-generation POS solution Xstore combines a wide range of POS functionality with valuable CRM features, enabling your employees to provide best-in-class customer service. Streamline processes and handle more service offerings than ever before: customer loyalty programmes, promotions, personalised offers and discounts. Xstore provides real-time functionalities, secures your customer's sensitive data and keeps you compliant with industry privacy standards. Available in all major European and Asian languages, it supports international implementation and tax law requirements as well as electronic funds transfer systems and PIN pads. It can be implemented either as a standard solution or alternatively as a framework solution for further development and customisation in-house.

Loyalty solutions – Relate™ Retail CRM

Build customer loyalty. Relate is changing retail-specific customer relationship management: target the right people with the right offers – based on their current transaction information. It encompasses all functionalities needed to handle complex loyalty programmes, gift cards, deals and promotions (buy one get one free, pay for two get three, etc.) or vouchers. Relate unifies marketing planning and management and provides the tracking tools your team needs to effectively manage your initiatives. Manage names and histories, issue and redeem loyalty points, plus launch and measure targeted campaigns – all from within one application. The system lets you build and manage an unlimited number of campaigns and promotions – from your corporate headquarters all the way to store level. The campaigns can be executed by mail, email, in store or a combination of several channels.



Data analytics – XBR®

Minimise your shrink. XBR is our leading exception-based loss prevention and store data analysis tool. It is the ideal solution for fraud detection at the POS. Using advanced exception-based reporting techniques, XBR analyses transaction data and identifies patterns that may indicate fraud or theft. It automatically issues alerts and recommends further action. XBR can also help you to obtain greater productivity by analysing margins and patterns and thus cutting down on procedural mistakes in individual stores. A senior Loss Prevention Investigations Manager at a DVD / video game rental chain explains, 'We improved compliance by 93% for a specific recurring promotion, reducing our losses without adding additional labour or complicating the POS process.'

Collaborative PLM solutions – Creations

Generate synergies. Creations retail and supply chain solutions from MICROS-Retail has been designed to help retailers and manufacturers in the design, development, validation and delivery of their consumer goods. Designed specifically for the consumer goods market, especially private label goods, Creations covers all aspects of product development from idea and concept generation through to lifecycle management and supply chain traceability. It enables retailers and manufacturers to work on the same system simultaneously and in real-time, providing more visibility early on in the process, enabling you to bring products to market faster. It improves the speed of responding to incidents by up to 90% and cuts down internal administration time across the supply chain by an average of 24%.

Skilled support – keeping you up and running

In choosing a MICROS-Retail solution, you are entrusting us with key elements of your business, including your operations, customer relationships and revenues. It is a major responsibility – and one that we take very seriously. That is why we offer expert technical support, provided by our Go2Team® Professional Service team, to help ensure your solution is always available and performing optimally.

To meet varied needs, MICROS-Retail offers different levels of support, which can range from baseline services available during normal business hours, up to premium support that is available 24/7 and is delivered by a team dedicated exclusively to your account. Every organisation's support needs are unique and depend on the type of solution deployed, the size of the supported environment, the size of the in-house IT team, budget constraints and service level expectations.

The Go2Team Professional Service programme includes:

- Project and implementation management – ensuring smooth and quick implementation.
- Data communications consulting – optimising the flow of

data within your organisation – the outsourcing service takes the headache out of daily polling and settlement processes.

- Host interfacing – reducing interfacing time significantly using our proprietary methodology and software.
- Hardware staging – preparing and testing each hardware system for easy store installation.
- Training and consulting – making sure users at all levels of the organisation make the best use of the software.
- Roll-out services – ensuring fast and smooth roll-out.
- Help desk – providing ongoing, one-on-one support for end-users 24/7.
- Depot services – making hardware replacement and repair fast and simple.

Summary – Retail Software Solutions:

- The MICROS-Retail technology helps to increase the average revenue per customer and maintains customer retention besides delivering core retail shop, back office and central functionalities.
- We are one of the few true global solution providers in this area; we back up our customers' global expansion goals through international language support as well as fiscal and technical support set-up.
- We help you build brand loyalty by providing sophisticated, end-to-end solutions for today's increasingly demanding end-consumers.
- We help our customers to differentiate through individual customer care offerings and transparent, smooth processes.
- We fully leverage the latest technology trends, some of which result from IT and telco convergence; this supports new gen ways of working, e.g. collaborative applications.
- Our solutions are rounded off by a unique professional service and hosting portfolio.



Find out more about what MICROS-Retail can do for you

For more information about our Retail Software Solutions please contact us at eu-retail@micros.com.

About MICROS-Retail

MICROS-Retail, the retail solutions division of MICROS Systems, Inc., is a leading provider of comprehensive, best-in-class solutions for the worldwide retail and direct markets, enabling retailers to deliver on the customer experience while optimising operational efficiency across all channels. MICROS-Retail offers a full suite of solutions in a choice of deployment options. Java technology, rich functionality, support flexibility and successful experience in demanding environments explain why hundreds of retailers around the world rely on MICROS-Retail to strengthen their businesses and deliver results. MICROS-Retail software is installed globally in over 33,000 stores. Its analytic solutions process data at a corporate level for an additional 60,000 stores.

MICROS-FIDELIO GmbH

Europadamm 2-6

41460 Neuss

Germany

Phone: +49-(0)2131-137 0

Fax: +49-(0)2131-137 777

www.micros-retail.com

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