\Orchestrating a brighter world **NEC**

Comprehensive support. Total flexibility.

Available functions

MD Merchandise

HQ
- Dashboard
- Forecast
- Ordering (by item)
- Master maintenance
- Purchase management
- Inventory management
- Report and analysis

BO Back Office
- Dashboard
- Inspection
- Return
- Ordering (by store)
- Transfer
- Write-off
- Stock taking
- Cash management
- Report and analysis

POS
- Sales
- Promotion
- Return
- Price check
- Training mode
- Maintenance
- Discount
- Payment
- Settlement
- Journal reference

Mobility
- Ordering
- Return
- Transfer
- Price check
- Inspection
- Write-off
- Stock taking
- Price label request

CRM Available soon
- Customer management
- Promotion
- Point management
- Report

For more information on NEC DCMStar/ChainStore: info@dcmstar-cs.jp.nec.com
http://www.nec.com/ChainStore

NEC Global Enterprise Solutions for Retail

Corporate Headquarters (Japan)
NEC Corporation
www.nec.com

Cat No. G99-15090007E

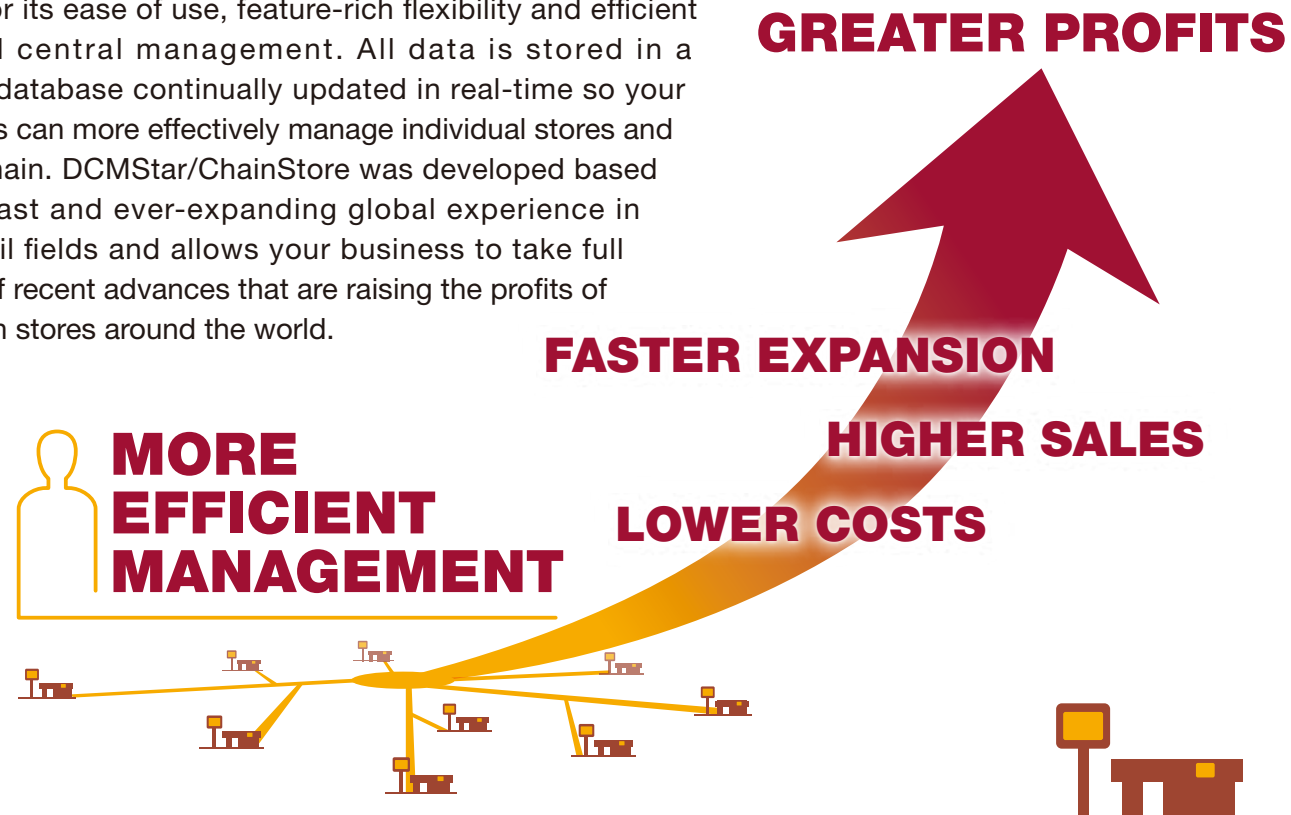Comprehensive retail solution

DCMStar ChainStore

DCMStar ChainStore

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Reap the many rewards of efficient chain management

NEC's comprehensive DCMStar/ChainStore retail solution is renowned for its ease of use, feature-rich flexibility and efficient web-based central management. All data is stored in a centralized database continually updated in real-time so your headquarters can more effectively manage individual stores and the entire chain. DCMStar/ChainStore was developed based on NEC's vast and ever-expanding global experience in various retail fields and allows your business to take full advantage of recent advances that are raising the profits of leading chain stores around the world.

GREATER PROFITS

FASTER EXPANSION

HIGHER SALES

LOWER COSTS

MORE EFFICIENT MANAGEMENT

Leading chain stores employ NEC retail solutions

Over **7,500** stores in China (3,000) and Taiwan (4,500)

Over **35,000** stores in Japan

Over **17,500** stores in Southeast Asia

Over **8,500** stores in North America

Over **12,500** stores in Latin America

For case studies, please visit http://www.nec.com/CaseStudy

Expand more rapidly

Swifter chain expansion
Chainwide standardization of efficient operations and easy monitoring by headquarters enable continuous improvement via PDCA cycle for increased growth and profitability.

Attractive merchandising
To ensure attractive merchandise is always on display, as well as prevent product shortages and excessive inventory, a new function displays the recommended number of products to order based on sales and inventory at each store rather than staff member estimates. Store personnel can also place orders via mobile devices while viewing merchandise on the sales floor.

Higher sales and greater loyalty
Various promotion features stimulate purchase intention, including discount promotions (bundle & mix, mix & match, etc.) and video displays. CRM functions* include point management and reports.
* Available soon

Manage more effectively

User-friendly operation
Even new employees can easily operate the user-friendly touch-panel POS interfaces with help and navigation functions. Barcode operation contributes to simple and accurate use for sales, ordering, receiving, stocktaking, etc.

Accurate monitoring and fraud prevention
Headquarters can monitor transactions, which are automatically tabulated and checked at the end of each shift and day. POS access can be limited via authorization functions, and the cause of suspected errors and fraud can easily be traced.

Solid expandable infrastructure*
NEC's infrastructure supports up to 1,000 stores, includes support for multiple currencies and languages, and makes it easy for your headquarters to monitor every store's operations.
* Available soon