

Unified retail software for fashion and footwear businesses

Get a clear and complete view of your locations, customers, inventory, and data with an end-to-end retail platform.

 **LS Central**



Unify your business with LS Central

Unify your processes

Control all your business processes, including purchasing, warehouses, CRM, sales in-store and online, distribution, franchises and financials, in one platform.

Unify your channels

Manage seasons, budgets, products, prices, financials, promotions, and customer loyalty for your physical locations and e-commerce from one central place.

Unify your viewpoint

Get a comprehensive view of your enterprise and of your customers by maintaining all your core business information in one, centralized database.

Ideal for:



Luxury fashion and accessories retailers



National and international chains



Sportswear and casualwear stores



Retailers who sell in physical and online stores



Designed for the fashion industry

- Get **all the in-depth industry functionality** you need, from seasonality management to merchandising budgets to complex promotions, and more.
- Manage **variants** and have a clear visibility of what items you have in stock or in transit, where, and in what quantities.
- Manage registration to **events**, like appointments with a personal stylist or new collection launch events, at any point of sale.

Centralized control

- Manage items and customers, and set prices, offers and promotions **centrally** for all your touchpoints online and in-store.
- Track your KPIs and let LS Central's **intelligent insights** help you make better business decisions.
- **Automate tasks** and eliminate manual work and human error.
- Run a successful fashion chain and scale easily to more stores and countries: LS Central is available in multiple languages and localizations, and it's **designed for growth**.

Make your employees' work easier

- Give your staff the **visibility** they need to deliver great service. At the POS, employees can easily see real-time information, such as stock availability, and order items.
- Empower staff to easily check product information, close sales, and perform critical back office and inventory tasks on **handheld devices**.
- Access real-time sales data, stock information, **reports and analytics** anywhere.

Put your customers at the center

- Offer great **omni-channel** experiences with online shopping, click & collect, and in-store returns.
- Increase return visits with **loyalty** programs and a wide variety of **personalized offers**, promotions, and coupons.
- Enhance your customer service with **relevant product suggestions** on the eCommerce site and in-store, at the POS.

Achieve optimal stock management

- Get a clear overview of the **sales history of each item**, including price changes, active offers, item profitability and estimated stock levels at the end of the season.
- Maintain **optimal inventory levels** with automated replenishment, and demand forecasting powered by artificial intelligence.
- Have clear visibility of what's available and where, and quickly **move or redistribute items** for optimal coverage and maximum sales.
- Assign **dimensions** to each item (for ex. color, size, style...) to improve inventory maintenance and fine-tune the reordering of variants.
- Get the right **stock coverage**. Find out how long stock will last in each store location, and understand which items are under- and overstocked.



LS Retail is a world-leading developer and provider of all-in-one business management software solutions built on Microsoft Dynamics 365 ERP. LS Retail is an Aptos company and plays a key role in their suite of unified software solutions.

www.LSRetail.com