



# iVend for Microsoft Dynamics 365 Business Central



# An Integrated Omnichannel Solution

*Designed for The Way Retailers Work Today*



Stand-out service and looking after loyal customers is key for retail businesses to compete in today in light of lofty customer demands. iVend Retail's technology suite delivers so much more than just a Point of Sale system. Transact, up-sell, and liaise with your customers using technology that seamlessly integrates stores, inventory and back office operations.

iVend Retail is the most complete out of the box omnichannel solution on the market today, covering everything from Point of Sale to back office to head office operations with integrated mobile POS, eCommerce, digital coupons, reporting and analytics and a customer loyalty program.



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OSCAR  
JACOBSON

As an own brand retail organisation disruption in the sales process in our flagship store was one of our biggest fears. We took a lot of time to analyse our needs and find the right retail solutions for Oscar Jacobson. The decision to migrate to the iVend Retail omnichannel solution has proven to be a success. The upgrade has been done smoothly to the new system and in a short timeframe

**- David Thunmarker, CEO, Oscar Jacobson**

# An Enterprise Class Solution



## OPTIMISED FOR OMNICHANNEL

A digital store platform for delivering connected shopping experiences across all sales channels



## SEAMLESS INTEGRATION TO DYNAMICS 365 BUSINESS CENTRAL

Future safe integrations utilizing AL programming language and interoperable iVend APIs



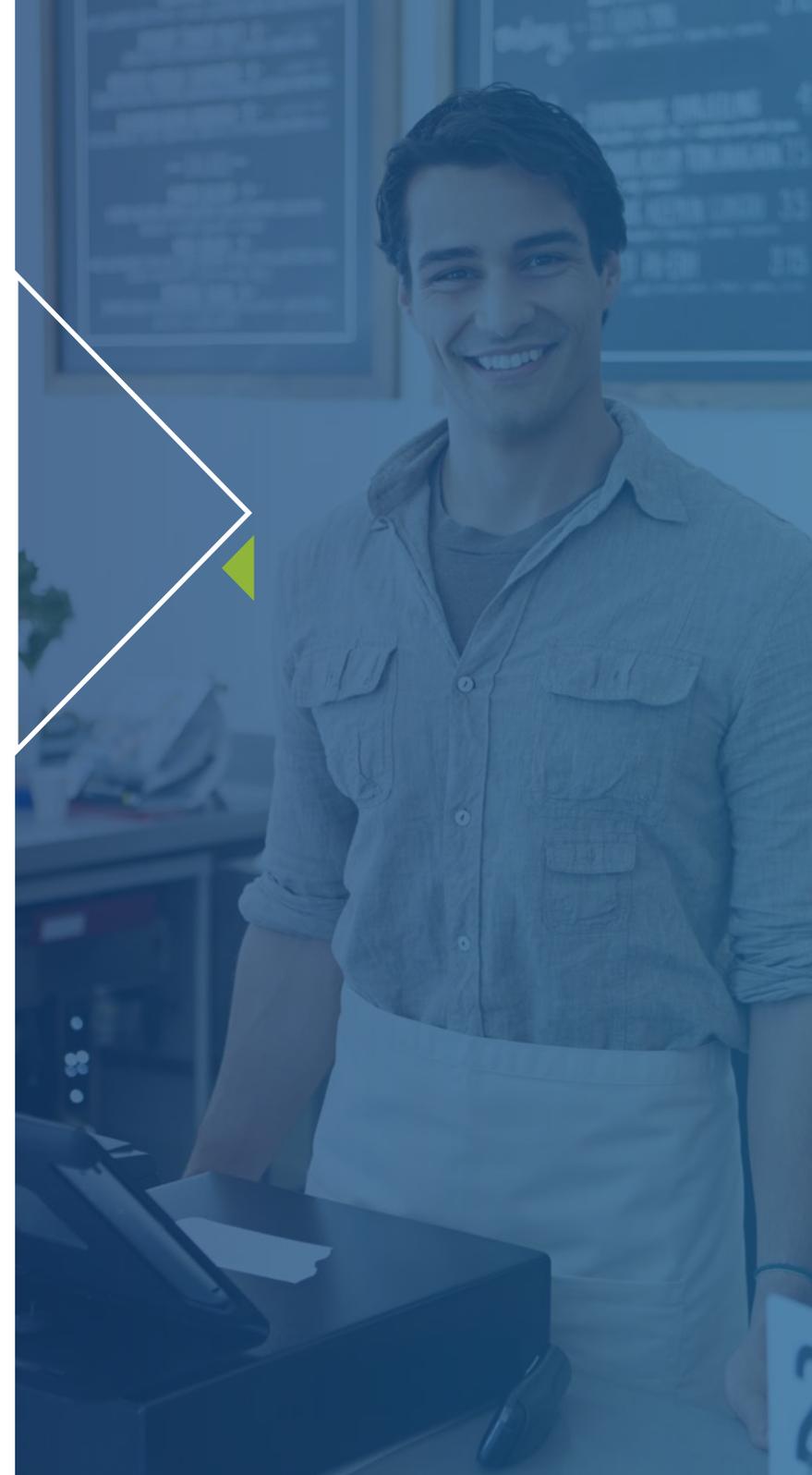
## HIGHLY SCALABLE

Software that will scale with your business from a single store to hundreds of stores across multiple geographies and currencies



## LOW TOTAL COST OF OWNERSHIP

An end-to-end software platform that is easy to use, deploy, and maintain as your business needs expand



# Markets We Serve

*Support for All Retail Verticals and Industries*



Fashion & Apparel



Footwear



Electronics



Building & Home  
Supplies



Furniture & Home  
Goods



Pharmaceutical



Hospitality



Optical



Sports & Outdoors



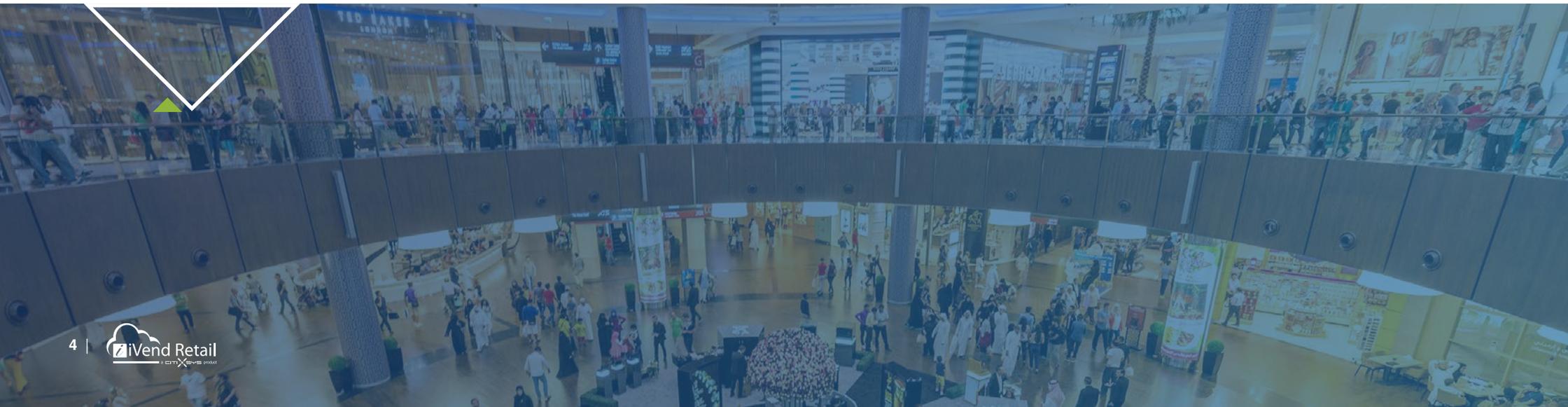
Specialty



Supermarket & Grocery



Book Stores



# Seamless Integration to Microsoft Dynamics 365 Business Central

The beauty of iVend Retail is its flexibility; the modules integrate across stores (online, pop-up or brick-and-mortar), mobile and remote operations to be configured for any size of retailer. iVend Retail tightly integrates with any standard business management solution through interoperable APIs to deliver a seamless retail experience and is engineered to take full advantage of the unique strengths of any ERP Solution.

## The iVend Retail & Microsoft Dynamics 365 Business Central Advantage

Dynamics 365 Business Central is an all-in-one business management solution that connects financials, sales, service, and operations data. Designed to be easy to use and adaptable, Dynamics 365 Business Central creates connected retail businesses and now integrated seamlessly with iVend Retail. The seamless integration between iVend Retail and Dynamics 365 Business Central positions retailers to *adopt omnichannel capabilities* with ease and provides end-to-end retail management with minimal manual intervention and streamlined functionality. Retailers can deliver great shopping experiences with an enterprise ready omnichannel solution that is more mobile, more digital and global.

- **Boost sales** – achieve sales objectives with a lower stock to sales ratio and to focus inventory where it is most needed with promotions management functionality and customer loyalty programs
- **Gain visibility** – access a single stream of data and easy to use contextual dashboards to enable more informed decision through automatic alerts, workflows, and response to key business events and customer needs.
- **Strengthen customer loyalty** – track all customer contacts and purchasing preferences; launch targeted promotions, offers, and personalized campaigns that keep customers coming back to buy more.



- **Anticipate customer demand** – analyze complete past transaction data to predict what customers will buy, check inventory availability in real time, and balance stock levels to match demand.
- **Optimize inventory management** – manage store's inventory level to match anticipated demand; track all stock items and movements with full visibility into real-time inventory availability.
- **Grow online presence and sales** – design and manage online stores and seamlessly integrate them with back-end inventory management, order processing, shipment tracking, and payment systems.
- **Streamline operations** – seamlessly integrate key in-store and head office business processes into a single, unified system thereby reducing the need to recapture or manually import data.

# iVend Retail and Microsoft Dynamics 365 Business Central Integration

The integration uses AL Programming and interoperable iVend APIs to create a retail landscape that utilizes the best practices in Microsoft Dynamics 365 Business Central for enterprise processes and extends them via iVend Retail across the retailer's operational ecosystem.

iVend Retail for Dynamics 365 Business Central allows the flexibility to integrate with an on-premises or cloud deployment and is configured with Dynamics 365 Business Central at the central location – typically the Head Office. In the cloud deployment mode, retail operations are connected to iVend Enterprise – the central Head Office component of iVend Retail – and to stores via an Internet connection. The application is designed so that even if Internet connectivity between the store and the Head Office is lost, stores can continue transacting. This is brought about by the failsafe replication of data across all stores and locations.



## Integrated Masters

### Bidirectional

- Item
- Item Substitution
- Item Charge
- Customer
- Vendor
- Manufacturer
- Shipping Agent
- Salesperson/Purchaser
- Country/Region
- Item Cross Reference

### Microsoft Dynamics 365 Business Central to iVend Retail

- Location
- Tax Posting Setup
- Production BOM
- BOM Component
- Currency
- Currency Exchange Rate
- Unit of Measure
- Item Unit of Measure
- Customer Price Group
- Customer Discount Group
- Item Discount Group
- Sales Price
- Purchase Price
- Sales Line Discount

### iVend Retail to Microsoft Dynamics 365 Business Central

- iVend Retail Tender

## Integrated Transactions

### POS Transactions

- Sale
- Special Order
- Sales Order Fulfillment
- Sale with Delivery Fulfillment
- Sale Refund
- Payments
- Gift Certificates
- Goods Receipt Purchase Order
- Goods Return
- Goods Issue
- Goods Receipt
- Stock Transfer Request
- Stock Transfer Shipment/ Receipt
- KIT Build/Break

### Periodic Transactions

- Till Variance
- Expense Posting

### Inventory Transactions

- Delivery
- Purchase Order

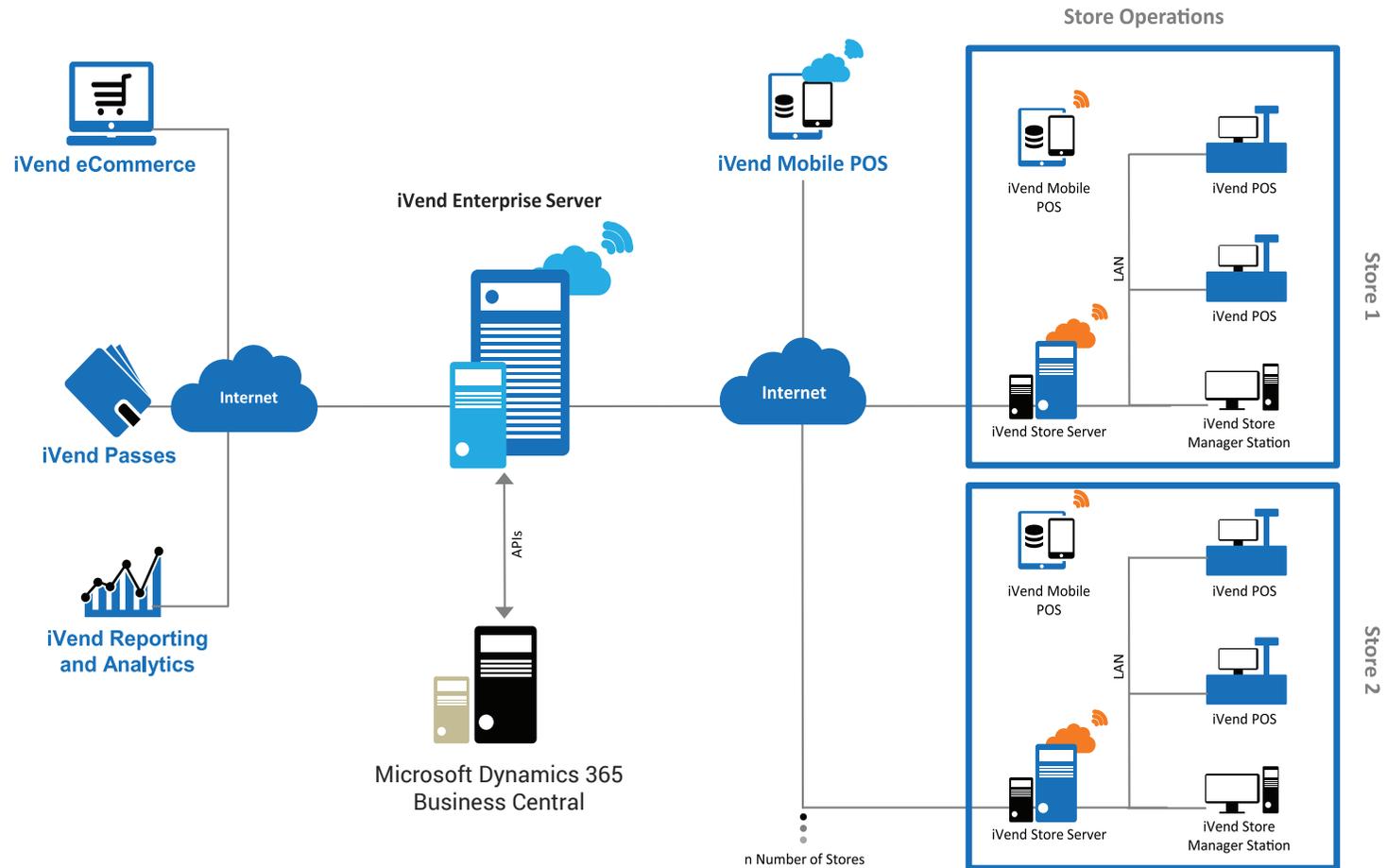
### Integration Extensibility

- Custom property integration
- Custom object integration

### Usability

- Browser interface included
- Priority Based Integration

# Integration Landscape



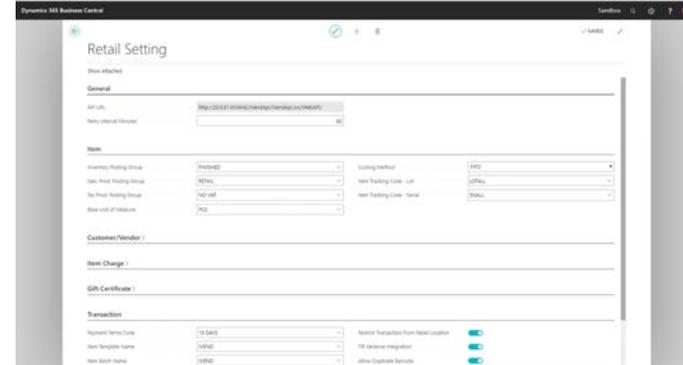
# Integration Setup

## iVend Setup



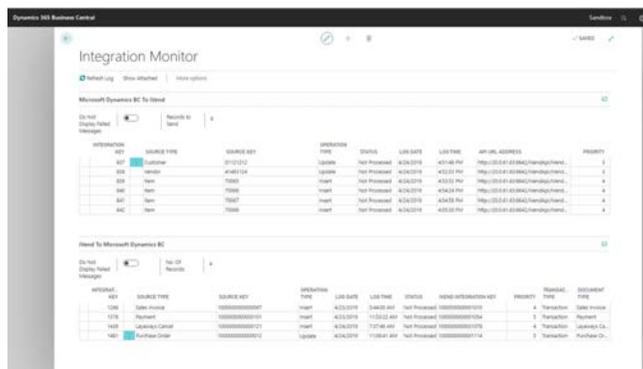
iVend Retail is setup with Microsoft Dynamics 365 Business Central using an intuitive wizard driven interface. The setup covers configuration of Posting Groups, Tenders, locations, transfer routes, etc.

## Retail Settings



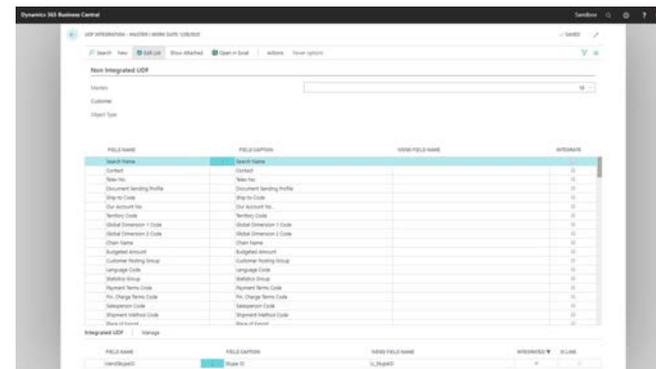
Retail settings assign default posting groups for Transactions, Items, Customer, Vendor, Item Charge, Gift Certificate, etc. integrating from iVend Retail to Microsoft Dynamics 365 Business Central. These settings ensure that correct financial entries are posted without any manual intervention.

## Integration Monitor



The integration monitor helps user to have a consolidated and real-time view of the integration status between iVend Retail and Microsoft Dynamics 365 Business Central. The integration monitor provides a very intuitive customized interface to debug and re-try failed events, if any occur.

## User Defined Fields Integration



User Defined Fields and User Defined Tables and User Defined Objects are integrated from Microsoft Dynamics 365 Business Central into iVend Retail. This window allows users to select the set of UDF, UDT and UDO that should be integrated with iVend Retail.

# iVend Enterprise

## *Putting Data at The Heart of Your Business Decisions*

Data drives success in omnichannel retailing; and the iVend Enterprise module is the central application controlling retailers' master data.

This module defines key statistics—including sales forecasting, replenishment planning, promotions, gift cards, loyalty schemes and more—and replicates information across the entire retail estate.

iVend Enterprise also collates transactions, such as sales, refunds, returns and store credits, to provide essential insights—particularly in two key areas:

### **Single Stock Pool**

- One view of stock availability and location for reduced inventory costs and increased customer satisfaction
- Replenishment recommendations based on core metrics
- Statistical forecasting based on industry practices
- Sophisticated price management and promotions engine

### **Connected Customer Experiences**

- Enterprise-wide loyalty programs that enables customer segmentation
- Supports digital loyalty scheme passes across all channels
- Assisted selling services available across all channels
- Cross-channel visibility of all customer incentives



# iVend Point of Sale (POS)

## *Fast, Dependable Point of Sale*

Time is a shopper's most valuable currency, and iVend POS delivers a fast, dependable Point of Sale application for quick and convenient customer transactions. Trusted by retailers in 85+ countries, iVend POS offers the choice of a touch-screen interface or easy-to-use keyboard, with minimal associate training required.

Execute quick transactions with custom branded, user-friendly terminal interfaces that work ONLINE and OFFLINE making your business never stop producing. Collect and manage customer details for more personalized service, fulfill click-and-collect transactions, improve promotion management with automated discounts, gift cards, integrated loyalty, eCommerce and more.

iVend POS enables retailers to maximize sales, gross margin and profits by achieving every possible sale using inventory anywhere in the retailer's network, even when it is a long way from the customer, maximizing customer satisfaction at the same time. The solution supports every possible customer path through the retailer's "system" with totally consistent approaches to promotions, customer returns and exchanges, earning and redemption of loyalty rewards, use of gift cards and electronic coupons.

### **Features:**

- Flexible configuration that's easy to implement globally
- Complete inventory visibility at the POS
- Payment processing with country-specific, integrated payment systems
- Customizable promotions execution and gift card functionality
- Online or offline functionality; not dependent on an internet connection



# iVend Mobile (mPOS)

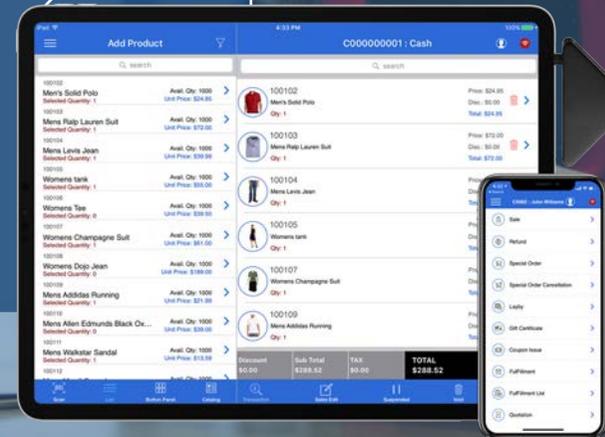
## Taking Service Directly to the Customer

Delivering on customer experience today means stepping out from behind a fixed checkout and serving your shoppers wherever they are. iVend mPOS facilitates flexible customer interactions with a fully functional Mobile POS running on iOS or Android platforms that enriches consumer interactions by giving store associates immediate access to all core point of sale and customer service functionality.

Empower store associates via any iOS or Android mobile device with access to all POS functions, so you can interact and transact with shoppers on the floor and process sales from anywhere in the store, or remotely. iVend mPOS can connect to a store server or to the enterprise server via the internet and can be configured for use outside the confines of the physical store and is ideal for pop-up stores or events such as markets, fairs and exhibitions.

### Features:

- iVend mPOS helps retailers reduce IT infrastructure costs for faster business expansion
- Works both in online and offline mode
- Shorten lines at the till during peak times, to help reduce abandoned purchases
- Access product and inventory information, product information and customer data
- Take service to your customer, not vice versa



# eCommerce Integration

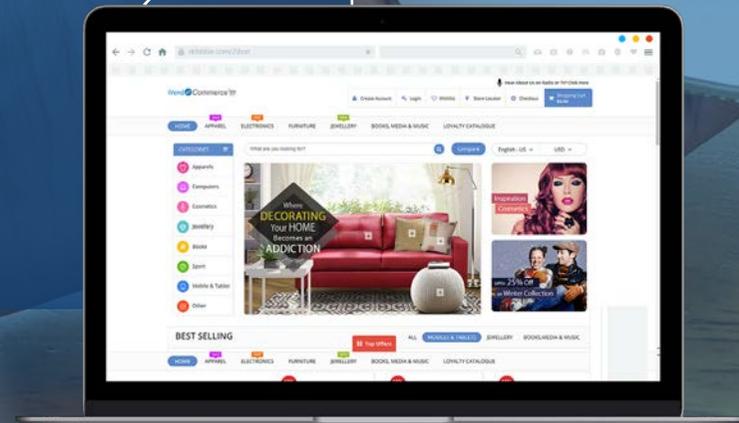
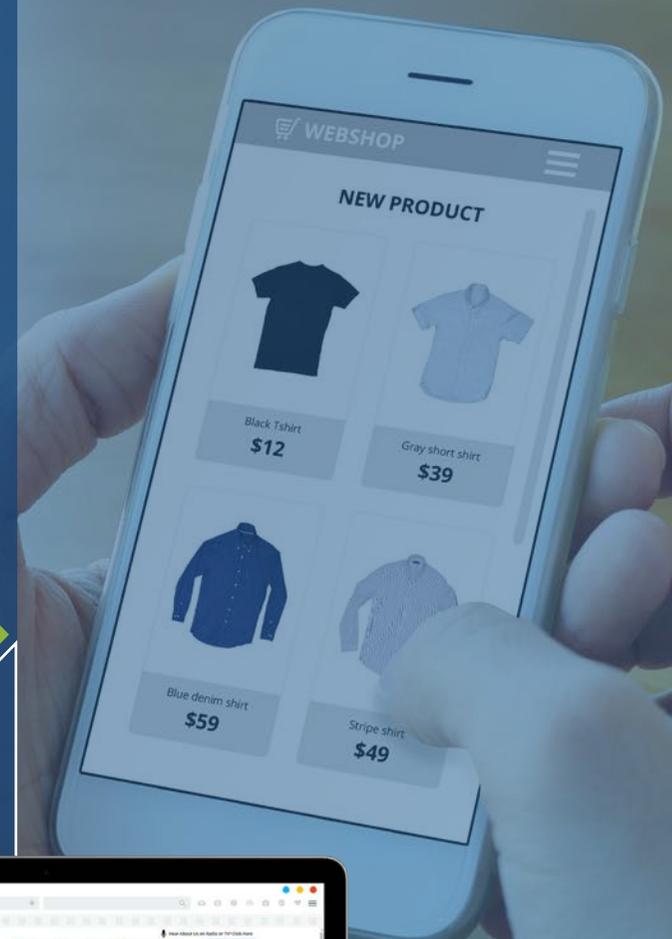
## *Sell to Anyone, Anywhere, Anytime*

The growth of online shopping seems unstoppable - especially now that mobile commerce is generating fresh revenue opportunities. However, an eCommerce platform can do more than drive direct sales. Easily open a new online store or upgrade your existing online infrastructure with advanced eCommerce features designed to increase sales and help you reach a wider audience

When integrated seamlessly with your brick-and-mortar stores all retail IT infrastructure works in harmony support the omnichannel customer journey at every touch-point.

### Features:

- iVend mPOS helps retailers reduce IT infrastructure costs for faster business expansion
- Works both in online and offline mode
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- Take service to your customer, not vice versa



# iVend Loyalty

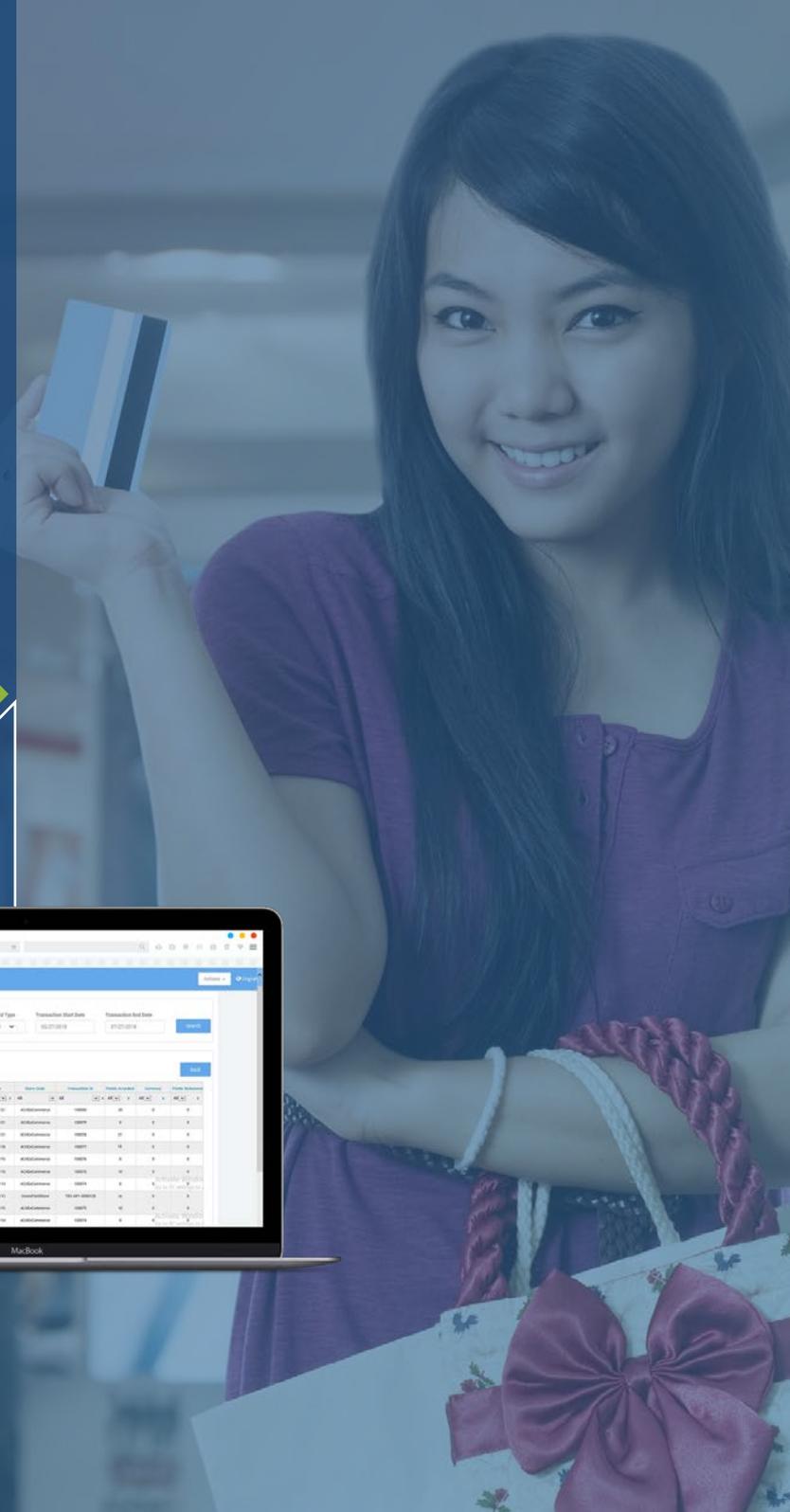
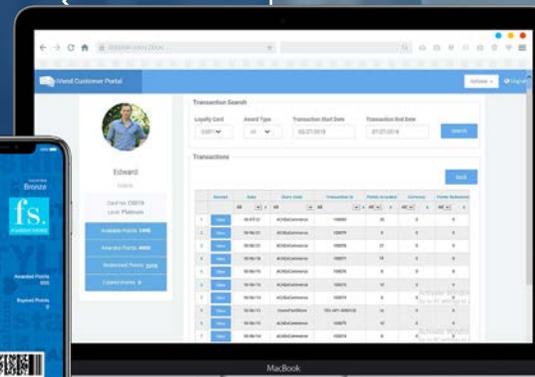
## Keep Customers Coming Back

True loyalty is based on shoppers' lifetime value to your business — not the cost of a single transaction. iVend Loyalty allows retailers to reward customers for the way they shop in all channels, in a way that builds long-term advocacy.

Develop a loyalty program to reward customer purchases and generate loyalty for your brand. iVend Loyalty is a flexible points and rewards platform available through physical or digital cards. iVend Loyalty provides the tools for retailers to develop deeper relationships with customers by leveraging purchase history and shopper preferences. iVend Loyalty allows retailers to structure programs to fit the business model, creating multiple incentives across all sales channels.

### Features:

- Develop flexible loyalty programs, configured around customer and product groups
- Increase targeting and timeliness of customer communications
- Incorporate service elements into loyalty schemes, not just points collection
- Create tiered levels of membership and automatically promote members according to a defined set of rules
- Capture customer data in all channels and use these insights to help drive long-term and lifetime customer value
- Customers can access their individual accounts via the iVend Loyalty portal, to review and redeem rewards — and can choose to provide more information for targeted offers



# iVend Passes

## *Building Loyalty Through The Device Consumers Can't Live Without*

Three quarters of consumers won't leave home without their smartphone, and it's becoming an increasingly important touch point in the retail journey. iVend Passes helps retailers capture attention and stay top-of-mind with a cloud-based subscription service designed to support a variety of marketing initiatives delivered directly to shoppers' mobile phones. Offer coupons, tailored offers, gift certificates and loyalty cards, digitally, on iOS or Android mobile devices with integrated geo-marketing capabilities. Market to your customers in more imaginative ways and at a lower cost.

iVend Passes is a cloud-based subscription service designed to support a variety of marketing initiatives to shoppers' mobile phones:

### Features:

- Electronically distribute loyalty cards, gift cards, coupons and passes to consumers
- Create your own digital cards and coupons to customize rewards schemes
- Enable customers to collect and redeem points across all channels, from a single location
- Connect more effectively with consumers in an environment-friendly manner



# iVend Reporting and Analytics

## Actionable Insights into Business Performance

Access business intelligence reports delivered on a single online dashboard that give you a 365° view of your enterprise to help you drive maximum return on investment.

Instantly generate customized reports or utilize 50+ pre-built reports with at-a-glance and drill-down views of your most important KPIs. Gain tactical insights to make faster and more effective decisions. iVend Reporting and Analytics can be viewed on-the-go from any iOS or Android device, giving your operations and leadership teams visibility into the sales and inventory data they need, when and where they need it. Put your data to work for you to make more informed decisions and optimize the success of your retail organization.

### Features:

- Review the performance of products, product groups, customers, customer groups, promotions, channels and much more
- Quickly create reports that can be shared across the business to enable positive change
- Choose between standard and custom reporting tools for tailored feedback



# iVend Extensibility

The iVend Retail software platform is designed to allow for significant extension of its capabilities, without major rewriting of code or changes in its basic architecture. iVend Extensibility provides an Add-on framework to facilitate programmers to enhance and extend the business logic of the application to accommodate new business requirements due to changing business requirements and the need for certain enhancements.



- Extend UI (User Interface) Layer, Business Logic, and Business Rules
- Create User Defined Fields (UDF) and User Defined Tables (UDT)
- Override events easily for most of the application activities
- Publish Add-ons at the store level and prioritize execution
- Access iVend DB Context for SQL Queries execution
- Leverage a rich API functionality that can be integrated with any standard ERP
- Integrate with any third party Payment Processor



# iVend Hospitality

## Designed to Optimise Your Food & Beverage Operations

iVend Hospitality provides a flexible and easy-to-use POS system to manage front of house operations, including split and partial bills, table management, servers, reservations and orders. Efficiently communicate with the kitchen to ensure correct and speedy customer order preparation. iVend Hospitality includes many advanced features such as Kitchen Order Tickets (KOT), KDS system integration, recipe and meal plan management.

iVend Hospitality is a fully integrated, restaurant management solution with a multilingual POS system designed to cater to the unique requirements of restaurants, bars, nightclubs and cafes of all sizes. The solution will improve your guest's appreciation and loyalty, reduce order and checkout times, create menu flexibility, decrease operational costs and allow you to focus on crafting a more unique dining experience.



AT THE TABLE



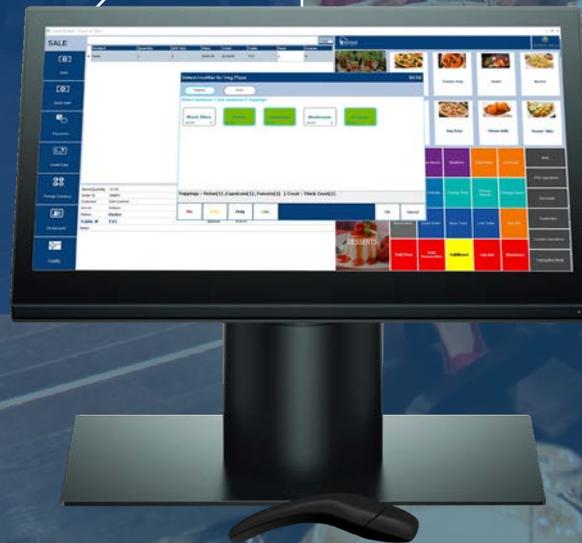
IN THE AISLE



ON THE ROAD



IN THE FIELD



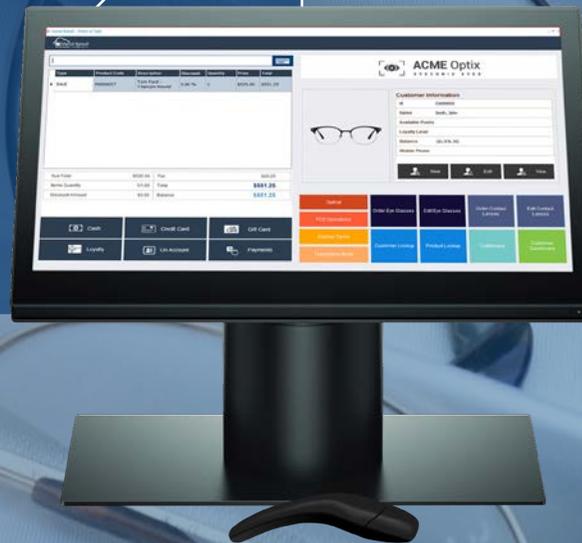
# iVend Optical

## Complete Optical Point-of-Sale Software

iVend Optical is an industry vertical solution on the iVend Retail management suite designed for Retail Optical shops, Optometry Practices (with or without a retail dispensary), Retail sunglass stores and Ophthalmology clinics (selling RX eyewear).

Developed by a leading provider of software solutions, iVend Optical presents easy to use tools to manage optical Point-of-Sale, frame and contact lens inventory, and business development activities. iVend Optical seamlessly integrates all business processes from the POS at store to the planners at the Head Office lowering the overall cost of operations and simplifying expansion to help your business bring the bottom line into focus with increased profitability.

iVend Optical is intuitive to work with, even for non-technical roles, providing store owners with visibility into product and store performance, schedule and manage appointments with patient notifications, and allows retailers to easily distribute targeted customer promotions.



# Grow Your Retail Business with iVend Retail

Providing a connected experience is perhaps the biggest challenge facing retailers today. Customers are driving change in the retail industry by demanding the flexibility to research anywhere, buy anywhere and, if necessary, return goods anywhere. As we look towards the future, the speed of change within retail will continue to increase — bringing new challenges and opportunities for retailers to tackle.

iVend Retail helps meet the demands of omnichannel, with modules focused on all aspects of the physical store and digital commerce. We help retailers strike a balance between delivering exceptional, cross-channel shopping experiences, and having the operational insights to do so profitably

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We implemented iVend Retail alongside SAP Business One to address a total lack of inventory information. As a result, we gained inventory visibility that allows us to educate customers on product quality, view sales every day at each store in real-time and track our best performing stores. Most importantly, we can open new stores with the right materials and staffing in record time.

- David Miller, CEO & President, Goodwill Industries

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Duty Free City

With growth plans for our airport stores, we believe that expanding our utilization of mobile technology and leveraging the omnichannel capabilities of the iVend Retail suite will help us to increase store foot traffic and connect with our existing and potential customers while on layovers.

- Philippe Dray, CEO, Duty Free City

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I've worked with many support partners on many solutions, and without hesitation, I can say CitiXsys has met my expectations in areas where many previous 'support' partners haven't. They take an interest in your business processes and don't expect you to compromise for the sake of the product. If you are not happy in an area that you feel has not met your expectation, they will act to remedy it at once, taking the approach that if one client wants this today, it will most likely be another client expecting it tomorrow. Remote support is no issue; it is like they are on your doorstep anyhow.

- Glenn Callegari, Managing Director, Hillzeez

MID-SEASON  
SPECIAL

# Want to see if iVend Retail integrated with Microsoft Dynamics 365 Business Central is right for you?

Contact us today to learn how our professionals can support your plans to grow.



## About iVend Retail

iVend Retail by CitiXsys is a global provider of integrated omnichannel solutions for retail and hospitality chains. Our software solutions integrate vital systems to produce a flawless ecosystem where data flows instantly and freely, with minimal IT investment. Designed to provide exceptional customer experiences throughout the entire shopper and dining journey, iVend Retail solutions for point of sale, loyalty, eCommerce, digital passes, analytics and mobility increase revenue, improve customer retention, and bring in new business, all while lowering your operating costs. Our suite of solutions is available through a worldwide distribution network of certified partners. For more information about iVend Retail, [www.ivend.com](http://www.ivend.com) or email us at [sales@citixsys.com](mailto:sales@citixsys.com).



**CitiXsys - iVend Retail**

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