



Gold
Microsoft Partner



LS Central

The Unified Commerce Platform for
Retail and Food Operations



A Retail-Friendly Solution

The search for an easy-to-use, unified commerce retail platform that gives you what you need is officially over. With LS Central, you can enjoy comprehensive and detailed views into your business wherever you are, at a click of a button.

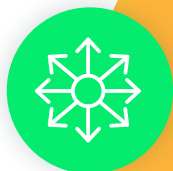
Built on the globally-trusted Microsoft Dynamics 365 Business Central platform, LS Central gives the power back to your back room and head office teams, allowing complete control of all business processes – from purchasing to warehousing, distribution, marketing, in-store sales, financials and franchise data – from a single platform.

Complete, end-to-end
retail solution



Manage your
whole business
from one
software
platform

Centralised
management
& visibility



Low cost of
ownership



Unified
commerce



Flexible-On-premises,
Cloud, Hybrid



Thanks to the power of Microsoft Azure, you can run LS Central on-premises, in the Cloud or as a hybrid solution. The software fits into your business IT strategy and shifts with any strategic changes you might make in the future with ease.



WHY YOU WILL LOVE LS Central



EMPOWER EMPLOYEES

- Enable staff to find the information they need quickly and easily with role-based views
- Create interest for your customers with AI-powered product recommendations at the POS (Point-of-sale)
- Allow staff to give customers all the information they need, close sales and perform inventory tasks anywhere in store



EXCITE YOUR CUSTOMERS

- Entice customers with current and personalised offers and product recommendations across all your touchpoints (POS, promotions, newsletters)
- Give customers a smooth shopping journey with a consistent look and feel, no matter the channel.
- Create and run loyalty programmes that reward consumers across all channels.



MITIGATE RISK

- Staff can access business data in real-time and make timely, informed decisions.
- Reduce manual work and mistakes associated with retail operations by relying on the system's automations.
- Easily track the KPIs of individual stores and your entire business with advanced Business Intelligence tools.



FOR LOCAL AND INTERNATIONAL RETAILERS

- Unify your business processes across channels, industries and regions into one platform for real-time overviews.
- Set up the system to comply with different legal and fiscal requirements across the world with ease.
- Centrally manage pricing, items, campaigns, offers and promotions.

Free Your Business From Retail Challenges

Because we understand every business is unique and increasing the trolley size of your customers' purchases is one of your top priorities, it makes sense to have your business and employees more than ready to make this happen thanks to LS Central.

With LS Central, you can:

- **Improve Control:** With profit/loss analysis, streamlined processes, item flow and improved data recording.
- **Create Sales Opportunities:** With loyalty memberships, marketing campaigns, scalability and flexibility.
- **Reduce System Complexity:** Combine accounting and operations, enjoy consistent data, reduced system management costs and integration with various databases.
- **Reduce Costs:** With inventory replenishment and management, as well as staff management.
- **Change Consumer Behaviour:** Keep them always online and more informed.

In light of the ever-changing behaviour of consumers and an increase in touchpoints, your retail business has to be adaptable and keep up with new trends. LS Omni is made for businesses that are gearing up to be exactly that, offering customers a unified brand experience by shopping both in-store and online.

There are endless benefits to be enjoyed, for both your business and customers:

- **Efficient inventory control**
- **Click and Collect shopping**
- **Multi-channel loyalty schemes**
- **Complete integration of web, mobile and in-store services**
- **24/7 product availability via the e-commerce portal and mobile app**
- **Increased foot traffic to your outlets via the app's store locator**



Why Choose Us?

YOUR TRANSFORMATIONAL EXPERTS WITH 25 YEARS OF EXPERIENCE

We have been transforming the organisational landscape and enriching our customers' lives digitally for over 25 years, with more than 150 customers across the breadth of Africa benefiting from our services. We have selected the very best transformational tools and technologies that - together with our experience digitally - unleash the power of your existing and new technologies, and processes.

MOST EXPERIENCED MICROSOFT DYNAMICS COMPANY IN AFRICA

We have completed a host of projects; from full implementations and upgrades to advanced functionality, we have endured as the technology partner of choice with our clients.

PROUDLY SOUTH AFRICAN

Born and bred in South Africa, we understand the unique challenges of running a successful business in our country, and have developed software and services specifically tailored to our local market.

SUPPORT

Our team of experts are there to provide you and your team with the necessary training so that you can enjoy the full benefits of your new solution. Our support team will also be available 24/7/365 to ensure that you're always up and running.*

* Dependent on your requirements outlined in your SLA agreement.



About Braintree

Braintree have significant consulting and product capability, including Dynamics ERP, CRM, SharePoint, and Office 365. We are the largest Microsoft Dynamics company in Africa with over 25 years of successful implementations experience.

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About Vox

Innovation and insight combine in Vox, a market leading end-to-end integrated ICT and infrastructure provider and telecommunications company. From data to voice, as well as cloud, business collaboration and conferencing tools, Vox offers intelligent solutions that connects South Africans to the world, supporting entrepreneurs, customers and commerce, whilst practicing values of integrity, choice and service excellence in all of its dealings.