



## Microsoft Dynamics Customer Solution Case Study



## New West Technologies Will Rock You Mobile POS – Ready When You Are, Where You Are

### Overview

**Country or Region:** U.S. and Canada

**Industry:** Retail Management Systems

#### Customer Profile

Teen Mania has 17 years of proven history pointing teens in the direction of faith, integrity, vision, and excellence. The organization conducts 387 live events per year, reaching 1,517,000 teens. Its weekly television programs reach 1.2 million viewers each month, and the Web site hosts 100,000 unique users per month.

#### Business Situation

This Christian-based organization travels from city-to-city setting up concert venues drawing up to 8,000 attendees per location. At the events they sell various products such as t-shirts, hats, CDs, and more. Prior to implementation of New West Technologies Mobile POS and Microsoft Windows Pocket PC, the organization suffered from a lack of consistent inventory control and accountability. These same challenges are encountered by many SMBs, including wine makers, speaker associations, event promoters, field service, and festival vendors.

#### Solution

Microsoft Retail Management System Store Operations  
Microsoft Retail Management System Headquarters  
New West Technologies Mobile POS  
New West Technologies Mobile POS Suite

*“Microsoft Windows Mobile devices help New West Technologies rock the retail industry. As the demand for mobility continues to expand, the availability of mobile Point of Sale (POS) to small and medium business (SMB) becomes more readily available. We’re proud to stand tall next to Microsoft as its 2006 Partner of the Year in Retail Excellence.”*

Dan King, , President, New West Technologies

New West Technologies is an innovative leader integrating retail POS software solutions and Microsoft Retail Management System (RMS). Since 1992, New West Technologies has created real world solutions geared toward making technology easy to use, efficient, and practical for everyday people. With Microsoft Business Solutions Retail Management System and New West Technologies Mobile Point-of-Sale system, users can tender sales without a physical cash register. The Mobile POS takes the place of the cash register, creating a mobile retail lane.

Affordability of cutting edge technology, such as the Mobile POS from New West Technologies, is no longer limited to enterprise corporations and large retail-box companies. New West Technologies is leading the industry in developing a variety of new and innovative retail solutions for the independent retailer. No other solution offers real-time wireless and mobile credit card processing, inventory control, and sales management at a price point affordable to retailers of any size.

Based in Portland, Oregon, New West Technologies is a Microsoft Gold Certified Partner with competencies in Mobility Solutions, ISV Software Solutions, Microsoft Business Solutions, Networking Infrastructure Solutions, Information Worker Solutions, and OEM Hardware Solutions.

Microsoft Windows mobile retail management solutions help New West Technologies' customers access the information retailers need when they want it, where they want it, on a device uniquely suited to their business.



Microsoft Dynamics™

“Small and medium sized retail operations now have the opportunity to obtain the technology that large retail chains have; at a scale they can use and a price they can afford. Mobility is the turning point in the battle between retail giants and small business, and small business suddenly has an edge.”

Dan King, President  
New West Technologies



Dan King, President  
New West Technologies

## Situation

Prior to mobile technology, independent retailers were severely limited in their ability to reap the competitive benefits available to large retailers from existing retail management systems. These businesses faced the additional challenges of remote, temporary venues; short-term, fast-paced windows-of-sales (from one hour to two days); and virtually no opportunity for sales training. SMB retailers have resorted to manual-swipe credit card machines, cash-only transactions, eyeballing-it inventory counts, and hand-held calculators for tabulating sales tax. As a result, these businesses were unable to handle large volumes of transactions; receive credit card authorizations and payments quickly; address inventory control issues; or make informed retail management decisions.

The introduction of mobile, wireless technology into the retail market has eliminated the technology chasm separating large retailers from SMB competitors. The New West Technologies Mobile solution provides independent retailers with the essential tools to take their goods and services directly to consumers, while streamlining workflow and inventory management. With New West Technologies Mobile POS Suite, transactions are tendered through a handheld device, authorizing credit cards on the spot, capturing the customer's signature and printing a receipt via a wireless printer carried on the hip of the cashier. For cash transactions, the Mobile POS calculates change, which is also printed on the receipt. The entire transaction is transmitted in real-time

(from the Mobile POS device) automatically updating the inventory system with accurate inventory counts. New West's complete solution also manages purchase orders, quotes, inter-store transfers, and other important inventory management functions.

Mobile solutions eliminate the retail challenges of:

- Lost sales opportunities due to inventory shortages, resulting from a lack of monitoring, human error in counting, shrinkage, and peak season floor space availability
- Increased Days Sales Outstanding between the sales transaction, credit card processing, and credit card merchant payment
- Lost revenue and merchandise resulting from failed credit card transactions, discovered days after the sale
- Lost sales and customer satisfaction, from inability to serve customers immediately

## Solution

While simultaneously reducing overhead costs and improving customer service, New West Technologies Mobile POS system enables vendors of all types to complete retail transactions from any location with wireless access.

Only with the New West Technologies Mobile POS Suite can retailers, using a handheld device equipped with Microsoft Windows Pocket PC operating system, scan or key-in an item SKU, tender the sale, provide a

## Solution Benefits:

- Increase customer satisfaction
- Increase sales
- Integrate RMS Items, Reports, and Customers
- Instantaneous credit card authorizations
- Capture and print digital signatures
- Quick customer check out
- Access to intelligent data, supporting intelligent decision-making
- Fraud protection
- Expand competitive advantage
- Ease of use, requiring minimal training to use



printed receipt, and review inventory levels in real time.

With Microsoft RMS Store Operations, Microsoft RMS Headquarters, and the New West Technologies Mobile POS Suite and Mobile POS, New West Technologies makes mobile realization POSSible.

Microsoft and New West Technologies solutions give SMB retailers' power over data management and the ability to gain a business advantage from accurate, real-time inventory and sales reporting. RMS and Mobile POS solutions from New West Technologies and Microsoft enhance a retailer's competitiveness by introducing technology that routinely and rapidly reveals the business opportunities hidden within store data. With the Mobile POS solution, users have immediate access to a greater amount of more accurate data. Traditionally, this information was only available through in-store systems. As a result, SMB retailers gain greater visibility into potential outages, shrinkage, or slow moving inventory. The bottom line for retailers – large or small – is the sooner they have information, the faster they can recover and create informed solutions. The New West Technologies Mobile POS solution provides retailers on the spot information, ensuring improved inventory management, creating better customer service, and increasing sales opportunities.

**New West Mobile POS** lets users authorize, capture, invoice, and tender transactions with one touch. Credit card processing is quick, accurate, and secure, while offering the convenience for various bill

denominations when tendering manual cash transactions.

**Mobile POS Suite** provides complete inventory management with real time updating. The Orders screen lets users create and edit different orders for customers based on their needs. Integrated RMS Reporting generates custom reports through an existing customized reporting tool. And the RMS Label Designer leverages the most mainstream wireless and barcode technology for all label printers and stock.

## Customer Success Story

Teen Mania was introduced to New West Technologies through a Webinar. The company saw an immediate advantage of the New West solution.

### Prior to New West Technologies

Teen Mania was selling gift items at more than 380 live events per year. The company was experiencing:

- Difficulty in setting up a dynamic Point-of-Sale system that met their aggressive travel schedules
- Duplicate entries due to lack of training
- Poor Customer Service
- Increased costs due to manual labor requirements
- Inability to make precise management decisions based on inaccurate inventory and sales reporting
- Lost sales due to inability to process sales quickly

“New West Technologies made an immediate impact on Teen Mania’s bottom line. New West implemented the solution and trained our employees in a matter of weeks. As a result, we were seeing a return on our investment immediately. The system allows us the freedom to train weekly volunteers on pricing, discounts, and specials with ease.”

Lorrie Hatfield  
Merchandise Manager  
Teen Mania

### **After Implementing the New West Technologies**

The New West Technologies solution significantly improved Teen Mania’s core business, resulting in:

- Streamlined inventory control
- Reduced or eliminated data entry
- Human error reduction
- Reduced administrative costs
- Streamlined administrative processes
- Loss prevention
- Easily transportable registers
- Increased productivity
- Increased customer satisfaction through a versatile experience
- Ability to provide high speed credit card transactions
- Availability of Accurate Data

### **The New West Competitive Advantage**

While it’s true there is no other solution that offers real-time wireless and mobile credit card processing, inventory control, and sales management, it’s the people of New West Technologies that make the solutions completely unique. We pride ourselves on our ability to build strong relationships with our clients. We care about them and their business. New West Technologies erases the traditional boundary lines between service provider and customer. With New West Technologies, we are working together to solve the customer’s business challenges in the best way possible.

### **POS Platforms**

After careful research, testing, and consideration, New West Technologies has concluded that the best Point-of-Sale systems available come from Microsoft. Known across the retail market as the most robust and stable POS systems, New West Technologies is proud to support the following POS software platforms:

#### **Microsoft POS**

A lightweight POS software terminal for the business whose needs are minimal or entry level. Microsoft POS addresses the most fundamental needs of a developing business.

#### **Microsoft Retail Management System (RMS)**

Microsoft RMS comes in two offerings based on the level of operation your business runs. Store Operations manages the physical retail establishment, from single stores to large chains. Headquarters empowers business owners with the ability to manage multiple stores with ease, featuring custom chain reporting tools, inventory rollout, and more

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about New West Technologies, call (503)-235-4656 or visit the Web site at: [www.newestech.com](http://www.newestech.com)

## Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: [www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

## Software and Services

- Microsoft Dynamics
  - Microsoft CRM
- Microsoft Outlook 2003
- Windows Mobile 5
- Pocket PC
- Microsoft SQL Server 2005
- Technologies
  - Microsoft .NET Framework

© 2006 Microsoft Corporation. All rights reserved. This case study is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY. Microsoft, Great Plains, Microsoft Dynamics and Outlook are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Document published September 2006

**Microsoft®**