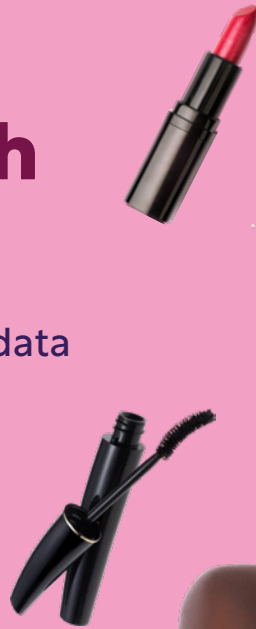


Unified retail software for health and beauty stores

One system to see all your business data and manage products and services.



Make customers happy with the perfect stock mix, successful promotions, and personal service, online and in person.

Unify your processes

Gain full control of your business processes front to back, from POS to ERP, to inventory, to franchises and distribution.

Unify your channels

Set prices, manage inventory, create new promotions and offers within one software, and distribute them to all your physical locations and eCommerce.

Unify your information

Have all information about your enterprise and customers in one, centralized database, and easily access your data whenever you need it.

Ideal for:



Health and beauty and skincare stores



Stores with makeup artists and wellness services



National and international retail chains



Centralized control

- Set, manage, and optimize prices, offers and promotions across your entire product portfolio in **one central place**, for all your touchpoints.
- Follow up on your **KPIs** and gain insights from LS Central's reporting and analytics tools, for fast, effective decision-making.
- **Automate processes** to eliminate errors and increase efficiency.
- Scale your business and add new stores easily. The software is available in multiple **languages and localizations**.

Deliver a superior customer experience

- Strengthen **customer loyalty** using points, rewards, personalized offers, and communications.
- Create a wide array of **promotions and discounts**, and push them to all touchpoints, online or in-store.
- Analyze the impact of your campaigns and offers as they are happening, and improve **marketing performance**.
- Increase basket size by providing relevant **product recommendations** unique to each customer, at the POS and online.

Have the right assortment of products

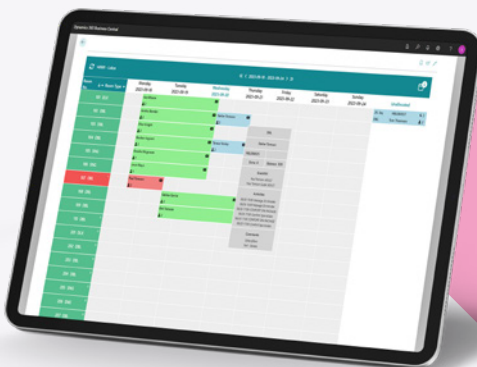
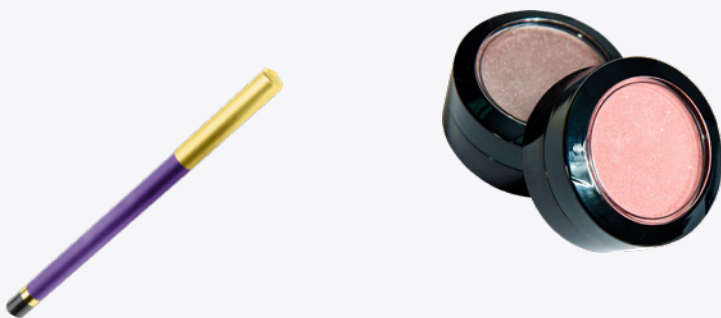
- Reduce the risk of out-of-stock and overstock. LS Central helps you plan what to buy based on historical sales, for **optimal stock coverage**.
- Reduce manual work and maximize stock availability with **automated replenishment**.
- Simplify stock distribution with **intelligent item allocation** and **redistribution** across your chain.
- Use artificial intelligence to analyze selling patterns, identify top-selling items and **forecast demand** in your store network.

Designed for the health and beauty industry

- Gain insights into your customer data and provide **personalized** service.
- Increase **customer satisfaction** by having the right products available at the right time.
- Sell **services** like massages and manage **bookings**, like appointments with a beauty expert or seats to a make-up course, directly at the POS.

Unite online and in-store experiences

- Give your customers the ability to view **product availability** in real time.
- Let customers **buy and receive** products as they prefer.
- Make it easy for your customers to **return or exchange** items purchased online or in stores.



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