






Comprehensive support. Total flexibility.

Available functions			
MD Merchandise	HQ 	<ul style="list-style-type: none"><li>• Dashboard</li><li>• Forecast</li><li>• Ordering (by item)</li><li>• Master maintenance</li></ul>	<ul style="list-style-type: none"><li>• Purchase management</li><li>• Inventory management</li><li>• Report and analysis</li></ul>
	BO Back Office 	<ul style="list-style-type: none"><li>• Dashboard</li><li>• Inspection</li><li>• Return</li><li>• Ordering (by store)</li><li>• Transfer</li></ul>	<ul style="list-style-type: none"><li>• Write-off</li><li>• Stock taking</li><li>• Cash management</li><li>• Report and analysis</li></ul>
POS 		<ul style="list-style-type: none"><li>• Sales</li><li>• Promotion</li><li>• Return</li><li>• Price check</li><li>• Training mode</li></ul>	<ul style="list-style-type: none"><li>• Maintenance</li><li>• Discount</li><li>• Payment</li><li>• Settlement</li><li>• Journal reference</li></ul>
Mobility 		<ul style="list-style-type: none"><li>• Ordering</li><li>• Return</li><li>• Transfer</li><li>• Price check</li></ul>	<ul style="list-style-type: none"><li>• Inspection</li><li>• Write-off</li><li>• Stock taking</li></ul>
CRM  <small>Available soon</small>		<ul style="list-style-type: none"><li>• Customer management</li><li>• Promotion</li></ul>	<ul style="list-style-type: none"><li>• Point management</li><li>• Report</li></ul>



For more information on NEC DCMStar/ChainStore: [info@dcmstar-cs.jp.nec.com](mailto:info@dcmstar-cs.jp.nec.com)  
<http://www.nec.com/ChainStore>

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[www.nec.com](http://www.nec.com)

Comprehensive retail solution  
**DCMStar**  
ChainStore

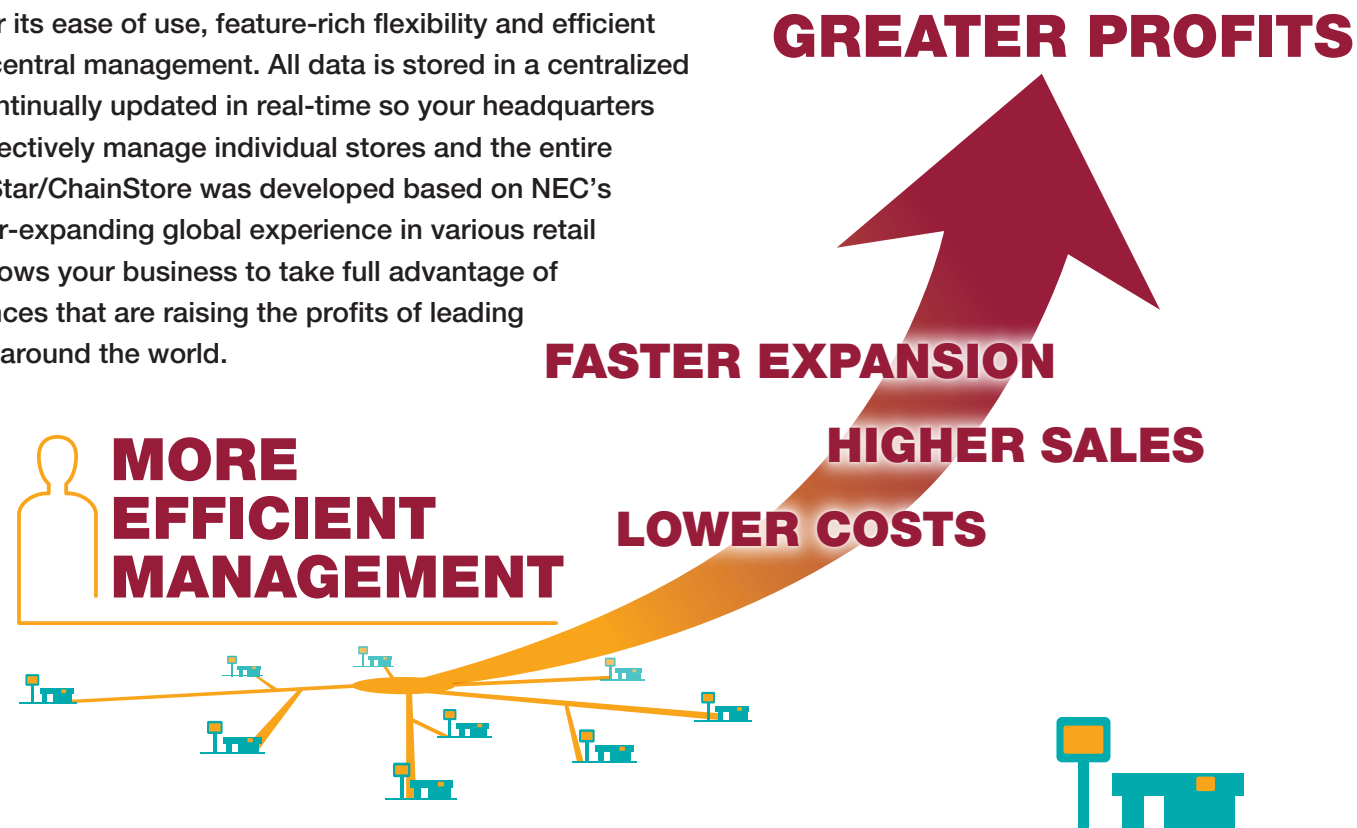


A proven formula  
for success



# Reap the many rewards of efficient chain management

NEC's comprehensive DCMStar/ChainStore retail solution is renowned for its ease of use, feature-rich flexibility and efficient web-based central management. All data is stored in a centralized database continually updated in real-time so your headquarters can more effectively manage individual stores and the entire chain. DCMStar/ChainStore was developed based on NEC's vast and ever-expanding global experience in various retail fields and allows your business to take full advantage of recent advances that are raising the profits of leading chain stores around the world.



## Leading chain stores employ NEC retail solutions



For case studies, please visit <http://www.nec.com/CaseStudy>

## Expand more rapidly

### Swifter chain expansion

Chainwide standardization of efficient operations and easy monitoring by headquarters enable continuous improvement via PDCA cycle for increased growth and profitability.



### Attractive merchandising

To ensure attractive merchandise is always on display, as well as prevent product shortages and excessive inventory, a new function displays the recommended number of products to order based on sales and inventory at each store rather than staff member estimates. Store personnel can also place orders via mobile devices while viewing merchandise on the sales floor.



### Higher sales and greater loyalty

Various promotion features stimulate purchase intention, including discount promotions (bundle & mix, mix & match, etc.) and video displays. CRM functions\* include point management and reports.

\* Available soon



## Manage more effectively

### User-friendly operation

Even new employees can easily operate the user-friendly touch-panel POS interfaces with help and navigation functions. Barcode operation contributes to simple and accurate use for sales, ordering, receiving, stocktaking, etc.



### Accurate monitoring and fraud prevention

Headquarters can monitor transactions, which are automatically tabulated and checked at the end of each shift and day. POS access can be limited via authorization functions, and the cause of suspected errors and fraud can easily be traced.



### Solid expandable infrastructure\*

NEC's infrastructure supports up to 1,000 stores, includes support for multiple currencies and languages, and makes it easy for your headquarters to monitor every store's operations.

\* Available soon

