



## Microsoft Spotlights: DiviaSoft, Inc.

### TECHNICAL STRENGTHS

- Microsoft® Business Solutions Retail Management System
- Microsoft Business Solution–Great Plains
- Microsoft SQL Server 2000
- Web development & E-commerce
- IT management services

### BUSINESS AND APPLICATIONS STRENGTHS

- Retail POS applications
- Inventory management & distribution
- Financial applications
- E-commerce strategy

### REPRESENTATIVE ACCOUNTS

- Wine Country, a wine & liquor chain in New Jersey
- Nubian Heritage, a five-store bath and body products chain in New York
- Kitchen and Bath Design Store, a kitchen and bath design and hardware store in New Jersey
- Alpha North America, a non-profit organization in New York

### EXEMPLARY CUSTOMER RESULTS

- Successfully installed Microsoft Retail Management System with 90,000+ items for kitchen and bath store, greatly reducing staff's time in many tasks
- Implemented Microsoft Retail Management System in a five-store chain with Web integration
- Constructed and Web-enabled a search engine for 6,000+ products
- Implemented Microsoft Retail Management System and financial software integration for a growing chain with 10,000+ products

### GEOGRAPHIC RANGE

- New York
- New Jersey
- Long Island

DiviaSoft focuses on specialty products retailers. Its core competence lies in understanding a client's business challenges, then overcoming them with innovative solutions tailored to the existing retail environment and its planned expansion.

DiviaSoft specializes in helping small and medium-sized businesses harness technology to compete with larger chains by designing and implementing solutions based on Microsoft® Retail Management System and Microsoft Business Solutions Great Plains.

### Value to the Customer

One representative implementation benefited a retail chain that wanted to automate inventory management and distribution while integrating point-of sale and Web sales. DiviaSoft architected the system around Microsoft Business Solutions Retail Management Systems, custom software, and third-party applications. Result: for the first time, management could manage the activities of all stores, E-commerce, inventory and distribution from one system.

Kitchen and Bath Design Store, on the other hand, had trouble organizing its 93,000-item inventory of cabinets, hardware and accessories. DiviaSoft utilized Microsoft Retail Management System to track sales orders, purchase orders, and inventory management. This resulted in improved efficiency, a negligible error rate, and a simplified workflow that parallels business needs.

"We appreciate the excellent support and training provided by DiviaSoft consultants to understand our industry-specific, unique requirements and provide a complete solution. DiviaSoft, Inc. showed us how to use Microsoft Retail Management System to manage a 93,000-item database from different suppliers and meet our business-critical needs. We now have our business processes reorganized and are able to save time and reduce errors in order processing and management." Filipe Agostinho, President and Owner, Kitchen and Bath Design Store

### Web Enabled Systems

Wine Country's New Jersey stores are expanding rapidly and the retailer has plans to sell over the Internet. To prepare for this growth, DiviaSoft implemented Microsoft Retail Management System. Currently, the solution helps manage multiple stores and headquarters. Web integration is being implemented. Thanks to customized programming, add-on software and onsite

## **HISTORY AND BUSINESS MISSION**

The DiviaSoft mission is to leverage IT tools and capabilities to make its clients successful. Founded by veteran technology management professionals in 2002, DiviaSoft provides integrated retail and financial software solutions to small and mid-sized businesses.

integration, Wine Country can accomplish something it never could before—integration of retail and E-commerce sales.

DiviaSoft also helped the client construct a sophisticated database of 6,000 wine items. Customers can sort by color, taste, region and a host of other parameters to locate their ideal choice of wine. Wine Country plans to Web-enable the database, link it to store inventory, and open the Web store for business.

## **Technical Expertise**

DiviaSoft was founded by three individuals with impressive credentials and more than 20 years of experience. All Microsoft Certified consultants, the partners have engineering and management degrees and experience in sales, marketing and project management of technology and services to small businesses. Consultants are certified and trained. The company implements business applications using Microsoft platforms, Microsoft Visual Basic, Java and Microsoft SQL Server

In summary, DiviaSoft provides innovative Microsoft business solutions to enable small- and mid-sized corporations to compete globally. Retailers who have long desired global reach and profits can now have them by combining the Internet, Microsoft Retail Management System and customization from DiviaSoft.

## **Let's take the next steps...**

Microsoft Business Solutions Retail Management System has the power to save steps in nearly every area of your business. Its technology has been customized to thousands of retail chains and stores on five continents. It can be interfaced to other Microsoft business solutions, third-party products, the Internet, credit-card authorization and wireless solutions.

Where, in your business, are unnecessary steps or dollars spent? How could better knowledge of your customers' buying habits increase revenues? What must staff and managers know to serve customers better and make faster, smarter business decisions?

Knowing this information will help DiviaSoft define the technology that your business needs, and to prepare an accurate proposal. Let's take these next steps so DiviaSoft and Microsoft Retail Management System can help you run and expand your business the way you've always wanted to.