



2007 Skyrocket Partner for Microsoft Dynamics™ Retail Management System



InterDyn-LANAC Technology Corp. Achieves 300% Increase in Sales of Microsoft Dynamics Retail Management System

InterDyn-LANAC Technology

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System and Retail Specialties

Our largest store has 43 lanes; our largest chain has over 40 stores. We interface with the ERP solutions, and can smooth their introduction into retail environments.

Our Business Guidelines

The customer isn't always correct, but they are always the person who has trusted us with his or her livelihood.

Why Microsoft Dynamics RMS

- Outstanding product, expanding market
- Long-term income following initial sale
- Our most profitable line
- Evolving, well-backed product

Best Business Advice Ever...

Diane Peters' and Hal Rosenbluth's book, *The Customer Comes Second*, says employees shouldn't feel less important than a given customer. Employees get you the deal, and will get you more. They will help you keep any customer or lose them.

Awards and Recognitions

- Microsoft Certified Gold Partner
- Microsoft President's Club – 14 years
- Microsoft Inner Circle – 4 years
- Microsoft Partner Excellence
- Microsoft Customer Care Awards
- Pacesetter Award and top technology VAR on the VAR 100 list in *Accounting Technology* – 2007

In 30 Seconds or Less

With our 22 years business experience and the latest Microsoft enterprise technologies, we can integrate, automate, and drive efficiency in growing retail organizations from the point of sale all the way through your back office accounting system. And it all happens with one-time data entry per order or per customer. If this is interesting to you or your customers, you need to call us.



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Our Track Record

In 2002, we added Microsoft Dynamics RMS as a point-of-sale solution to our successful growth in Dynamics GP and Dynamics NAV. It's the only POS solution we sell, and its revenues are quite strong. We dedicate three to four people to this product—one full-time in sales, and the others in sales and support.

Nearly 90 percent of our retail customers are one-to-five-lane stores, but one mega-store has 43 lanes. Our largest customer has more than 40 stores totaling over 75 lanes.

Our Microsoft Dynamics RMS business is our fastest growing segment at 300 percent increase last year, even though CRM is growing fast, and Microsoft Dynamics NAV and Dynamics GP are doing well. We strive for at least one formal retail presentation per month, but have three this month. In five years, we've only encountered another Microsoft partner competing for a new retail account once or twice.

Retail Specialties and Expertise

Our success with large stores and big chains proves our expertise in planning and implementing enterprise-level solutions based on Microsoft Dynamics™ GP, Microsoft Dynamics™ NAV, Microsoft Dynamics™ CRM, and Microsoft Dynamics RMS. We know this industry and we help retailers get the results they must have to show a profit.

We have more than 30 employees, with 24 in implementation or development. Nearly 55 percent of revenue comes from hardware, software, and Software Assurance, with the remainder from training and support. Of that total, 60 percent derives from sales before and during implementation, while 40 percent follows installation. The majority of our 300 customers are in Dynamics GP, which grew 12–13 percent.

Our biggest reasons for retail-segment growth are knowledge of retail processes and technical expertise with our products, because that combination delivers us our main marketing advantage—making customers happy, building rapport on those results, and getting reference accounts to tell others. Proactive marketing and prospecting is important, and we do it, but it won't succeed in the absence of delivering what we promise.

Currently, we don't make our own, or use others', ISV products, but we always listen to opportunities.

Why Microsoft Dynamics RMS?

Microsoft Dynamics RMS has been outstanding for us! There is an incredible POS market. As you drive past strip mall after strip mall, every store you see is a prospect. With ten percent of this state's working population employed by retail, it's the third largest industry in Illinois and the Midwest.

All those stores will need implementation, accounting, integration, and follow-up system enhancements. That web continues to grow. Microsoft Dynamics RMS is your on-ramp to retail because any retailer instantly gets the importance of POS, tracking customers and inventories, but they may not get an instant reaction when you mention debits and credits. We don't always sell Microsoft Dynamics RMS, per se, but it always opens doors. We guarantee to handle their business, front to back, definition through installation. Even if their first licenses are Microsoft Dynamics CRM or ERP, without Microsoft Dynamics RMS, you won't get in the door. And Microsoft makes the best case for end-to-end integration. They need to hear it.

Microsoft Dynamics RMS is more profitable than our core ERP business and CRM because it opens possibilities for consulting and customizations. Since Microsoft

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Dynamics GP is a more complex product, it sometimes offers fewer customization opportunities. When we noticed our growth in Microsoft Dynamics RMS—with more on the horizon—we doubled down and began driving new business toward our retail capabilities.

We're happy that Microsoft Dynamics RMS is a leading component in Microsoft's corporate plans. Every release makes it better. Microsoft has kept its focus on the product. That inspires us and creates credibility with customers who know that ongoing product improvement is a signal from the developer. Version 2.0 is the most powerful solution we know of, but it's the incremental and ongoing improvements and integrations that will help us sell it more effectively.

The more profit we make, the more commissions and bonuses we all get—and Microsoft Dynamics RMS helps us get them. Two team members turned their new earnings into real-life benefits—one of them a first condo. Microsoft helped us make those personal successes a reality for our people.

How We Help Partners Prosper

We are retail. We're not in the Microsoft SharePoint® Server or Microsoft Office business. So if you're a volume reseller, InterDyn-LANAC are the retail experts you need for business-process implementation. If you get into trouble in a retail account, call us. We'll help you as we have helped others. Half of our company is custom developers. We're especially strong in multiple-store situations, Microsoft product integration, not-for-profits, and hard goods.

Up to 50 or 60 percent of sales involve partners such as Professional Advantage, Hewlett-Packard, and merchant service companies—and we actively seek other partners to complement our knowledge and offerings.

What We Did Right to Expand

We had a once-a-decade opportunity with a large Microsoft Dynamics RMS customer, and we served them very well. Today they're a reference account.

When our new vice president came on board, we changed personnel and hired two new staff. Both have very positive attitudes and good insights on sales, and on how to position Microsoft Dynamics RMS.

We got aggressive with Chambers of Commerce and introduced RMS to the many retailers in that space. We got good leads. We also got more active with Microsoft staff, and have let them know we're committing our time and our checkbook to the retail market.

Challenges We Met and Beat

Previously, we hadn't pushed retail with enough energy and dedication. We carried the products, but didn't realize or exploit its potential. When new events opened our eyes, we started making up for lost time.

We Corrected a Misstep When...

We put Microsoft Dynamics RMS into a couple of areas that weren't its strength—taverns and high-end restaurants that needed built-in tipping capability. That cost us time and some customer hassles. Now we know how to do those functions right, and can sell appropriately with that knowledge.

How Microsoft Helps Us Grow

Maureen Mascaro and Mark Campolieto have been very responsive in getting us what we need. They help us in demonstrations and installations. We like and use case studies. And Microsoft has great online product fact sheets. The integration improvements and easier customer interface help.

Because we put ourselves in front of Microsoft people and get them good results, we get rewards like pre-release products,

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good leads, strategy meetings with Microsoft, and deeper insights and knowledge of upcoming improvements. We take that all into battle. Microsoft presence at a customer presentation really solidifies our credibility and the fact that Microsoft has our back.

And We’re Still Growing

We’re on track for another 100 percent growth in Microsoft Dynamics RMS sales this year. We continually improve our knowledge of how third-party offerings can open new niches. We’ll be partnering with merchandise, service, and credit card companies.

And we’ll make stay in front of Microsoft staff so we get regular quarterly progress reviews, extra attention, and idea exchange.

Planning, Building, and Selling

We have developed a business growth plan that we track monthly and quarterly. Our vice president of retail spends 25 percent of his time planning, and 75 percent working any aspect of a sales opportunity. But we want to make sure that our actual sales staff are selling, and our service staff are serving.

Who We Hire—and Don’t

We look for someone who radiates credibility. And we want “ease of use” in a salesperson. That means someone who can keep complex things simple. They do that by showing prospects that the solution is real and that we can do it, not by explaining how.

The best people never pretend. They get information when they don’t know it. We often test candidates that way: Will they try a bluff without knowing their stuff?