

Transition Install Base 2.0

Digital marketing slants for the post-pandemic work setup

Dynamics Accounts from "Transition Accounts Database"

Segment 1

Email Marketing 1

<NAME>, want to get something out of your Software Maintenance even while working from home? Go Dynamics 365 today

Hi <NAME>,

It has been a rough year for a lot of businesses. We know this firsthand because the virus impacted us, too. But we are marching on to prepare a safe and confidence-inspiring environment --either from the office or home -- for teams to return to.

Systems will undergo changes with the transitions as it looks like remote work is going to stay. In this regard, a cloud-based system can help you and your company to have a more unified business system.

Retail Associates can help you migrate and transition your existing ERP solution to the latest version of Microsoft Dynamics 365. As long as you're paying Software Maintenance, we can event trade that in and get you a new Microsoft Dynamics 365 Business Central license for free.

Microsoft Dynamics 365 Business Central integrates seamlessly and painlessly with Office 365 and Power BI and everything's on a single, unified interface for easy monitoring and management.

If you're worried about having to go On-Cloud as a requirement, you don't have to. You can continue to stay On-Premises for as long as you'd like—we're here to make sure **you don't have to compromise just to stay current.**

Let's work together to get through this difficult period. We are here to help you make everything easier for your teams to cope with the new normal.

<SCHEDULE A MEETING WITH US>

Wishing you a wonderful day,

Retail Associates (or specific Person)

Email Marketing 2

<NAME>, want to get something out of your Software Maintenance even while working from home? Go Dynamics 365 today

Hi <NAME>,

We know that the pandemic took Philippine business community by storm. As proactive business owners, there might be a need to execute radical changes to meet post-pandemic standards.

This is where we can assist you. We have the solutions to help you transition to a seamless cloud-based system.

Retail Associates can help you migrate and transition your existing ERP solution to the latest version of Microsoft Dynamics 365. As long as you're paying Software Maintenance, we can event trade that in and get you a new Microsoft Dynamics 365 Business Central license for free.

Microsoft Dynamics 365 Business Central integrates seamlessly and painlessly with Office 365 and Power BI and everything's on a single, unified interface for easy monitoring and management.

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Let's work together to get through this challenging times. We are here to help you make everything easier for your teams to cope with the new normal.

<SCHEDULE A MEETING WITH US>

Wishing you a wonderful day,

Retail Associates (or specific Person)

NAV Accounts from PASI + NAV Accounts from "Project File"

Segment 2

Email Marketing – Message 1

<NAME>, are you having trouble finding reliable support for your NAV ERP solution?

Hi <NAME>,

The New Normal has intensified the need for web-based solutions, collaborative tools and distributed decision-making. Companies which has managed to quickly adopt to the new realities of working remotely, has been able to continue business as almost-usual.

A key component during these times is a reliable ERP solution, a solution which is accessible from anywhere, integrated with key services and provides the data, reports and insight required for quick decisions. An agile business solution, paired with world-class support, is the backbone companies need to be able to dedicate their entire focus on running their business. We endeavor to do that and more now that businesses are starting to rebuild themselves during the post-quarantine period.

Does your ERP solution provide the agility, insight and rapid decision-making these times require? IS quality support available when you need it?

With Retail Associates as your support partner, you can be sure that you can **get the most out of your investment in NAV**, and never have to worry about being left hanging with an ERP solution that is not exactly how you'd like it to be.

Let's work together, shall we?

<SCHEDULE A MEETING WITH US>

Wishing you a wonderful day,

Retail Associates (or specific Person)



Email Marketing – Message 2

<NAME>, Is your ERP solution powering your business through the pandemic?

Hi <NAME>,

The business landscape in the Philippines has changed dramatically over that past three months. Business-owners have had to adopt to a new reality which has meant distributed workforce, work from home, and generally conducting business as usual online. This new reality is possible with cloud-based ERP and communications solutions in place, that connects people accessed from anywhere by anyone in the organization. Systems that requires presence at the place of work are likely to become a hindrance in the new normal.

Here are some questions to ask yourself:

- Is your system supporting your everyday decision-making?
- Can you access reports, dashboards and other real-time information from your home, or your mobile workplace?
- Can your employees conduct business as usual from their homes using your ERP system?
- Are online approval processes functioning so that transactions are frictionless without manual intervention?
- Does your collaboration infrastructure support shared document portals, online meetings, chatrooms and reporting dashboards?
- Does your system allow you to create report and analysis on the fly, including government-mandated reports such as BIR?
- Is your ERP and collaboration platform supporting you and your business during COVID, or holding you back?

If your answer to any of those questions is a *no* or *maybe* then you're not getting the most out of your NAV ERP system. **You're being held back.**

Now is the right time to set things straight! Your systems and infrastructure are essential components of continued business success during the pandemic, and vital for future-proofing your business. Here at Retail Associates, we can share with you our expertise and insights so that you can enjoy the full capability of your ERP solution. With over 14 years of experience, we know that we can deliver service that matters to your business.

If you want to learn more about how Retail Associates can help you, please don't hesitate to reach out.

<GET IN TOUCH WITH THE EXPERTS>

Wishing you a wonderful day,

Retail Associates (or specific Person)

Email Marketing – Message 2

<NAME>, Is your ERP system supporting your business – or the other way around?

Hi <NAME>,

ERP systems are created for a single purpose – to support business leaders in their decision-making processes with key data and reconciled reports. If that is not what your ERP system is providing, then you need to ask yourself some hard questions:

- Did your implementation partner conduct a thorough and documented requirements study of your business
- Were all the promised and expected functions and features delivered?
- Does the system provide you with all the reports and analysis you need – when you need it?
- Is your system fully compliant with the BIR regulations, including CAS certification?
- Does your system integrate all departments of your business, as you would expect from an ERP solution?

If your answer to any of those questions is a *no* or *maybe* then you're not getting the most out of your NAV ERP system. **You're being held back.**

Now is the right time to set things straight with your existing system. With 14 years of experience with local and international ERP projects, Retail Associates can share with you how to best utilize Microsoft Dynamics NAV for your business. We know that we can deliver service that matters to your business.

If you want to learn more about how Retail Associates can help you, please don't hesitate to reach out.

<GET IN TOUCH WITH THE EXPERTS>

Wishing you a wonderful day,

Retail Associates (or specific Person)

Email Marketing – Message 3

<NAME>, is your NAV ERP solution fully BIR-complaint?

Hi <NAME>,

Is your existing NAV ERP Solution in compliance BIR RMO 29-2002?

Compliance has become a top issue for most business leaders in the Philippines these times, more so that even government agencies are reeling from the pandemic.

By law, ERP systems in the Philippines need be certified compliant to be used. And compliance means less work, less manual processes and less issues with audit once in place.

This is where we can help you. Retail Associates has helped many businesses, local and foreign, to pass the certification requirements for CAS by the BIR. We know the ins and outs of a fully functional and CAS compliant localization module for NAV.

Get in touch with us today so we can start working together.

<SET A MEETING WITH THE EXPERTS>

Wishing you a wonderful day,

Retail Associates (or specific Person)

Email Marketing – Message 4

<NAME>, is your ERP solution a Boon or a Bane?

Hi <NAME>,

We know that we work through a different lens now. Is your Microsoft Dynamics NAV ERP solution a boon or a bane for your business? Does it help making strategic decisions on the fly, or do you still rely on excel sheets from your accounting team?

We can help! A system audit by a certified professional is the best way to unearth inefficiencies, system issues and unfit business processes. **Retail Associates has a team of senior expert professionals who can assess your setup and give you expert advice with data that are relevant in this unprecedented uncertainty.**

We firmly believe that only once you're in possession of all the facts can you make good choices. The results of an independent audit include recommendations on how to resolve issues including, but not limited to infrastructure, customization, localization, setup, and configuration. With all this information at your fingertips, you'll be better equipped to make decisions that suit this dynamic time.

We are Retail Associates, and we are here to help you by delivering unified solutions that matter.

<Talk to Us about Our Independent Audit Service>

Wishing you a wonderful day,

Retail Associates (or specific Person)



LS Accounts from PASI + LS Accounts from "Project File"

Segment 2

Email Marketing – Message 1

<NAME>, are you having trouble finding reliable support for your LS Retail solution?

Hi <NAME>,

Do you experience replication issues? Table locking?

You are not alone. **LS Retail is a complex solution, and unless setup correctly a number of issues may affect its core functionality.**

Fortunately, there is help. Retail Associates is the leading consulting partner of LS Retail in the Philippines, with a deep bench of specialists in all areas of the solution. Our experts can resolve the issues you are encountering, and provide comprehensive solutions to ensure the system is providing the business support it is supposed to do.

With Retail Associates as your support partner, you can be sure that you can **get the most out of your investment in LS Retail**. The retail solutions that we provide can help you evolve during this time.

Retail Associates is a Diamond Partner of LS Retail – the highest tier of partnership.

If you feel like a great service desk support for your LS Retail system is what you're looking for, then don't hesitate to reach out to us. Let's find out how we can work together.

<SCHEDULE A MEETING WITH US>

Wishing you a wonderful day,

Retail Associates (or specific Person)



Email Marketing – Message 2

<NAME>, what's holding back your LS Retail solution?

Hi <NAME>,

Has your company been dealing with the LS Retail system? It is a great system, and we hope that it serves you well.

But there might be humps that you might want to still deal with such as:

- Easier processing of information
- Customization that addresses your needs
- Pain-free report generation
- BIR and Mall Compliance
- Data Replication
- System Performance
- Training and Support
- Upgrade and tune-ups

If you do, then let us help you. We know that you would need more assistance more than ever as the retail industry braces for the full impact of the post-pandemic pressure.

Get in touch with us and we can find out how we can improve your LS Retail experience today.

<Contact THE EXPERTS>

Wishing you a wonderful day,

Retail Associates (or specific Person)

Email Marketing – Message 3

<NAME>, did you know about these LS Retail feature hacks?

Hi <NAME>,

We're sure that your LS Retail is an amazing end-to-end retail solution. But did you know that it has quite a few features that are often overlooked?

Here are some of the most-seldom implemented modules of LS Retail:

- Loyalty Management
- Replenishment
- Loss Prevention
- Business Intelligence
- Mobile POS
- eCommerce

If you weren't aware of these features before, then you owe it to yourself to check if they've been implemented correctly in your system—and if they aren't, to make sure they do. Otherwise, **you're missing out on all that your LS Retail investment has to offer**. These features might just open new opportunities for the new retail environment.

Retail Associates is an LS Retail Diamond Partner—we're one of the best in the business when it comes to the solution. And we'd be more than happy to work with you to ensure that you get the most out of the system you paid for.

Stop being held back and **start using LS Retail to its maximum potential** now by reaching out to us.

<Get in Touch>

Wishing you a wonderful day,

Retail Associates (or specific Person)



Email Marketing – Message 4

<NAME>, is your ERP solution fully BIR-complaint?

Hi <NAME>,

Is your existing LS Retail Solution in compliance BIR RMO 29-2002?

Compliance has become a top issue for most business leaders in the Philippines today, and in particular compliance with BIR rulings. We can help you to achieve the following for your business:

- POS compliance (specific requirements for POS systems)
- CAS Compliance (accounting)
- Mall compliances
- BIR compliances
- NAV - Localisation and CAS
- LS Retail - Localization, CAS, POS, Mall

Retail Associates has helped many businesses -- local and foreign -- to pass the certification requirements for CAS by the BIR. The combination of subject matter expertise and a fully functional and CAS compliant localization module for LS Retail has proven track-record.

As your partners, we'll employ every facet of our expertise and experience to make sure you never have to worry about CAS compliance or any of the abovementioned compliances again.

Get in touch with us today so we can start working together.

<SET A MEETING WITH THE EXPERTS>

Wishing you a wonderful day,

Retail Associates (or specific Person)

Email Marketing – Message 5

<NAME>, we'd like to offer you some expert advice

Hi <NAME>,

As we move into the future, there is a need to know how to maximize the LS Retail platform.

But we will be honest: Not all LS Retail Solutions are implemented equal. Some are worse off, while a few are barely getting what they paid for.

The best way to make sure that you're on top of things is with a system audit—and **Retail Associates can provide that for you and provide insights that are critical for the season ahead.**

We firmly believe that only once you're in possession of all the facts can you make good choices. The results of Retail Associates' independent audit will always include recommendations on how to resolve issues such as infrastructure, customization, localization, setup, or configuration. Leveraging data-driven insights will help you to make wiser business decisions.

We are Retail Associates, and we are here to help you by delivering unified solutions that matter.

<Talk to Us about Our Independent Audit Service>

Wishing you a wonderful day,

Retail Associates (or specific Person)



General Public + Common ERP Database Contacts

Segment 4

Email Marketing Message 1

<NAME>, Go Dynamics 365 today

Hi <NAME>,

Does your current ERP solution support your business during these difficult times?

If not, let us help!

Microsoft Dynamics 365 Business Central is a modern business management tool. Web-based, easy to use, scalable, fully integrated with the popular Office 365 and loaded with powerful analytics features.

If long implementation cycles worries you, Microsoft Dynamics 365 Business Central is a product for you. Due to its template-based implementation process and user-friendly interface, businesses are onboard within weeks, not months!

Available as cloud-solution or hosted on your own servers, Microsoft Dynamics 365 Business Central provide businesses with a multitude of choices how to purchase and utilize the solution.

If you want to learn more about how Retail Associates can help you transition to Microsoft Dynamics 365, don't hesitate to get in touch with us. Let's find out how we can work together.

<SCHEDULE A MEETING WITH US>

Wishing you a wonderful day,

Retail Associates (or specific Person)

Email Marketing – Message 2

<NAME>, are you having trouble finding reliable support for your ERP solution?

Hi <NAME>,

The remote working culture is now here. Has your team adjusted to their new environment? One of the concerns now is how to make office technology available to those who work from home.

Well, we can help you there. With Retail Associates is a premium part of Microsoft, focused on delivering innovative business solutions on the Microsoft Platform for businesses of all sizes.

Let us show how Microsoft Dynamics 365 Business Central can transform your business to an agile, online, real-time and insight-driven powerhouse – fit for fight during this unprecedented time!

Let's find out how we can work together.

<SCHEDULE A MEETING WITH US>

Wishing you a wonderful day,

Retail Associates (or specific Person)

Other email templates for cold calls

We'll make sure your team moves forward. Here's how.

Strengthen your system with our advanced solutions.

By now you might be thinking to make extend the remote work setup as COVID-19 cases continue to rise. In this scenario, you will need solutions to keep your team focused, connected and informed. Efficient planning is needed every step of the way.

We have the solutions for you. Retail Associates is fully equipped with the knowledge, skills, and expertise to help you transition to a cloud-based software with baked-in features for sales, service, inventory, and purchasing. Your team will have real time access to information to better serve clients.

We understand the challenges of your business. With over 14 years of experience, we know that we can deliver service that matters to your business. We'll help you get past these obstacles and jumpstart your success.

Talk to us today.

Explore the possibilities of seamless business solutions

Hi (Name),

Building engagement, communicating, and keeping projects progressing are crucial more than ever now that your team is working from home. This kind of setup can be challenging but if you have the right tools, you can move forward.

Make great strides with our solutions. We are the partners of LS Retails, Microsoft Dynamics NAV ERP solution, and Adobe Magento in the country. With 14 years of experience and technical know-how, we can grow your business to another level.

Our unified solutions is what you need. Try it today. Don't hesitate to get in touch with us.

Kind regards,

(Name)

Retail Associates

Last call: Explore the possibilities of seamless business solutions

Hi (Name),

How are you doing? Just wanted to check if you had a chance to go through my previous email regarding our list of solutions for you. We understand your business' needs, however diverse they may be.

- Being in the industry for over 14 years, we learned to rise up to the diverse needs of clients
- We have the different solutions that can be tailored to your business model
- We are the partners of LS Retails, Microsoft Dynamics NAV ERP solution, and Adobe Magento in the country

Kindly let me know your thoughts regarding this opportunity. If this is eating into your busy schedule, I kindly request you to refer me to a colleague who is in need of business consultancy.

I look forward to hearing from you.

Kind regards,

(Name)

Retail Associates
