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POS Hardware Review

IBM Retail Store Solutions

Marketing Technical Support

October, 2002





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IBM: Worldwide Leader in POS

- IBM excels as the worldwide market leader for delivery of reliable solutions for store transactions.



SurePOS 4694



SurePOS 500/600



SurePOS 700





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IBM: Expanded Choices to enable new Retail Formats

- IBM has expanded our portfolio of consumer access solutions, where consumers have greater control of the shopping experience.
- IBM's Hardware integration keeps pace as retailers explore new formats, new segments, and MultiChannel strategies.



SureMark



SurePoint



NetVista Kiosk





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Overall IBM POS Philosophy

- Utilize PC Technology
 - ▶ Technology that makes sense for retail
 - ▶ Total system design
- Protect Our Customer's Investment
- Support Retail Specific Needs
 - ▶ World wide platforms
 - ▶ Marketing lifespan of product
 - 15 to 24 months
 - ▶ Functional lifespan of product
 - >7 years, typically
 - ▶ Reliability





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IBM SurePOS™ Hardware

SurePOS™ 4694

SurePOS™ 700

SurePoint™ Displays

SureMark™ Printers

Additional POS I/O





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IBM POS Families



SurePOS 4694

- ✓ Investment Protection - RS232 and RS485 peripherals.
- ✓ OS Support keeps proven POS software in place.
- ✓ Integrated or distributed configurations.





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SurePOS 4694

Premium 4694-347

Same features as Value 4694 PLUS:

- 866Mhz Via PProcessor
- 64 MB memory
- 7200 RPM IDE HDD - 20Gb
- One 12V Powered USB + 3 PC-Std USB ports

Value 4694-247

- Replaces the Model 245
- 550MHz Via Processor
- 32MB - 512Mb memory
- One ISA+PCI / One ISA
- Up to 20 Gb HDD
- SVGA
- 10/100 Ethernet
- 2 PC-standard USB ports
- Front Dump Switch

Proven Applications - 4694-146

Investment Protection - New Model

- 100MHz 586 Processor
- 32MB memory
- SVGA Video
- Up to 20Gb HDD
- Two ISA slots
- Designed for 4690-OS and DOS
- 10Mb Ethernet





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4694 Positioning

- Happy 4690 OS customers who want to retain some of their RS-485 hardware (IBM & OEM)
- Existing IBM customer who wants to retain their RS-485 I/O.
- Non-IBM tier 1 or 2 grocery, department or mass merchant with large, proficient I/T department, running DOS or Windows 95 or NT in the terminal. Wants the MerchantReach vision of integrated, multi-channel retailing. Needs maximum flexibility in I/O attachment capability.
 - ▶ The 4694 runs 4690 OS, DOS and Windows 95 or NT and has RS-485 I/O interface. It is the investment protection box. It has the flexibility (of ports, slots, bays and configurations) and technical capability required to satisfy the requirements of large, complex retailers.
 - ▶ Competition: Used 4694, Wincor Beetle XL or M, NCR RealPOS (7456), Fujitsu TeamPOS 5000 or 2000



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IBM POS Families



SurePOS 700

- ✓ Powered USB is an ARTS standard
- ✓ Open platform maximizes choices
- ✓ IBM's leadership technology platform for advanced e-business POS solutions



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SurePOS 700 Family

Premium 4800-753

- Thick Client - Replaces model -242
- 850MHz Intel Processor
- 64MB - 256Mb memory
- Three PCI Slots
- Up to 20 Gb HDD
- 7- 12V + 1 24V USB Ports
- 3 halfsize PCI slots
- 1 - 5" bay
- 3 - 3.5" bays (wide model)

Thin 4800-733

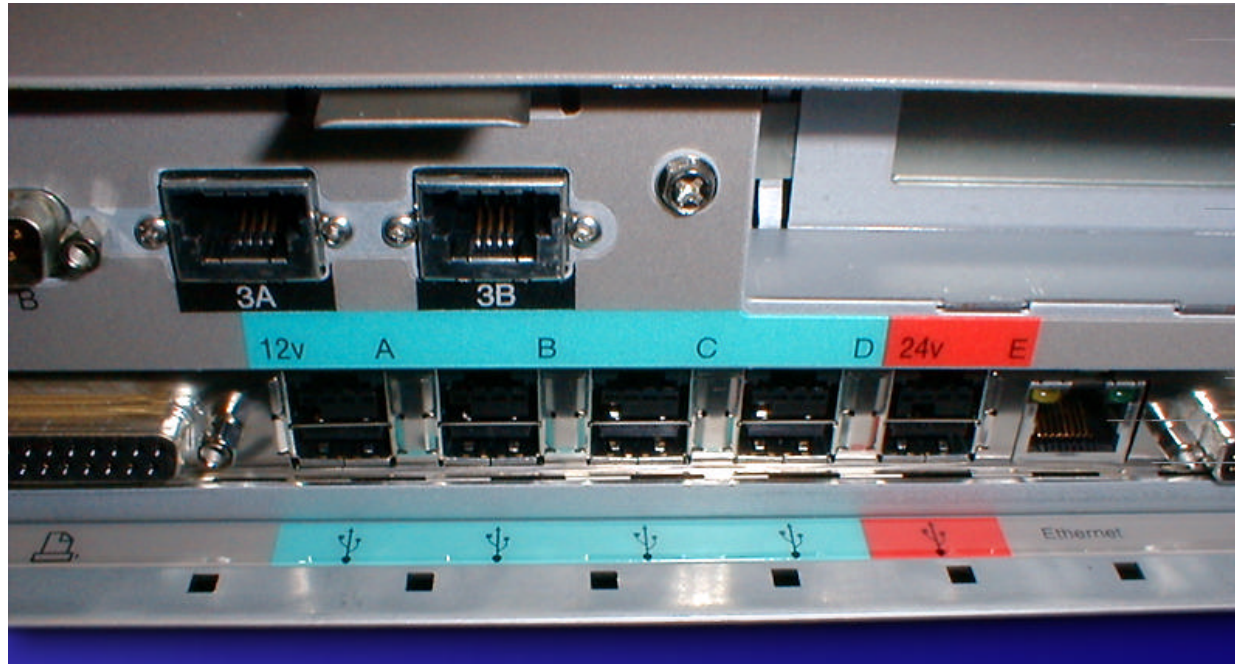
Thin Client Replaces model -142

- 500MHz Intel Processor
- 32MB memory / 4MB UMA
- DVH Video
- 5 12V + 1 24V Pwred USB
- Up to 20Gb HDD
- 10/100 Ethernet
- 2 3.5" bays
- 1 halfsize PCI





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Powered USB Ports

The future of retail I/O connectivity ...





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SurePOS 700 Positioning

- Happy 4690 OS customers who are ready to replace all their hardware (IBM & OEM)
 - Tier 1 or 2 grocery, department or mass merchant with large, proficient I/T department, running Windows 98, 2000, XP or Linux in the terminal. Is pursuing the MerchantReach vision of integrated, multi-channel retailing. Needs maximum flexibility in I/O attachment capability. Is not currently an IBM customer, or is an IBM customer who is ready to replace all their hardware.
-
- ▶ The SurePOS 700 is the strategic platform for the future with Powered USB I/O interface. It must run 4690 OS, Windows 98, 2000 or XP or Linux to get the support for the USB interface. There is no tie to existing IBM systems with the SurePOS 700, therefore, it is ideal for new customers, with no previous ties to IBM. It does not have the capability to attach RS-485 (ports 4, 5, 7 and 9) I/O, so existing IBM customers must be willing to replace their entire system.
 - ▶ Competition: 4694, Wincor Beetle XL or M, NCR RealPOS (7456), Fujitsu TeamPOS 5000



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Other IBM POS Families

SurePOS 500

SurePOS 600

SurePOS 300

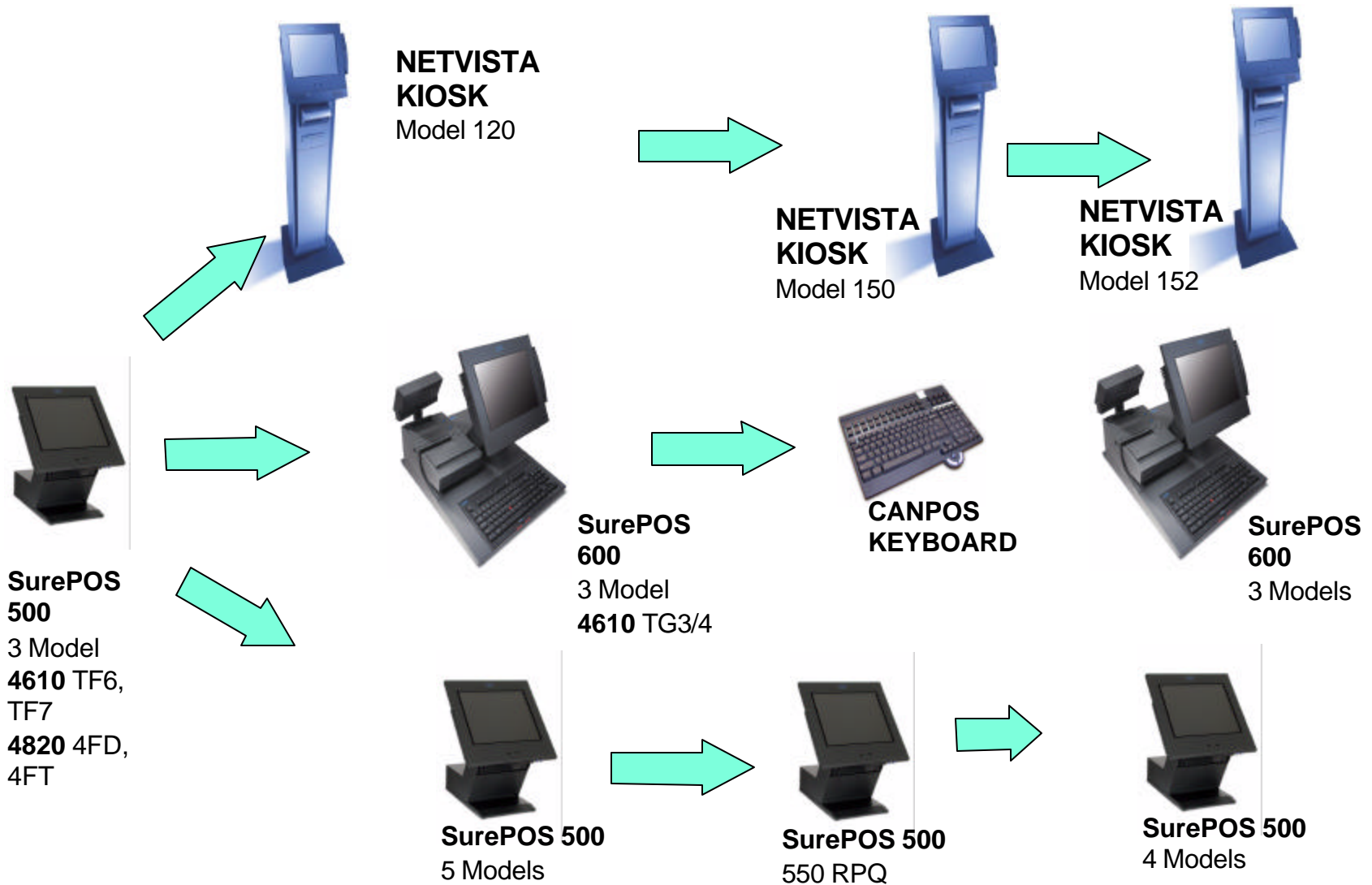
SureOne





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SurePOS 500/600/KIOSK Technology Base



4Q00

1Q01

2Q01

4Q01

1Q02

2Q02

400 MHz

550Mhz

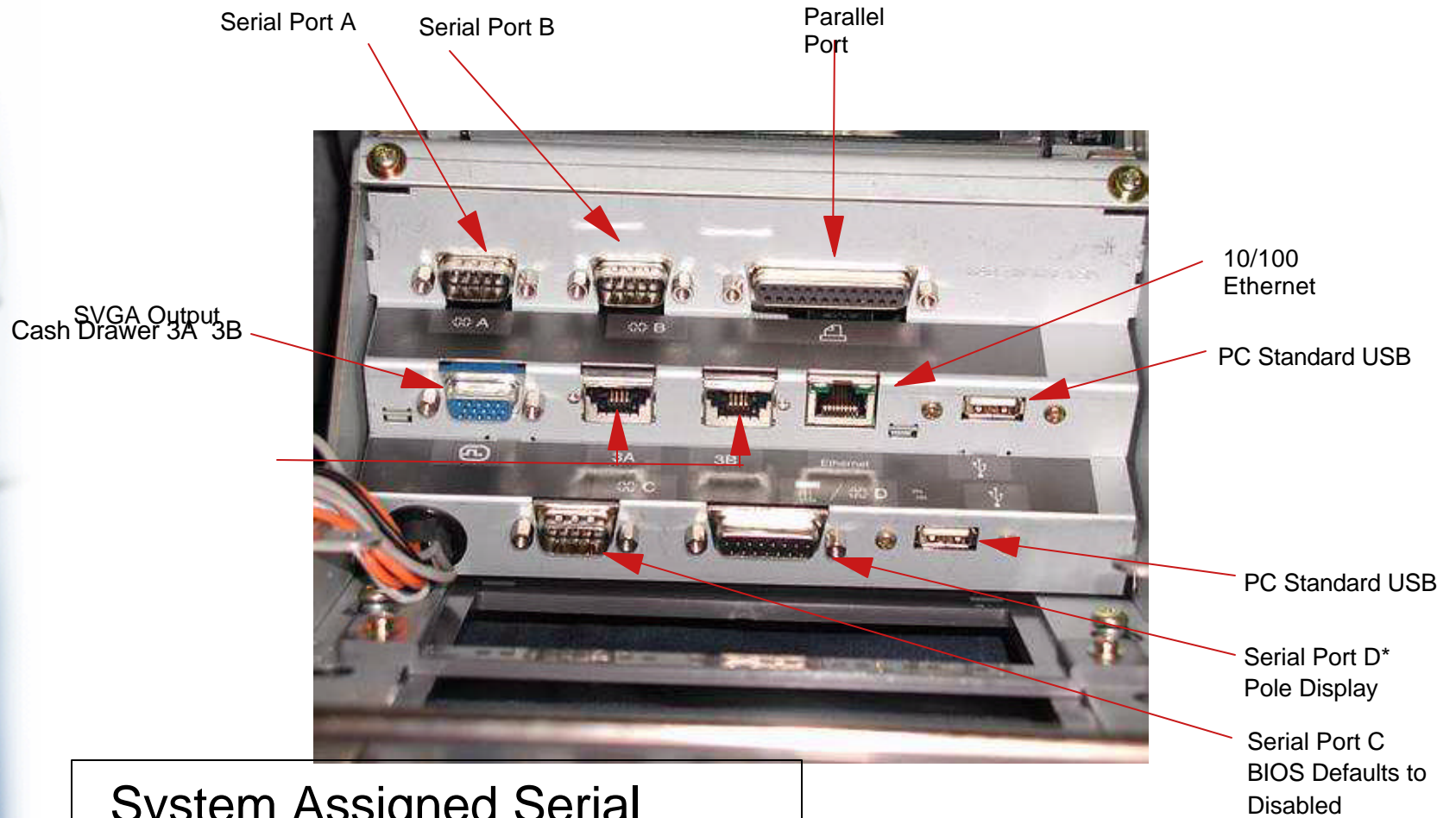
1.2GHz





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SurePOS 500 I/O Ports



System Assigned Serial Ports

- COM 5 - Touch Screen
- COM 4 - Shared Cash Drawer and CDU
- COM 3 - MSR



IBM SurePOS 500 Series



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Touch Premium Multimedia 4840-562

Same features as SurePOS 552 with Enhancements:

- Presence Sensor
- 12.1" Ultra-Bright Active Touch LCD

Touch Multimedia 4840-552

- 12.1" Active LCD Single Bulb Backlight
- On Board Sound
- Option Stereo Speakers
- PCMCIA Expansion Slot
- Jack for Headset and Microphone

Touch Premium 4840-542

Same features as SurePOS 532 with Enhancement:

- 12.1" Ultra-bright Active Touch LCD

Touch 4840-532

Same features as SurePOS 531 with Enhancement:

- 1.2 GHz Intel Celeron
- 64 MB memory / 32MB UMA Video Memory
- SIMULTANEOUS Dual Video





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Product Configurations

- Installation Options
 - ▶ free standing using
 - ▶ basecounter bolt down
 - ▶ cash drawer integration
 - ▶ Counter Top Integration
 - ▶ Wall Mount





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SurePOS 500 Positioning

- Tier 1 or 2 food service or hospitality running touch DOS, Windows or Linux based application.
 - ▶ The SurePOS 500 was designed specifically for the food service industry. It consumes very little counterspace, has touch screen technology and has been designed and tested to withstand spills, grease, heat and flour ... Conditions that will be encountered in a quick service environment.
 - ▶ Competition: Micros, NCR 7454 (and new model), Squirrel, Par, Javelin

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with a registered trademark symbol (®) to the right.

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IBM SurePOS 600 Series

Touch Standard Multimedia 4840-652

Same features as SurePOS 622 with Enhancements:

- Touch Screen

Touch Premium 4840-642

- 1.2 GHz Celeron
- 12.1" Ultra-bright Active Touch LCD
- 64 MB memory / 32MB UMA Video Memory
- SIMULTANEOUS Dual Video
- 20GB Hard Drive

Premium NonTouch 4840-622

- 1.2 GHz Intel Celeron
- 12.1" Active LCD Single Bulb Backlight
- 64MB memory (upgradeable to 256MB)
- 32MB UMA Video Memory
- SIMULTANEOUS Dual Video
- 20GB Hard Drive
- On Board Sound
- Option Stereo Speakers
- PCMCIA Expansion Slot
- Jack for Headset and Microphone





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SurePOS 600 Positioning

- Tier 1 or 2 specialty with a good I/T department, running DOS, Windows or Linux in the terminal. Wants a touch based application. Store Image is important (sleek, integrated design). Prefers a black POS system.
- Tier 1 or 2 specialty with a good I/T department, running DOS, Windows or Linux in the terminal. Store Image is important (sleek, integrated design). Prefers a black POS system. Competitively priced. Keyboard based application.
 - ▶ The SurePOS 600 provides the sleek, modern appearance and small footprint that attracts the specialty retailer. It is black with corresponding black I/O. The 652 is designed for the majority of specialty retailers requiring touch applications. The 622 comes standard with a compact AlphaNumeric POS keyboard. It is more expensive than a corresponding SurePOS 300 solution, but has a better image and provides integration capability.
 - ▶ Competition: WinCor Beetle iPOS, NCR 7454 (and new model soon) <WinCor Beetle M, Fujitsu TeamPOS 2000 - are not integrated designs, but show up due to price point>



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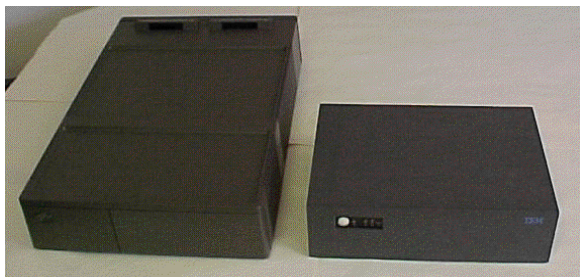
IBM SurePOS 300 (Distributed Only)



Applicability

Retail hardened basic distributed POS
Thin Client or PC Cash Alternative
RS232 I/O Subsystem, RS232 I/O
DOS, WIN, XP, XPe, Linux support

Available 5/24/2002



4694-106 to Entry
Model
size comparison





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SurePOS 300 Value Proposition

➤ Low Cost of Ownership

- IBM Service and Support
- Competitive Pricing

➤ Investment Protection

- Long life cycle of product and parts
- Guaranteed 7 years of Service and Support after withdrawal

➤ Flexible I/O Choices

- PS/2 Keyboard with MSR
- 10" Flat Panel Display
- Industry Standard RS232 ports
- Powered RS232 ports to power customer display, scanners, or pin pads without a separate power brick.
- Plenty of standard PC I/O ports to meet all your needs.

➤ Powerful Technology

- 866MHz Processor
- 128M base memory standard, expandable to 256M
- 20G or higher HDD
- 10/100 Ethernet
- Audio on board
- **More than enough to do the job of basic POS**

➤ Retail Hardened

- IBM Guardband Testing
- Thermal, Environmental, Vibration testing
- IBM Expertise in POS field





SurePOS 300 Positioning

- Tier 1 or 2 category killers with large, proficient I/T department, running Windows XPe or Linux in the terminal. Want low cost, thin client environment. Basic I/O attachment. Does not need/want I/O integration
 - Tier 2 or 3 grocery or specialty with small I/T department, running DOS, Windows or Linux in the terminal. Wants I/O flexibility at a low price point. Keyboard based application. Basic I/O attachment. Does not need/want I/O integration
- ▶ Medialess and compact flash models, similar to a netstation, suits the thin client environment. Provides the lowest cost, non-touch system with I/O flexibility. It runs any OS except 4690 OS. Has enough ports to attach a printer, 2x20 display, scanner, pin pad and CRT or flat panel. Plays where cost is more important than image and checkstand design. The majority of I/O devices will have external power bricks and the checkstand must be architected for a distributed configuration.
 - ▶ Competition: WinCor NetPOS, Beetle M or S, Fujitsu TeamPOS 2000. No direct competition from NCR, but aggressive RealPOS pricing has allowed it to compete in this space as well.



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SureOne

- Integrated Design
- 866Mhz Processor
- New 10" Color LCD display
- Thermal or Impact printers





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SureOne Refresh

CPU	Via C3 866 MHz
Memory	64-512Mb
Ports	PS/2 Kbd PS/2 mouse Parallel 1 RS-232 1-Powered RS-232 2 PC USB SVGA Video 10/100 Lan RPL / PXE 24V Cash Drawer
Media	FDD 40GB+ HDD
Feature Slot	1 partial Length PCI
Integrated Printer	Impact or Thermal
Keyboard	96-key Programmable
MSR	T1/T2 or T2/T3
Keylock	3-position
Cust Display	Optional 2x20
Display	9" mono (Asia) or 10" Color LCD
Boot	FDD / HDD / LAN
Packaging / Covers	Integrated CRT, KBD, Ptr, MSR, Keylock
NVRAM	none
O/S	DOS, Windows 98 / NT / 2000 / XP, Linux
Cash Drawer	24V Wide or Compact





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SureOne Positioning

- Tier 3 or 4 retailer with no I/T department, running DOS, Windows or Linux in the terminal. Depends on dealer to provide complete, simple, cost effective system to run backroom and POS applications
 - ▶ This is the only IBM POS terminal available strictly through the business partners. It is the lowest priced, totally IBM, POS solution. It's all in one design with programmable keyboard lets partners put together multiple solutions (specialty, grocery, hospitality) on a single platform. This solution packaging makes it simple for the retail customer. They just pull the SureOne out of the box, plug it in and go.
 - ▶ Competition: NCR Falcon, PC Cash Drawer, ECR

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with a registered trademark symbol (®) to the right. The logo is positioned at the bottom left of the slide, partially overlapping a vertical blue bar that also contains a mouse cursor and a wireframe globe.

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IBM Kiosk

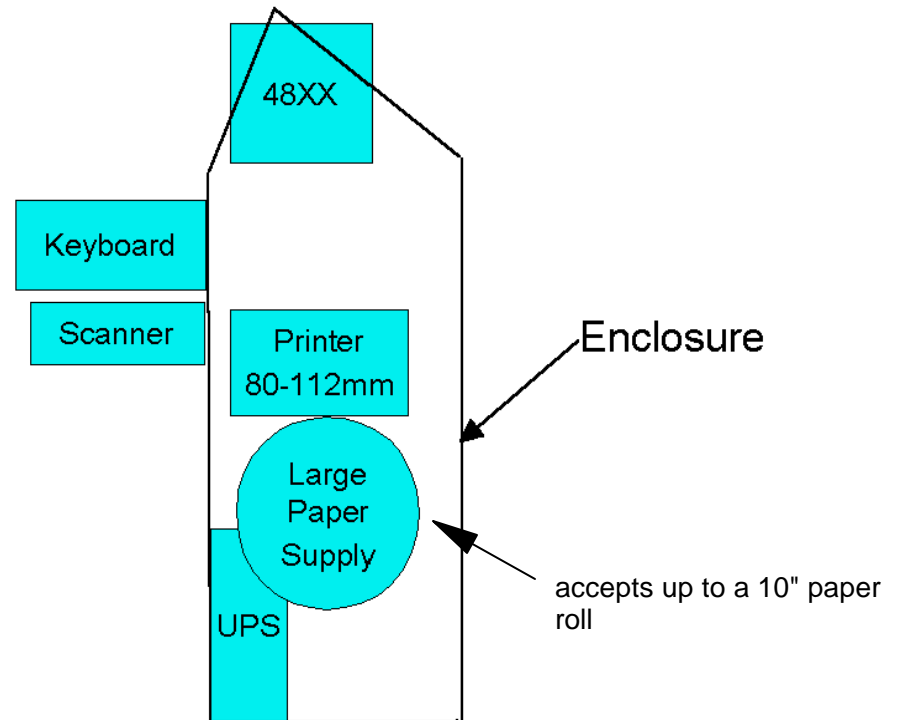




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IBM Kiosk

- 1.2GHz, socketed
- 64 MB Memory, to 1Gb
- 32Mb UMA Video Memory
- 20 GB Hard Drive
- 15" Flat Panel Touch
- Dual Back Light
- Ethernet
- PCMCIA
- 3D Graphics Accelerator
- Presence Sensor
- Customizable Ready
- **Peripherals**
 - Printers
 - Amplified Speaker Kit
 - MSR (3-track, JUCC)
 - Omni-directional Scanner
 - Trackball Keyboard
 - UPS
 - Rugged Enclosure
- **One Year on-site Warranty**





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Design and technology leadership



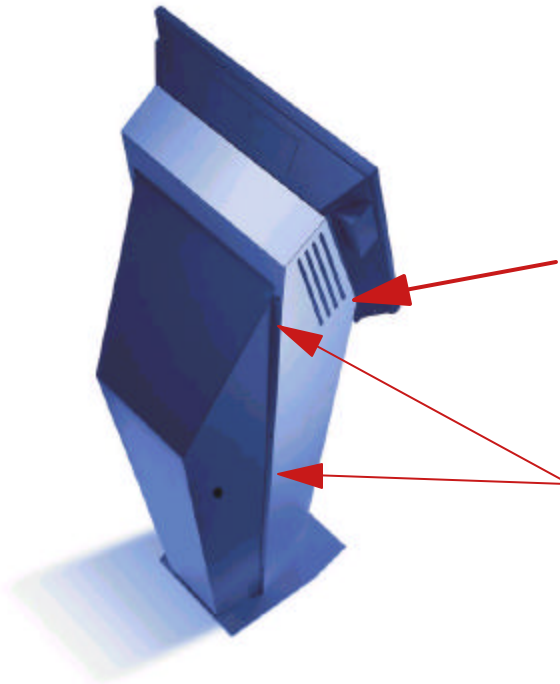
- ▶ **Active Matrix Touch Screen Monitor**
 - ▶ Retail hardened TFT with dual backlights for high brightness
- ▶ **Spill Resistant System Unit, MSR, Speakers**
 - ▶ Openings and buttons are covered with poly carbonate overlay
- ▶ **Presence Sensor**
 - ▶ Detects when a person is in front of the kiosk





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Design and technology leadership



- ▶ Splash Resistant Louvers
 - ▶ Angled for air to flow but not liquids

- ▶ Signage Mounting Capability
 - ▶ Threaded mounting holes for promotional signage

- ▶ Durable Enclosure
 - ▶ Powder coated sheet metal for a tough, smooth design
- ▶ Innovative Cooling-Pipe Technology
 - ▶ Cools the processor to reduce component failure
 - ▶ Temperature controlled fan to reduce noise





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Customizable connections

- ▶ PCMCIA Expansion

- ▶ **Additional connectivity options (wireless or modem)**



- ▶ Multi-port Connectivity

- ▶ **Integrates into the store environment**

- ▶ **Ethernet for networking**

- ▶ **3 RS232 ports**

- ▶ **2 USB ports**

- ▶ **1 parallel port**

- ▶ Bolt-down Installation or Freestanding Stand

- ▶ **Flexibility to suit the store environment**





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Ease of Service

- ▶ Servicing Drawer
 - ▶ Contents slide in and out for easy servicing



- ▶ Cable Management
 - ▶ Internal cabling is stationary
- ▶ Cable Retractor
 - ▶ Releases power and LAN cables to open the drawer
 - ▶ retracts when the drawer is pushed back in

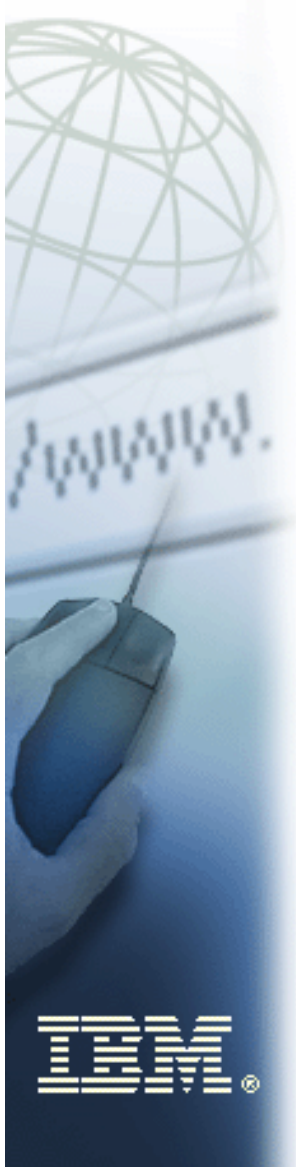




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The IBM Kiosk

- Engineered for reliability and high performance, the IBM NetVista Kiosk is the powerful platform for self-service applications in virtually any environment.
- A wide range of StoreProven ISV software applications have been tested to run on the NetVista kiosk ensuring minimal customer risk and successful implementation.
- IBM has over 15 years of experience in providing turnkey kiosk solutions which includes systems integration, custom HW/SW, consulting, implementation and support.
- Retail Store Solutions delivered the IBM NetVista Kiosk April 2001





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IBM Kiosk Model Specifications

	152
Screen Size	15 inch
LCD Technology	Active Matrix
Backlight	Dual Bulb
Touch	Yes
Std. Memory	32MB
Memory Range	To 512MB
PCMCIA Slot	1 Type 2
MSR	Optional
Sound on Planar	Yes
Headphone / Microphone Jack	Yes
External Speaker port	Yes
Motion Sensor	Yes
Scanner	Optional
Printer	None or 80mm or 112mm
UPS	Optional





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Retail I/O Leadership





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The 4820 SurePoint Solution

12.1" Color Active Matrix LCD

- Wide viewing angle
- 800 x 600 resolution
- 16.7M colors (app. dependent)

Capacitive or Resistive touch technology

- Durable
- Reliable

Spill-resistant

Ultra-slim design

- 12Wx10Hx1.8D inches
- 305Wx254Hx46D mm

Speakers & Microphone

- Multimedia Applications
- Space Saving

Pointing Device

- Thumb Operated
- Sealed

Tilt Range

- Vertical to Horizontal

Low power consumption

Keypad with MSR

- 32 programmable keys
- Sealed

MSR

- 3 Track
- JUCC

Keylock

- 2 position
- Programmable

Rotational Range

- 42.5 degrees left & right of center

Mounting Options

- Integrated
- Three Distributed
- VESA Compliant





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4610 TI4 SureMark Printer

Combines a fast thermal receipt printer with impact printing for checks

Very Fast Thermal Receipt Station

Prints At Up To **52 Ips**

- Landscape or Portrait
- Reverse Image
- Graphics
- **TrueType Fonts**
- **Inverted Receipts**
- **Color Printing**

Simple Drop-In Paper Loading

Intelligent Print Engine Stores

- Multiple Fonts
- Logos
- Bar Codes
- Electronic journal
- **Usage Statistics**

Cash Drawer Port

Pluggable Terminal Interface

- RS-485 / RS-232
- Powered USB / USB

MICR read-head resistant to electromagnetic interference

TI4 Single Pass Check Handling

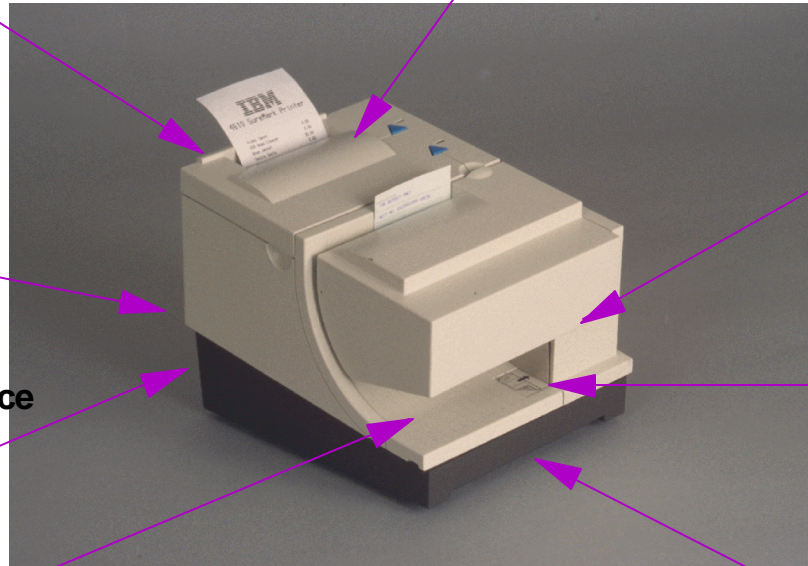
- Reads MICR
- Franks back of check
- Prints front of check
- All under software control

Impact Station Prints Checks/Documents At 4.3 Ips

← Small Footprint →

Impact resistant polycarbonate covers with molded color to resist scratch and fade

Designed & Developed by IBM





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Single Station Printer

Quick, reliable printing plus powerful marketing capabilities

- 52 LPS, TrueType, 2-color capable
- RS-232 and USB connectivity
- Drop-in Load
- RPQ for paper pivots (for inverted mounting)
- Integrates on the IBM 4694 and SurePOS 700 terminals





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Online Resources

■ Online Support Resources

- ▶ <http://www.ibm.com/solutions/retail/store/support/>
- ▶ Technical Documentation
- ▶ Latest drivers and utilities
- ▶ Product Information
- ▶ Download Brochures & Multimedia
- ▶ Interactive Tour
- ▶ Press Releases

■ Knowledge Base

- ▶ <http://www.ibm.com/solutions/retail/store/support/html/knowledgebase.html>
- ▶ Searchable online database of Frequently Asked Questions
- ▶ Quick access to latest technical updates





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Retail Store Solutions SMB Coverage Model 2002

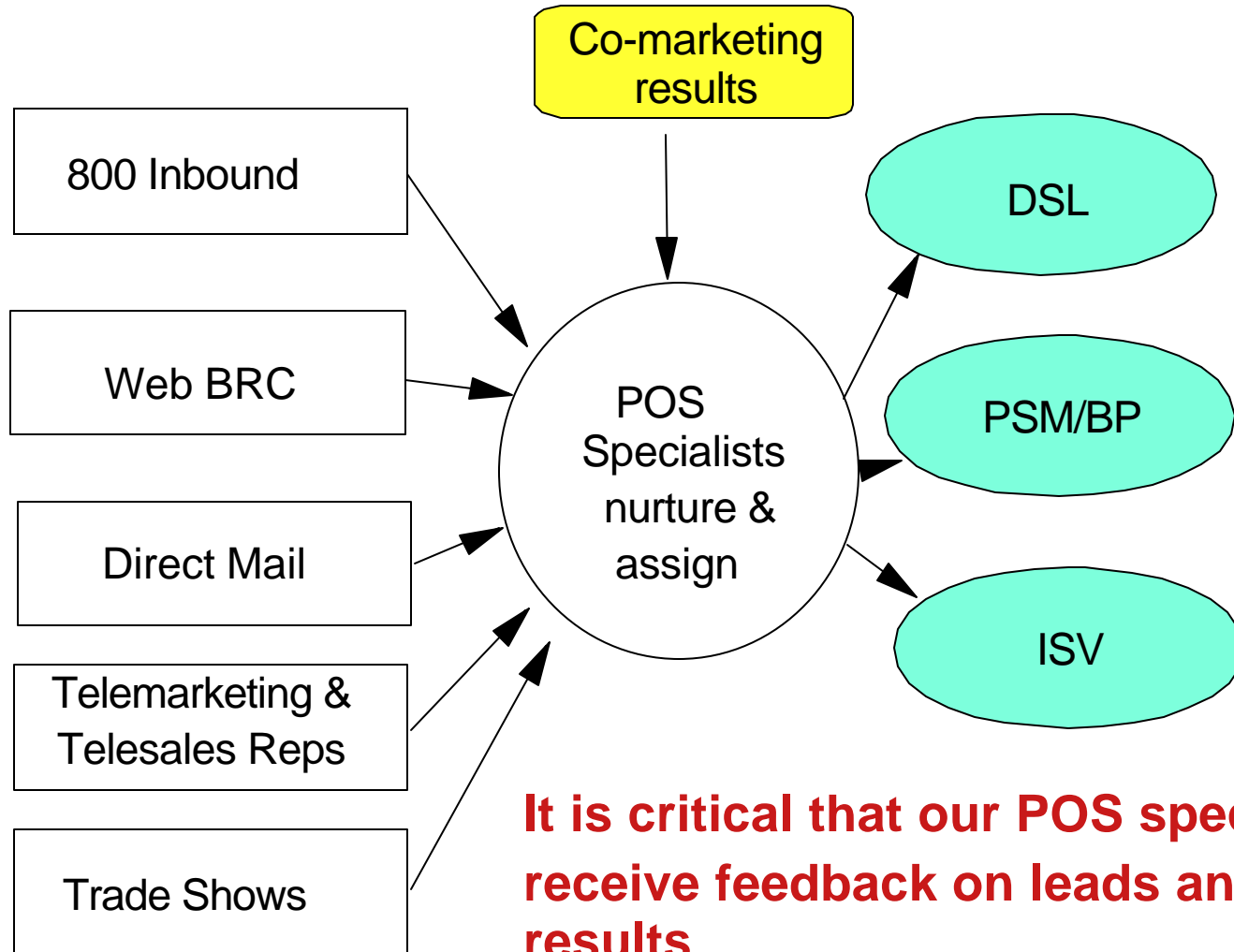




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Lead Process:

Dallas POS Specialists will be key focal point for lead generation/tracking/closes/reporting!



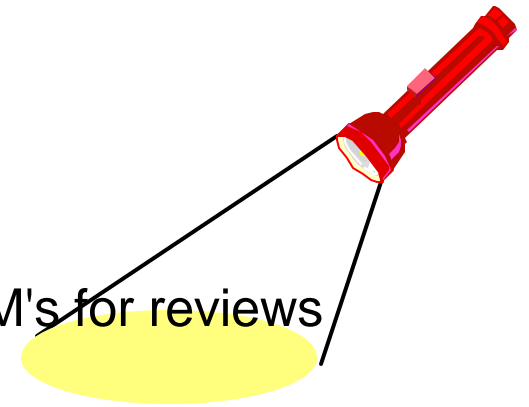
It is critical that our POS specialists receive feedback on leads and results

from co-mkt, ads, \$ for \$ initiatives.



What is the role of our Inside POS Specialists at the Dallas Sales Center?

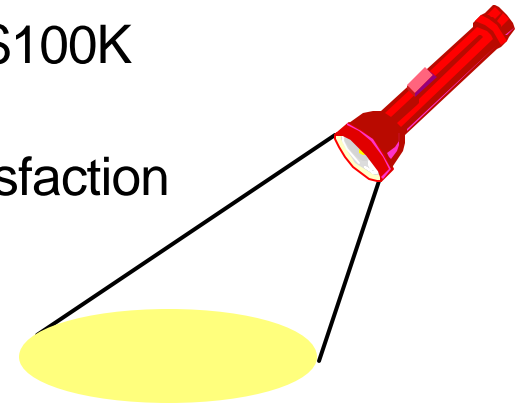
- Focus on cold calling, respond to 800 numbers, nurture leads and input/update leads in the system for qualification:
- Focal point for all new SMB leads coming in from the field
 - ▶ Kim Espinosa - East
 - ▶ Kelly Shepherd - Central and West
- Qualify leads, assign to a BP, PSM, or DSL Roland Sanchez
- Track leads
 - ▶ < \$100K = Kim & Kelly
 - ▶ > \$100K-\$1M = Partner Solutions Mgr.'s
 - ▶ > \$1M = Distribution Sales Leaders
- Distribute weekly lead reports to DSL's and PSM's for reviews





What is the role of a Partner Solution Manager (PSM)?

- Grow Business Partners and ISV's IBM revenue within their respective areas for Retail Store Solutions
 - ▶ Focal point for SMB territories (BUE's, Reps, TPM's)
- Enhance Distributor/Business Partner relationships
 - ▶ Encourage use of Promotions & Marketing programs
- First point of contact for Kiosk opportunities in SMB
- Opportunity owner of Business Partner leads > \$100K
- Responsible for Business Partner customer satisfaction

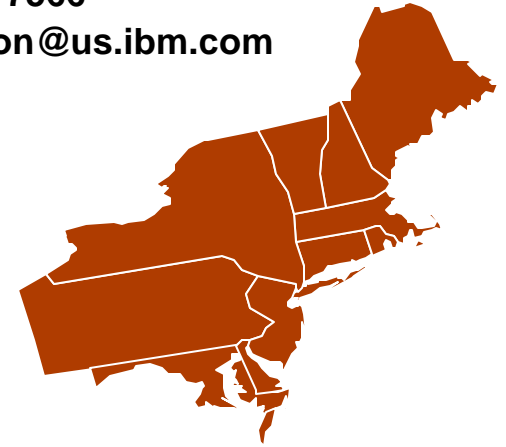
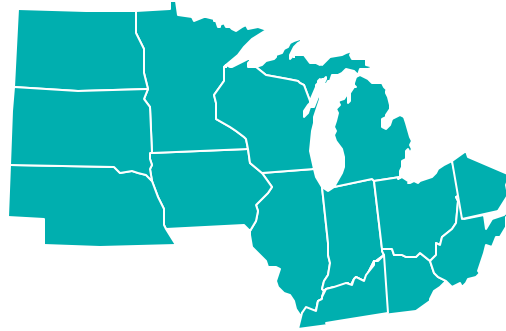
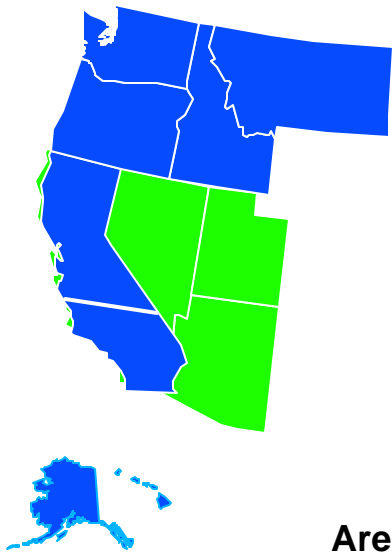


Who are the Partner Solution Managers?

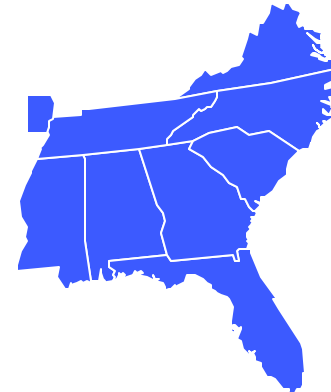
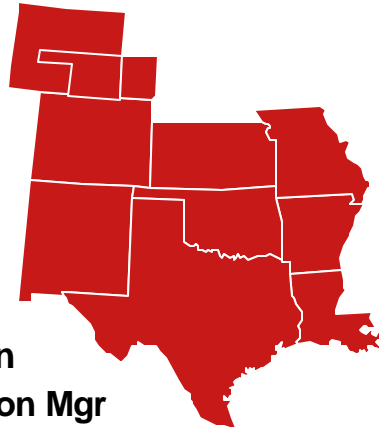
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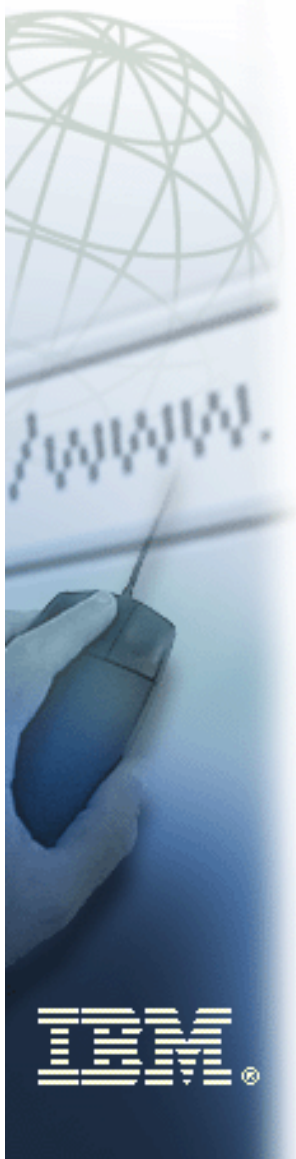
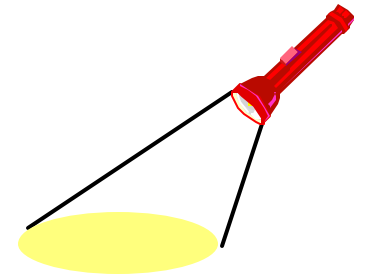
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RSS Channels Mgr - Mike Dragon
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What is the role of Distribution Sales Leaders (DSLs)?

- Increase RSS revenue in SMB named accounts with a focus on leads from sales center or IBM reps > \$1M
 - ▶ Focal point for these accounts and calls on customer, if necessary for validation of lead
 - ▶ Initiate/Update OMNotes record for pipeline identification
 - ▶ Assist customer with introductions to appropriate Business Partner solutions
- Engage PSM if a Business Partner customer satisfaction issue surfaces or multiple partners engaged on same opportunity
- Pass validated opportunity to Business Partner for proposals
 - ▶ DSL disengages; brought back in only if needed to close
- Update opportunity tracking system
 - ▶ Forecast owner passed to PSM
 - ▶ OMNotes record passed to PSM





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Thank You!!

