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Symbol & IBM

A Powerful Combination

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The Symbol/IBM Global Services Alliance





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Symbol & IBM Global Services

- ✓ "The Most Important Relationship in Wireless E-Business" - Renee Burns, IBM Executive Alliance Owner
- ✓ Portfolio of Point Solutions for Wireless Infrastructure
- ✓ Teaming Agreement for Training of Symbol and IBM Sales and Support Teams
- ✓ Solutions Across Industries

Symbol/IBM RSS Joint Solutions Fit Here





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Symbol/IBM RSS Joint Innovation Team





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Alliance Model - Joint Venture Team

- Jointly Investigate, Jointly Execute New Ideas
- Solution Focus
- Store of the Future Focus
- Analysis of Current Products in the Pipeline for Potential Solution Offerings
- The Team
 - Business/Technical Mix
 - Meet Quarterly





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Alliance Model - Output

- Define the Customer Problems
- Fill the Pipeline with New Concept Projects & Facilitate Concurrent Development
- Develop Scenarios & Prototypes
- Marketing Mindshare Potential
- Goal of Seamless Solution Integration





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Mobile POS Solution





MarketPlace

Environment Analysis

- ▶ Increase In Requests for Mobile POS Solutions From RSS Customers
- ▶ Interest in Seeing Joint Symbol/IBM Solution (Wireless Infrastructure Leader and POS Leader)
- ▶ To Date This Market Has Not Matured Due to High Technology Costs and Lack of Infrastructure

Customer Analysis

- ▶ Increasing Consumer Demand for Customer Service and Fast Checkout is Driving the Requirement for Wireless Mobile POS Checkout
- ▶ Retailers Moving Toward Wireless Infrastructures are Seeking Other Value Propositions in Support of this Costly Infrastructure

Competitor Analysis

- ▶ Symbol Holds a Commanding Market Share Position in NA
- ▶ Symbol Holds an Attractive, Although Not Leadership, Market Share Position in Europe of 27%
- ▶ Market Share Leadership in the Rest of The World is Currently Available for the Taking





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Market Drivers Lead To ROI

- Increasing Demand for "Remote" Payment
- Customer Desire for Prompt Checkout Service
- Greater Functionality Compared to Standard Terminals
- Growing Acceptance of Debit Cards WW (PIN)
- Increased Customer Service Efficiency
- Greater Flexibility of POS Location
- Established WLAN Infrastructure





ROI For Retailer's Business Problems (Dept, Specialty, Grocery, Drug, MM)

Scenario: Queue Busting

Prevent Lost Sales Due to Frustrated Customer Walk-Outs
Increased Capacity To Checkout Means Increased Sales

Scenario: Credit Authorization for Store Brand Credit Cards

Increase Volume Of Brand Credit Cards By Approving Credit
While Customers Shop Vs. Additional Time at Checkout

Scenario: Price Check

Prevent Lost Sales Due to Lack Of Price Knowledge

Scenario: Special Events

Drive Increased Sales At Special Events Locations Because
of Ease of Checkout (i.e. book signing, sidewalk sale)





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A Powerful Combination of Competencies

Wireless Store Solutions

Symbol

- ▶ Application Specific Devices
- ▶ Mobile Computing



IBM

- ▶ Systems Architecture
- ▶ Solution Support
- ▶ Services





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What To Tell Your Customers

- IBM Working on a Solution For Mobile POS
- Positioned as HW/SW Solution Sell
- Available as Raleigh Briefing Center Topic
- Stand-Alone Demos Will Be Available for Shipment To Customers For On-Site Demonstration
- Symbol/IBM Marketing Available for "Information" Conference Calls

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