

**Powerful technology
for convenience/
retail petroleum
companies**

Keep customers coming back

Transform your store with proven partners

Convenience and retail petroleum companies operate in one of the toughest, most specialized niches in the industry. Tight margins are a way of life. Competition from high-volume retailers increases daily. Consolidation continues to affect the market. And customers are notoriously price-sensitive. To stay competitive, many gas and convenience stores are starting to do much more than sell gas. But mastering traditional retailing can be hard.

That's where IBM and IBM Business Partners dedicated to convenience and retail petroleum can help. Together, we have three decades of hands-on retail experience – and we can put that knowledge to work for you immediately. Together, we can provide fast, reliable point-of-sale (POS) systems that handle pump, food service and conventional transactions. We can deliver POS software specifically designed for convenience and retail petroleum environments. We offer a full range of services, like store planning, equipment installation and ongoing maintenance. Plus, we're building alliances with some of the petroleum industry's most innovative technology providers.

By working with IBM Retail Store Solutions and IBM Business Partners, convenience and retail petroleum companies can better meet five critical objectives:

- 1. Attract customers.** Drive in-store traffic to help increase sales.
- 2. Create connections.** Use the pump as a touchpoint.
- 3. Get it all.** Deploy integrated solutions for higher ROI.
- 4. Go global.** Maintain a consistent platform worldwide.
- 5. Control costs.** Protect your long-term investment.

Drive in-store traffic to help increase sales

To move more customers from the pump to the store, you have to offer them time-saving services that deliver immediate value. IBM and IBM Business Partners in convenience and retail petroleum provide the hardware, software and services needed to turn a store into a one-stop shop where customers can fill their fuel tanks, drop off dry cleaning, grab lunch, mail a package and buy tickets to the game.

- *Powerful POS solutions can support complex transactions – which makes it easier to integrate new offerings*
- *Easy-to-use POS systems with touchscreen operation help reduce training time and decrease checkout time*
- *POS hardware and software designed for food service help improve productivity at in-store QSRs*
- *Kiosks can offer Web access, e-mail, interactive maps and other self-service applications*
- *Enterprise loyalty systems help integrate all the offerings in your store*

Use the pump as a touchpoint

Every day, hundreds of your customers pay at the pump. By working with IBM and IBM Business Partners, convenience and retail petroleum companies can deliver helpful information to this captive audience, provide opportunities for customer interaction at the pump, and start building a foundation for customer loyalty and relationship management.

- *Use the pump as an interactive customer touchpoint*
- *Collect basic data to profile pay-at-the-pump customers*
- *Initiate loyalty programs to reward your best customers*
- *Develop and deliver highly targeted promotions at the pump*
- *Analyze data to determine purchase patterns and behaviors*
- *Test-market new offerings at the pump*





Deploy integrated solutions for higher ROI

Whether you operate thousands of corporate stores or a string of independent locations, you can't afford to piece together IT infrastructure one component at a time. IBM Business Partners and IBM Global Services can help you install integrated solutions from the POS to the enterprise level. For example, in North America we have teamed up with Dresser Wayne to integrate IBM POS platforms and back-office servers with Dresser Wayne solutions for POS, pump activity, pump control and authorization networks.

- *Select POS systems that can integrate merchandise sales with fuel transactions and pump control, creating a single data stream*
- *Use proven systems and configurations to help increase uptime and lower IT costs for better ROI*
- *Take advantage of modular solutions that can be rolled out quickly and help you increase profitability sooner*
- *Integrate POS systems with enterprise merchandising systems*
- *Help improve transaction security at the pump and in the store*
- *Select solutions from IBM Business Partners to handle labor scheduling, purchase order management, time-and-attendance and employee training*
- *Take steps toward creating an "e-station", where energy management, site maintenance, procurement and retailing are centrally controlled*

Maintain a consistent platform worldwide

IBM and IBM Business Partners provide support around the world for convenience and retail petroleum companies. When you team up with us, you can use the same store architecture across 20 locations – or a global enterprise. You can smooth transitions during and after mergers and acquisitions. And you can consolidate IT efforts to help increase operating efficiency.

- *Software supports multiple languages and currencies*
- *POS solutions are highly customizable for local needs*
- *POS hardware and peripherals support multiple languages*
- *Kiosk solutions are available for worldwide installation*
- *IBM service teams provide local support*
- *IBM Business Partners provide specialized software development*

Help protect your long-term investment

Because commodity pricing and static growth are industry norms, cost-efficient operation is absolutely critical. IBM and IBM Business Partners offer proven solutions that help convenience and retail petroleum companies spend less now and save more over the long term.

- *Retail-hardened POS systems are tested to tolerate heat, dust, dirt, spills and exposure to grease and fuel, helping to ensure long-lasting performance*
- *POS systems are designed to handle continuous operation in 24x7x365 convenience and retail petroleum environments*
- *POS hardware has a rugged design to withstand tampering, scratching and rough handling for exceptional investment protection*
- *Reliable solutions help maximize uptime and minimize support costs*
- *Scalable POS systems let you add functionality as your needs dictate*

- *Industry-standard platforms can run a wide range of software, so you can choose the right applications for your business*
- *Value-added services, loyalty programs and e-business opportunities can help increase sales and ease margin pressures*
- *Affordable pricing and financing options are available*

The right partners for convenience and retail petroleum

IBM is a clear global leader in POS and retail e-business. Our retail experience spans more than 25 years, and we helped revolutionize the business with innovations, such as the barcode. We couple this with superior technology, a vast service organization, and authorized IBM Business Partners that are dedicated to serving retail petroleum companies. Together, we provide a convenient, cost-effective source for hardware, software, services, store planning, equipment installation and ongoing maintenance. Plus, we're building alliances with some of your industry's most innovative technology providers. Our global capabilities and worldwide presence are unparalleled. Most important, we know what it takes to grow and thrive in the convenience and retail petroleum marketplace.

*Contact IBM
today*

ibm.com/industries/retail/store

Reliable choices for convenience and retail petroleum

IBM SurePOS 500 Series



IBM SurePOS 500 Series

The IBM SurePOS™ 500 Series helps increase speed, performance and reliability at the POS in gas and convenience stores. Its 1.2 GHz processor can handle complex, multimedia interfaces for pump control.

- *Retail-hardened to withstand continuous operation*
- *Integrated touchscreen display improves ease of use*
- *Space-saving design takes up very little counter space*

IBM SurePOS 600 Series



IBM SurePOS 600 Series

Designed to complement attractive, ultramodern gas and convenience store environments, the IBM SurePOS 600 Series features a 1.2 GHz processor that can easily run complex, multimedia GUIs for pump control.

- *Space-saving footprint with integrated LCD*
- *Touchscreen or non-touch capabilities*
- *Optional multimedia and wireless POS*

IBM SurePOS 300



IBM SurePOS 300

The IBM SurePOS 300 is one of the most affordable systems in the IBM portfolio. It delivers fast processing power, thick-client or thin-client configurations and retail-hardened reliability – all of which are important advantages for cost-conscious gas and convenience retailers.

- *Distributed design with compact, space-saving system unit*
- *Open platform and broad operating system support*

IBM SureOne POS System



IBM SureOne

The SureOne® POS System is an affordable POS platform with an integrated, all-in-one countertop design. It is engineered for budget-conscious convenience and retail petroleum companies, and for stores where space is limited.

- *Helps eliminate the need for complex integration*
- *Familiar PC technology is easy-to-use and affordable*

IBM Kiosk



IBM Kiosk

This powerful, Web-enabled kiosk is optimized for self-service e-business applications in convenience and retail petroleum, such as e-mail, advertising and interactive maps for driving directions.

- *Durable core technology with active-matrix LCD touchscreen*
- *Standard or custom enclosure design*
- *3D graphics accelerator for full-motion video and multimedia*

IBM Business Partners

We maintain a diverse global network of authorized IBM Business Partners who can deliver the local service and customized software that convenience and retail petroleum companies need to compete effectively. For added reliability, look for IBM StoreProven™ software.



For more information

To learn more about IBM Retail Store Solutions and IBM POS solutions, contact your local IBM representative or find us on the Web at: **ibm.com/industries/retail/store**

To place an order, call 1 800 IBM-CALL (1 800 426-2255) or 1 770 863-1000 outside the U.S. and Canada.

© Copyright IBM Corporation 2003.
All Rights Reserved.

IBM Corporation
Department C6PA
5601 Six Forks Road
Raleigh, NC 27609

Printed in the United States of America
01-03

All offers subject to availability. References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates. Copying or downloading the images contained in this document is expressly prohibited without the written consent of IBM.

IBM assumes no responsibility or liability for any use of the information contained herein. Nothing in this document shall operate as an express or implied license or indemnity under the intellectual property rights of IBM or third parties. No warranties of any kind including but not limited to the implied warranties of merchantability or fitness for a particular purpose are offered in this document. IBM is not responsible for photographic or typographic errors.

IBM will continue to enhance products and services as new technologies emerge. Therefore, IBM reserves the right to alter specifications and other product information at any time without prior notice. Please contact your IBM marketing representative or an authorized reseller for information on specific standard configuration and options.

® The e (logo), eServer, IBM, the IBM logo, StoreProven, SureOne, SurePOS and xSeries are trademarks or registered trademarks of International Business Machines Corporation in the United States and/or other countries.

Other company, product and service names may be trademarks or service marks of others.

1 The IBM home page on the Internet can be found at **ibm.com**

♻️ Printed on recycled paper containing 10% recovered post-consumer fiber.

