

IBM Retail Store Solutions



If you have a store, IBM has a solution





Powerful solutions for a dynamic retail world

In the age of the Internet, everything in retail is changing. What consumers can buy and where they can buy from. When they can buy and who they can buy from. Faced with a vast number of options, consumers will buy exactly what they want, anywhere they choose to shop. This makes loyalty a daily battle, won by those retailers who understand, anticipate, promote and deliver.

For the majority of retailers, all four of these goals must be accomplished in the store. Although more consumers are shopping over the Internet, fully 97% of retail transactions still occur within the physical store. When you combine

this fact with rising consumer expectations and intense competition, it points to one conclusion: the experience at the point of sale (POS) is more important than ever before.

Today, the POS must be a true point of service that keeps customers satisfied and coming back. That means faster, smoother checkout. Clean receipts with targeted customer messages. Colourful displays that run multimedia applications. And Web-based information access for customers and sales associates alike.

That's where IBM comes in.

Around the world, retailers of all sizes rely on retail-hardened hardware and software solutions from IBM and our Business Partners to achieve these goals. For the past quarter century, retailers have looked to IBM for innovations in point of sale, from the first barcode to the first PC-based POS device. During that time, we have continuously improved our offering by discovering what works for retailers like you, and building on that success over time.

Proven results in every environment

Whether you manage a single shop, a chain of grocery stores or a global mass merchandise enterprise, IBM can deliver the POS solutions you need to improve customer service, operate more efficiently and maximise profitability. We have hands-on experience in nearly every retail segment, every size of store and every part of the world. Together with our global network of Business Partners, we can put this expertise to work for you.

A sweeping, global network of IBM Business Partners

IBM provides POS solutions for such a wide variety of retailers for one simple reason: our network of 1,500 Business Partners. In step with the increasing selection of innovative Windows** -based solutions, they provide additional creativity, diversity and global reach. They also have the knowledge and skills necessary to develop solutions for specialised applications. In fact, Business Partners represent one of the fastest growing segments of our operation. As their numbers grow, IBM will be able to offer retailers greater value, better service and more choice.

Profound investment protection

We understand that retailers make tremendous investments in POS technology, from system units and peripherals to software and support systems. We know you need to get the highest value from your investment over time. That's why we create solutions with a wide range of options and a variety of migration paths. That way, you can choose the right configuration of equipment for your stores today, then expand your

capabilities when the time is right. For this reason, nearly all of our original POS customers from the 1970s are still IBM customers today.

Dependable, retail-hardened products

To make sure our solutions withstand even the most demanding POS environments, we perform a battery of tests under real-life conditions. We subject our solutions to vibration, radio frequency interference, power surges, spills and other hazards, so you can be confident they will operate reliably and provide maximum availability. We take measures to prevent fraud and theft, and design systems for fast, easy maintenance to minimise potential downtime.

A comprehensive solutions portfolio

If you have a store, IBM has a solution. Our SurePOS* portfolio covers a wide range of retail needs, embracing hardware, operating systems, applications and services. We can deliver an end-to-end product suite or create a custom configuration. We can provide the platform upon which you build your own solution or integrate offerings from independent providers.

Hardware

Our broad range of system units in either integrated or distributed configurations can meet the requirements of dynamic checkout applications and unique retail formats.

- The compact, affordable and easy-to-use **IBM SureOne* POS Terminal** is an ideal all-in-one system for independent retailers and smaller chain stores.
- Hospitality, food service and speciality environments can use the **IBM 4695 Touch Screen Terminal** which delivers industry-leading touch technology in a robust package.
- For small, medium and large chain stores, the modular **IBM 4694 POS System** provides the processing speed, memory and connectivity needed for today's demanding customer service applications. Many models offer USB ports that can accommodate the latest peripheral devices.
- The **IBM SurePOS 700 Series**, the newest member of the IBM SurePOS Family, offers a variety of models and peripheral options, including powered USB connectivity, DVD-ROM, Digital Visual Interface for multimedia applications and a wide range of system processors, so you can select the configuration that best suits your needs.

Both the IBM 4694 and the IBM SurePOS 700 Series help prepare retailers to take advantage of customer relationship management, multimedia, Web-enabled applications and other e-business solutions at the point of sale.

Peripherals

Our full line of POS displays, keyboards and printers can provide flexibility for any checkstand design. Two of our newest offerings that bring the latest in usability and shopper appeal are:

- The **IBM SureMark* Printers** set a new standard for thermal printing speed with 52-lines-per-second output. This pace allows retailers to print store logos, coupons and marketing messages on receipts, while maintaining high transaction speeds. They are available world-wide, including double-byte character set countries.
- The **IBM SurePoint* Solution** provides up to five interface options: a full-screen display to support graphical user interfaces; touch-screen capabilities to optimise hand-eye coordination and operator accuracy; a 32-key keypad for key-entry of data; a pointing device to navigate browser and Windows-based applications without a mouse; and a speaker/microphone system for voice recognition and other applications.

Software

Our wide range of software solutions, including solutions from our Business Partners, can meet the needs of any retail operation. We have taken major roles in the OPOS, JavaPOS, ARTS and ActiveStore initiatives, as an advocate for retailer needs and to make sure our solutions remain compatible with industry standards. In addition, we designed our newest POS platforms to benefit from the latest features of Microsoft** Windows operating systems used in the retail industry.

- Customised and packaged solutions from IBM Business Partners help retailers quickly improve profitability and performance in a wide range of retail environments. Look for the IBM StoreProven* emblem to find solutions that have been tested by solution providers for compatibility with specific IBM hardware platforms.
- The **IBM 4690 Operating System** is the most popular POS operating system in the world. Designed exclusively for the point of sale, it combines retail-proven ruggedness with a Java** Runtime

Environment (JRE) that allows you to write applications once and run them anywhere. For versatile performance at the point of sale that keeps your business running smoothly, choose from several 4690 applications, including **IBM Supermarket Application** and the **IBM General Sales Application**.

- **IBM StoreFlow*** includes a proven, feature-rich POS application, as well as a total architecture that enables seamless data integration from the POS to the back-office to the enterprise level. This means you can access and use profitable information from anywhere in your retail operation.

IBM:

The worldwide leader

in point-of-sale solutions

At IBM, it's our mission to provide all kinds of retailers with solutions that increase sales, strengthen customer loyalty and streamline operations. That's a mission we've pursued since 1911 when we introduced our first technology solution for retailers.

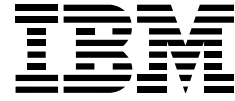
Today, we have more than 1.4 million POS systems installed, more than our two largest competitors combined. And we continue to innovate.

Together with our Business Partners, IBM is leading the way forward in e-business for retail. Because this dynamic market space continues to surge and evolve, we offer a strategic vision and a value-added solutions network. Together, these offer a practical road map you can use to choose the right path. The network includes enterprise-wide solutions for multi-channel retailing, customer relationship management (CRM), business management systems (including ERP and business intelligence) and e-commerce.

People are the key to all our solutions, from the store to the global level. With thousands of IBM employees and Business Partners in 164 countries, IBM has the right people with the right skills for whatever you need, from total store solutions to Web-site development to supply chain consultancy to full-scope out-sourcing.

Most importantly, we know the retail industry. We understand the nuances of your business, the objectives you have to meet and the challenges you face. When you choose IBM, you get more than advanced technology. You get innovative, retail-focused solutions from an experienced provider that shares your vision and delivers everything you need to make it happen.





Find out more today.

To learn more about the full range of IBM solutions for retail, please contact your IBM representative or find us on the Web at www.ibm.com/solutions/retail

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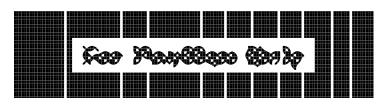
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