Store Integration Framework
IBM Data Integration Facility

Sales reference guide

Summary

IBM Data Integration Facility is a flexible, message-based system that enables retailers to share point-of-sale (POS) information across the store and enterprise. A key component of an on demand operating environment for retail, IBM Data Integration Facility uses IBM WebSphere® Business Integration software to connect POS systems with key business applications and constituents. Essentially, IBM Data Integration Facility helps retailers unlock POS information by providing transfer and translation tools that support open standards. These standards can facilitate connections between the POS, and existing and future store and enterprise applications. IBM Data Integration Facility supports applications that are based on Extensible Markup Language (XML) and International XML Retail Cooperative (IXRetail) standard data formats. With the help of Data Integration Facility, retailers can leverage time-tested POS applications in new ways to empower employees, streamline store operations and transform the customer experience with consistent service that is tailored to their specific needs.

Key messages

1. IBM Data Integration Facility enables sharing of POS data across applications

By transferring POS data using standard messaging structures, IBM Data Integration Facility enables retailers to simplify application deployment. It uses IBM WebSphere MQ Everyplace to support fast, reliable message delivery, with a choice of Java™ Message Service (JMS), Simple Object Access Protocol (SOAP) and Hypertext Transfer Protocol (HTTP) message protocols.

2. IBM Data Integration Facility translates data for easy integration among store systems

Encompassing a variety of open-standards formats, it provides flexibility and ease of integration, enabling the quick addition of new applications in the store without requiring hard-and-fast data bridges. To facilitate ease of integration, IBM Data Integration Facility translates IBM POS transaction logs (TLOGs) into IXRetail POSLog format – a defined XML schema for retail transaction data.

3. IBM Data Integration Facility supports efficient store operations

With realtime visibility of transaction data, retailers can streamline store operations and improve the customer shopping experience. For example, retailers can use best practices at the store level to shorten product replenishment time and maintain product assortments, and customer relationship management (CRM) data can be used at the POS to reinvigorate loyalty by providing targeted promotions to consumers.

IBM Data Integration Facility

Features	Benefits	The retail on demand connection
Provides a message-based system for transferring and sharing POS data, based on the following message protocols: • JMS • SOAP • HTTP	Simplifies new application deployment while supplying several options for realtime data exchange	Take out costs
Translates POS data into XML and IXRetail formats, which are widely used by application solution providers to develop solutions for the store, enterprise and Web	Creates a flexible environment that makes it easier to integrate new applications to improve business processes and deploy new consumer services	Take out costs Empower employees Transform the customer experience
Translates IBM POS TLOG data into IXRetail POSLog format	Helps applications access POS information quickly, enabling retailers to integrate new applications more efficiently	Take out costs Empower employee Transform the customer experience
Works in conjunction with WebSphere Business Integration TLOG Processor	Enables retailers to easily share data from stores for realtime, enterprise-wide analysis to improve business processes	Take out costs Empower employees Transform the customer experience

Positioning

Portfolio comparison

In terms of functionality, IBM Data Integration Facility is unique. By unlocking IBM TLOG data, which was previously difficult to access and leverage, it provides retailers with realtime access to some of their most valuable data, which they can use to improve store operations. Until now, file-transfer tools have been the solution of choice for this purpose; however, they cannot support realtime messaging.

A standards-based tool, IBM Data Integration Facility supports the conversion and transfer of store-wide data on IBM and third-party platforms. Any application that is based on defined, open industry standards can be easily linked with other applications using IBM Data Integration Facility for message-based data exchange. As a result, IBM is encouraging IBM Business Partners and service organizations to use this solution to facilitate easy application integration in retailers' infrastructures to support on demand operating environments.

Target markets

Retailers in all segments running the IBM 4690 Operating System (OS). For these retailers, IBM Data Integration Facility provides a way to optimize a proven, reliable software platform investment while leveraging POS data in new ways to improve the effectiveness of customer service and store operations. And because IBM Data Integration Facility is written in Java, it can be extended to any other operating systems the retailer has or is considering.

Specifications

Hardware requirements

	POS Controllers with a minimum of 667MHz processors (P3 or equivalent) with 256 of RAM and a hard disk

Software requirements

Operating system supported[1]	• IBM 4690 OS V3R3 with 160MB of free memory
Development environment	• Java 2 Standard Edition Runtime Environment (J2SE 1.3.x or later)
Messaging protocol	• WebSphere MQ Everyplace 2.0.0.7 or later versions 2.0.0.x
Applications supported	• IBM 4680 - 4690 Supermarket Application
	• IBM 4680 - 4690 General Sales Application
	• IBM SurePOS™ ACE for 4690 OS V3

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[1] An operating system is not included but can be purchased separately.