IBM Retail Store Solutions

IBM

Self Service
IBM Anyplace Kiosk

Sales reference guide

Summary

IBM Anyplace Kiosk solutions empower retailers and other organizations to bring a rich, compelling interactive experience directly to customers whether they are shopping, traveling or dining out. These kiosks offer:

- *Sleek, all-in-one design that combines a processor, flat panel touchscreen, magnetic stripe reader (MSR) and scanner, and fits virtually anywhere*
- *Flexible platform that delivers a dynamic interactive experience at the point of decision, and is cost-effective for pervasive installation*
- *High-powered, multimedia-driven technology that helps revolutionize the customer experience – now and in the future*
- *Fast and easy installation, service and remote management*

IBM Anyplace Kiosk solutions create exciting new opportunities to transform the customer experience, differentiate from competitors, and influence end-user decisions as they happen. They also help retailers achieve on demand imperatives: revolutionize the store (or restaurant, or hotel, or government office), empower teams, and operate on demand. (Please see *Why IBM?: Understanding e-business on demand* for more details about these imperatives.)

Key messages

1. IBM Anyplace Kiosk solutions deliver self-service at the point of decision

In an on demand world, people want instant access to information, special services and e-business transactions, no matter where they are. IBM Anyplace Kiosk solutions combine robust computing power, a state-of-the-art infrared (IR) touchscreen display and optional peripherals in a slim, tapered design that is as easy to place as signage. They are also cost-effective, so they are ideal for pervasive installation. With IBM Anyplace Kiosk solutions, retailers can place kiosks in the aisle, on the shelf, in a demo, on an endcap, or anywhere else that ensures convenient access. Unlike many other kiosks, IBM Anyplace Kiosk solutions deliver a self-service experience right at the point of decision.

2. IBM Anyplace Kiosk solutions are customer-optimized

These kiosks help organizations deliver a compelling end-user experience. They offer an integrated mini-PCI slot[1] for advanced, high-speed wireless LAN connectivity via an 802.11b/g adapter.[2] USB and serial ports accommodate a variety of external peripherals, while the optional integrated MSR and barcode scanner connect via internal ports. Retailers (and others) can order the 40GB[3] hard disk drive, which is ideal for thick-client support, yet the kiosk's design is flexible enough to operate with no drive at all – for thin-client configurations. External attachment points allow attachment of brand-specific signage, faceplates or other peripherals.

3. IBM Anyplace solutions support powerful applications

With fast processing power, full-screen video and high-quality sound, IBM Anyplace Kiosk solutions are equipped for a broad spectrum of self-service applications. These include solutions now available from IBM and IBM Business Partners (such as in-aisle CD/DVD preview stations, product information, guided selling tools, self-ordering in restaurants and unattended check-in for hotel guests). They also include Ready for IBM Retail Store Innovations solutions pre-tested for use with IBM Anyplace Kiosk systems.[4] In addition, the new kiosk systems can be enabled by IBM Store Integration Framework (*see Store Integration Framework: IBM Store Integration Framework*) to deliver a consistent and realtime view of the business to the end user.

4. IBM Anyplace Kiosk solutions provide strong investment protection

They are engineered to deliver long life and a stable platform for self-service. Physically, these kiosks feature a rugged, durable exterior designed to withstand frequent usage and rough handling, with a sealed, spill-resistant display. Microsoft® Windows® XP and Linux™ operating systems are offered, and Microsoft Windows 2000 is supported, which helps increase software choices.

5. IBM Anyplace Kiosk solutions are easy to install, service and manage

IBM Anyplace Kiosk solutions come with an industry-standard VESA mounting plate, plus one power cable and one Ethernet cable. Retailers can also choose integrated wireless connectivity for a single-cable setup.[2] Either way, IBM Anyplace Kiosk solutions are fast and easy to install or remove for service. These kiosks also incorporate hidden switches and a minimal number of cover panel screws, so service providers have fast access to internal components. Plus, IBM Anyplace Kiosk solutions offer Wired for Management (WfM) compliance, enabling convenient remote management.

IBM Anyplace Kiosk

Features	Benefits	The On Demand connection
Intel® Celeron® M Processor 320 (1.3 GHz[5], 400 FSB, 512KB cache) (processor socket suitable for upgrade)	Ample power to run a wide range of compelling self-service software applications (for customers and employees)	Revolutionize the store Empower teams
Intel Extreme Graphics 2 technology	Intense, realistic 3D graphics with sharp images	Revolutionize the store
State-of-the-art IR touchscreen technology	Exceptional image quality and helps ensure rapid, accurate self-service transactions: • Works with a fingertip, fingernails, gloved fingers, stylus or credit card • High contrast ratio and low glare improve visibility, even in brightly lit environments • No plastic film to scratch • Fixed optical alignment does not need recalibration to fix inaccuracies in activation	Revolutionize the store Empower teams Operate on demand
Integrated 10/100 Ethernet	Ample speed and bandwidth for LAN communications and Internet access[2]	Revolutionize the store Empower teams
802.11b/g wireless support via mini-PCI adapter[2] (optional)	Greater flexibility for pervasive installation	Revolutionize the store
Two high-speed USB 2.0 ports and one external RS-232 port	Convenient peripheral attachment	Revolutionize the store
Optional internal 40GB hard disk	Design accommodates thick- or thin-client computing	Revolutionize the store Operate on demand
Two SO-DIMM memory slots	Greater expandability	Revolutionize the store
Threaded mounting points for customized faceplates, signage or additional peripherals (e.g. a printer or biometric reader)	Stronger brand identity, plus more opportunities for exciting self-service	Revolutionize the store
VESA mounting plate (available with optional wall-mount or countertop kit)	Attaches to a variety of compliant mounts for simple installation	Revolutionize the store
Splash-resistant louvers	Allows airflow and protects internal electronics	Operate on demand
Integrated stereo speakers, headphone jack, microphone port	Supports high-quality audio applications	Revolutionize the store
Optional single PC card expansion slot	Greater design flexibility	Revolutionize the store
Presence detector can activate kiosk as end users approach	Better ability to capture end user's attention	Revolutionize the store
External power supply	Minimizes kiosk size, keeps heat away from electronics and simplifies service	Revolutionize the store Operate on demand

Positioning

Portfolio comparison

Compared to previous IBM Kiosk solutions, the IBM Anyplace Kiosk provides a platform that is lower cost, in a smaller, more flexible package. We have incorporated notebook PC technology to achieve a dramatically smaller system that runs cool while delivering solid processor power and a rich multimedia experience. IBM Anyplace Kiosks run an incredibly wide range of exciting self-service applications for retail, food service and hospitality, travel and transportation, financial services and other markets. More important, these kiosks are very easy to install, service and manage, so they are ideal for large-scale, pervasive rollouts. This is critical, because IBM market research shows that among retailers that deploy self-service kiosks, many find that using multiple kiosks helps satisfy consumer demand more effectively. IBM Anyplace Kiosk solutions combine several design attributes that support multiple installation, including their compact size (easy to install or relocate in a store), wireless LAN capability (quick and easy setup) and durable, retail-hardened design (which can withstand difficult, unattended public environments). Overall, IBM Anyplace Kiosk solutions will be critical for organizations looking to make cost-effective and attention-grabbing changes in the store and other end-user environments.

Target solutions

While there are many solutions that can run on the Anyplace Kiosk, there are certain categories that are very attractive for IBM (and our customers) because they already have market traction, they take advantage of the kiosk's unique form factor, and they can span multiple segments.

1. Guided selling

These interactive solutions ask customers about their preferences and needs, then generate expert product or service recommendations tailored to these needs. In addition, guided selling solutions offer basic product information, such as comparisons or features and benefits. In many ways, guided selling solutions recreate a Web-driven shopping experience within the store environment, at the point of decision. For example, imagine a customer shopping for a cellular phone and calling plan. The guided selling application would ask the customer relevant questions (about minutes, roaming and time/frequency of usage) to provide expert advice about which phone and calling plan is best. Then it allows the customer to compare several phone and plan options side by side and make a decision. Because IBM Anyplace Kiosk solutions can be installed virtually anywhere, they offer an ideal platform for guided selling. Essentially, guided selling applications can be used any time a consumer needs more information in order to select the right product or service. Other examples include providing recommendations for digital cameras (customers answer questions about the picture size, quality and general usage that generate an expert recommendation); choosing wine (customers receive advice on wine selections based on their interests in price, food pairings, wine growing region, rating, etc.); auto parts (customers specify their automobile year, make and model, driving habits, etc. to get an expert recommendation); and financial services (customers provide banking information, such as number of checks written in a month, balance kept, interest paid, etc. in order to get expert advice on checking accounts or other bank products or services that are appropriate for their needs.)

2. Self-ordering

Self-ordering solutions empower consumers to place orders for food (and often pay for the meal) themselves. These solutions can be used everywhere, from convenience stores, to quick service restaurants, to casual dining environments to the deli counter in grocery stores. They help customers place orders quickly, receive an accurate delivery, and use an interface that can be customized for the language of their choice. Self-order applications can consistently offer menu suggestions to customers based on daily specials or other promotions. Self-ordering solutions also allow employees to focus on filling orders, which enables the restaurant to serve more customers with the same size staff. Again, because they can be installed virtually anywhere and offer a simple, clean design, IBM Anyplace Kiosks are excellent for self-ordering stations.

3. Product information

Product information applications deliver critical information customers need to make informed decisions. Unlike guided selling tools, these applications do not require the customer to provide any information about themselves or their preferences. What they can provide is a wealth of information such as product/ service ratings, product comparisons, explanations of features and benefits, or recommendations of accessories or related products. Or they may simply offer basic product information, such as pricing, a demo video, or images of the entire product line. Because IBM Anyplace Kiosk solutions can be installed right at the point of decision, they offer an ideal platform for product information applications.

Solution benefits

Solution	Description	Objectives
Product information	In-aisle solution that provides product or service information or advertising	• Provide relevant product information • Demonstrate product • Offer a platform for a marketing campaign
CD/DVD Preview	In-aisle solution that enables media preview and intelligent recommendations	• Entertainment • Upsell from deep catalog • Cross-sell • Don't let customers leave empty-handed
Guided selling	In-aisle solution that uses customer input to generate expert product/service recommendation	• Help customers make a more informed decision • Enable detailed product comparisons • Improve service levels
Self-ordering	Enables customers to place food (or non-food) orders themselves. Payment options vary	• Improve order accuracy • Enhance consistency of cross-sell and upsell • Accelerate transactions
Human Resources	Offer employees self-service access to HR functions; make job screening more efficient without adding HR personnel	• Increase employees' ability to make good HR decisions • Accept applications from more people without adding cost • Higher service levels

IBM Anyplace Kiosk at a glance

Hardware	
Processor	Intel Celeron M Processor 320 (1.3GHz, 400 FSB, 512KB cache)[6]
Hard disk drive (optional)	40GB
System memory[7]	256MB DDR (upgradeable to 2GB)
Graphics	Intel Extreme Graphics 2
Slots	2 SO-DIMM slots (standard), single PC card expansion slot (optional)
Ports	2 high-speed USB 2.0, 1 RS-232, 2 internal RS-232 (for optional MSR and scanner), headphone, microphone
Power consumption	40W typical/120W maximum
System dimensions and weight	
Dimensions (WxDxH)	12" model: 12.4 x 2.8 x 12.2"/315 x 72 x 310mm 15" model: 15 x 2.8 x 14"/380 x 72 x 355mm
Weight[8]	12" model: 9.5lbs/4.4kg 15" model: 11.5lbs/5.3kg
Software	
Operating systems supported	IBM Retail Environment for SUSE LINUX (IRES)[9], Novell's SUSE LINUX Retail Solution (SLRS), Microsoft Windows XP Professional Edition[10], Microsoft Windows XP Embedded, and Windows 2000
Drivers supported	Microsoft Windows, OPOS, JavaPOS™[11]
Industry standards	
Systems management	WfM, SMBIOS, Wake on LAN® and PXE
Power management	APM 1.2 with Linux, ACPI 1.0 with Microsoft Windows
Peripheral options	
	• Integrated 3-track MSR • Integrated bar code scanner • 802.11b/g wireless support via mini-PCI adapter[2] • Single-slot cardbus socket (special order) • Flush-to-wall mount • Tabletop tilt mount • Music-listening bezel, with large volume control knob (special order)
Services	
Limited warranty[12]	One year onsite and depot service (model dependent)
Technical support[13]	24x7 phone support and Web-based help (during limited warranty period)
Options[14]	Onsite service available

Available software

To find the latest software offerings designed to work
with IBM Anyplace Kiosk solutions, please contact your
IBM representative or visit the Global Solutions Directory.
This online directory contains thousands of applications,
tools and services from IBM, IBM Business Partners and
other developers around the world. It is available 24x7,
and features state-of-the-art capabilities that allow you to
search by solution type, solution area, operating system,
market segment, hardware platform, language, technology,
country, industry or software. When the directory finds
an offering that matches your criteria, it provides an
instant link. What's more, the Global Solutions Directory
is available in Brazilian Portuguese, English, French,
German, Italian, Japanese, Korean, Simplified Chinese
and Spanish. Go to: www.software.**ibm.com**/solutions/isv

[1] Not available worldwide. Ask your representative for details.

[2] Internet access separate, not included.

[3] GB/MB equals one billion/million bytes when referring to storage capacity; accessibility may be less.

[4] IBM is not the licensor of this Business Partner's product or service and makes no warranties, expressed or implied, including any implied warranties or merchantability or fitness for a particular purpose. Statements made by IBM Business Partners that offer Ready for IBM Retail Store Innovations products are provided by the relevant third party, and not IBM.

[5] GHz refers only to microprocessor internal clock speed; many factors affect application performance.

[6] Processor socket suitable for upgrade.

[7] Memory supports both system and video. Enables balanced memory usage between graphics and system for optimal performance

[8] Represents weight of system only, not mounted on stand and exclusive of power supply.

[9] This is a service support offering from IBM. The SUSE Linux operating system is distributed separately by SUSE directly to the customer.

[10] Available by special order. Microsoft Windows XP Professional with restrictive use described in the End User License agreement.

[11] Available for select operating systems and devices.

[12] For a copy of the terms and conditions of IBM's Statement of Limited Warranty, please contact your IBM representative or reseller.

[13] Technical response times may vary.

[14] For more information, please contact your IBM representative.