



POS Hardware

IBM SureOne

Sales reference guide

Summary

The IBM SureOne® system is one of the most affordable integrated systems in the IBM Retail Store Solutions portfolio. It is targeted at budget-conscious retailers, and at those who operate in areas where space is limited. Its compact, all-in-one design includes all the tools retailers need to run a store, eliminating the need for complex systems integration. The attractive SureOne has a socketed 866MHz processor (upgradable to 1.2GB), upgradable memory, a CRT or LCD operator display, an impact or thermal receipt printer, and a programmable keyboard with magnetic stripe reader (MSR). Other options include a 2x20 customer display and a compact or full-size cash drawer. Plus, the SureOne system can run off-the-shelf or customized software for checkout and back-office functions such as inventory control, customer-purchase history and accounting. This double-duty capability, along with its small footprint and affordable price, make the SureOne system the right choice for specialty shops, convenience stores, independent grocery stores, fashion boutiques and many other smaller retail operations worldwide.

Key messages

1. The SureOne system is an attractive, all-in-one solution

The integrated platform is critical for smaller retail operations, because it eliminates the time, expense and risk of complex systems integration. With the SureOne system, retailers can make one purchase and have all the hardware and peripherals they need to manage a thriving small business. It also fits neatly in smaller retail environments, without taking up valuable counter space.

2. The SureOne system is based on familiar PC technology

This message has several benefits for the customer. First, the system operates in much the same way as a PC cash drawer (PCCD) system, so it is very easy to

use: just pull it out of the box, plug it in and it's ready to go. Second, the SureOne system provides the quality and reliability of the IBM brand at an affordable price. In fact, according to a recent study, point-of-sale (POS) systems like the SureOne system deliver a lower total cost of ownership than PCCD systems, even within the first year. What's more, these POS systems last longer than the average PC. (For more information about this study and its results, please see *Why IBM?: Selling against PC cash drawer systems.*)

3. The SureOne system offers flexible configurations

In terms of its peripherals, this system provides a level of choice that small retailers will appreciate. Essentially, it allows them to get the operator display, printer, customer display and cash drawer they need, without sacrificing their budgets. It is also flexible in that it has the computing power necessary to run both POS and back-office software.

4. The SureOne system protects the retailer's investment

Its durable design can withstand exposure to heat, humidity, dirt, dust, vibration and electrostatic shock. This improves uptime and equipment life, both of which increase long-term investment protection. Plus, its configuration will stay the same for 18 to 24 months, which makes service, technical support and upgrades easier to obtain. Both factors distinguish the SureOne system from other low-cost, PC-based systems. Like all IBM systems, the SureOne system also has very high residual value.

5. The SureOne system runs a wide range of software

Like many systems in the Retail Store Solutions portfolio, the SureOne system has an open platform and broad operating system (OS) support. This broad support enables retailers to choose from a wider range of software products, including off-the-shelf applications and offerings developed by IBM Business Partners that have been tested to run on the SureOne system.

IBM SureOne

Features	Benefits	The retail on demand connection
All-in-one design	Allows retailers to purchase one POS system that has everything they need – instead of having to assemble an untested configuration of components on their own	Take out costs Operate with secure resilience
Compact, attractive design	Creates a clean, uncluttered POS in virtually any retail environment and conserves valuable counter space	Transform the customer experience Take out costs
Active matrix, flat-panel color LCD operator display	Saves space and enables retailers to run GUI software for faster, more accurate POS transactions	Transform the customer experience
Monochrome CRT operator display	Provides a lower-cost display option	Take out costs
Preloaded with DOS 2000	Improves the 'plug and play' ability of SureOne, because retailers can plug it in, load an application, and start processing transactions immediately; also, DOS can be overwritten with a different OS if the customer so chooses	Enable your people
Two USB ports	Allows retailers to expand peripheral options	Take out costs
Standard RS-232 port	Enables retailers to attach proven peripherals	Take out costs
Powered RS-232 port	Allows retailers to attach scanners and other peripherals without an external power supply	Take out costs
10/100 Ethernet	Delivers enough speed and bandwidth to support Internet and intranet applications	Transform the customer experience
96-key programmable matrix keyboard	Can be easily customized to meet store- or software-specific needs	Enable your people
Integrated three-track MSR	Enables fast, efficient card swiping	Transform the customer experience Enable your people
Three-position key lock	Enables management override for higher security	Enable your people Operate with secure resilience
Diskette drive	Quick, easy software updates	Take out costs
Three printer options	Thermal printer (for SBCS or DBCS) speeds transactions and reduces customer wait-time Impact printer (for SBCS or DBCS) accommodates two-layer paper for journaling and features journal take-up reel Printerless option allows retailers to add a printer of their choice, including the IBM SureMark Printer	Transform the customer experience Take out costs
Compact cash drawer (optional)	Ensures cleaner POS appearance	Transform the customer experience
Audio system (optional)	Supports multimedia software for employee training	Enable your people
2×20 customer display (optional)	Keeps shoppers engaged at the POS	Transform the customer experience
Wake on LAN® (WOL)	Significantly reduces maintenance time and costs with remote management of POS terminals	Take out costs Operate with secure resilience
Advanced Power Management (APM) and Advanced Configuration and Power Interface (ACPI)	Eliminates wasted power consumption when system is idle, which keeps energy costs down and saves retailers money	Take out costs

Positioning

Portfolio comparison

The IBM SureOne system is one of the most compact, affordable POS systems in the IBM portfolio, and its primary target markets are small retail operations worldwide and some larger retailers in AP. The SureOne system delivers a surprising amount of power, expandability and e-business capabilities for its size. It offers a very attractive solution for retailers who need to protect their budgets, get the most functionality for their money, and find an integrated POS system that will fit in their stores. Most importantly, the SureOne system shows smaller retailers that the quality and reliability they associate with the IBM brand is available at a price they can afford. In addition, the SureOne system will be used to replace Electronic Cash Register (ECR) and win business in PCCD-based accounts.

Target markets

1. Tier 3 or 4 retailers with limited IT support (or no IT department at all) running DOS, Microsoft® Windows® or Linux.

These retailers typically depend on solution providers to offer a complete, cost-effective system that is easy to operate and can run POS applications as well as back-office software. The IBM SureOne system is the only POS system from IBM that is available exclusively through IBM Business Partners. Aside from some rare configurations of the IBM SurePOS™ 300 Series, the SureOne system is also the lowest-priced POS solution in the IBM portfolio. Its all-in-one design is ideal for IBM Business Partners, because it allows them to develop solutions for multiple markets (specialty, independent grocery stores, hospitality) on a single platform.

2. Supermarkets and large department stores (China only).

The IBM SureOne system is extremely popular in China for several reasons. First, its compact, all-in-one design saves counter space in crowded retail environments where space is usually very limited. It also captures IBM quality, expandability and advanced features in a value-priced system. Abundant IBM SureOne support from ISVs throughout China helps to ensure fast, responsive service regardless of store location.

Models overview

The only difference between the two models of the IBM SureOne is the operator display. All other capabilities and options are identical.

Model	Operator display
Model A05 Standard system	10" active matrix color LCD
Model A04 Value system	9" monochrome CRT

Specifications

Hardware

Processor	<ul style="list-style-type: none">VIA C3 866MHz
Memory	<ul style="list-style-type: none">64MB (expandable to 512MB)
Video memory	<ul style="list-style-type: none">4MB UMA (8MB UMA can be defined)
Display resolution	<ul style="list-style-type: none">800 x 600 resolution (A05 only)
Hard disk drive	<ul style="list-style-type: none">40GB (or larger)
Diskette drive	<ul style="list-style-type: none">1.44MB
Ports	<ul style="list-style-type: none">Customer display, video (SVGA), RS-232, powered RS-232, USB (2), parallel, PS/2 keyboard, PC mouse, Ethernet, cash drawer
Slot	<ul style="list-style-type: none">1 half-size PCI adapter slot
Dimensions (HxWxD)	<ul style="list-style-type: none">A04: 14" x 15" x 19.7" (358mm x 382mm x 502mm)A05: 14.2" x 15" x 19.7" (360mm x 382mm x 502mm)
Weight	<ul style="list-style-type: none">A04: 39.7lbs (18kg)A05: 35lbs (15.9kg)
Power consumption	<ul style="list-style-type: none">75W typical, 40W standby

Peripherals

Operator displays	<ul style="list-style-type: none">9" monochrome CRT (A04)10" color active matrix LCD (A05)
Customer display (optional)	<ul style="list-style-type: none">2x20 vacuum fluorescent display
Printers	<ul style="list-style-type: none">40-column thermal printer42-column enhanced impact printerPrinterless configuration also available
Keyboard	<ul style="list-style-type: none">Programmable 96-key alphanumeric matrix keyboard with three-position key lock
Cash drawers (optional)	<ul style="list-style-type: none">CompactFull-size
Additional options	<ul style="list-style-type: none">Journal take-up reelAudio system

Software

Operating systems supported	<ul style="list-style-type: none">Microsoft Windows NT® 4.0Microsoft Windows 98Microsoft Windows 2000DOS 2000 (pre-loaded)Microsoft Windows XPMicrosoft Windows XP EmbeddedLinux (Red Hat 7.3)
Drivers supported	<ul style="list-style-type: none">OPOS 1.7.0

Industry standards

Systems management	<ul style="list-style-type: none">SMBIOS 2.3Preboot Execution Environment (PXE) 2.0WOL
Power management	<ul style="list-style-type: none">APM 1.2ACPI 1.0

Services

Limited warranty	<ul style="list-style-type: none">1 year¹
Service life	<ul style="list-style-type: none">Up to seven years after withdrawal from market
Technical support	<ul style="list-style-type: none">24x7 phone support and Web-based help²

The IBM Retail Store Solutions organization offers a long list of benefits that apply to all the solutions in the portfolio and deliver real value to customers. They include:

- *Choice: open systems and IBM Business Partner solutions*
- *Investment protection: retail-hardened products with long lifecycles*
- *Technology leadership: advanced technology, continuing innovation*
- *Total solutions: hardware, software, financing, consulting, service*

Please see *Why IBM?: IBM value proposition* for details on how to communicate these benefits to your customers.

Total solutions

For small retailers

AG	<ul style="list-style-type: none"> • SureOne model A05 • 2x20 customer display • Thermal printer (single-station) • Compact cash drawer
EMEA	<ul style="list-style-type: none"> • SureOne model A05 <ul style="list-style-type: none"> – Integrated matrix keyboard with MSR – Integrated color TFT display • 2x20 customer display • Thermal printer (single-station) • Compact cash drawer
AP	<ul style="list-style-type: none"> • SureOne model A04 (A05 for color display) <ul style="list-style-type: none"> – Keyboard with MSR • Thermal printer (single-station) • Impact printer (for physical journal) • Compact or full-size cash drawer • 2x20 customer display • Handheld scanner

For large retailers (China only)

China	<ul style="list-style-type: none"> • SureOne model A04 <ul style="list-style-type: none"> – Keyboard with MSR • Impact printer • Journal take-up reel • Compact or full-size cash drawer • 2x20 customer display
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Available software

Retail-hardened SureOne series systems support integration with diverse third party application, including Ready for IBM Retail Store Innovations solutions developed by independent software vendors and pretested for use with IBM POS technologies.³



Software offerings designed to work with the IBM SureOne can be located through 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.

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