



## POS Hardware

*IBM SurePOS 300 Series*

*Sales reference guide*

## Summary

The IBM SurePOS™ 300 Series gives retailers a viable, retail-hardened alternative to lower-cost, point-of-sale (POS) systems or even generic PC cash drawer (PCCD) systems (see *Why IBM?: Selling against PC cash drawer systems* for details). It's the most affordable distributed POS system in the IBM portfolio. Yet SurePOS 300 Series delivers fast processing power (up to 1.2GHz), flexible configurations (thick-client or thin-client), three storage media options (none, 128MB CompactFlash or 40GB hard drive), high-bandwidth Ethernet (10/100) and significantly higher reliability than the average PC. With these capabilities, the SurePOS 300 Series can easily run the POS software retailers use today and new applications for customer loyalty, e-commerce, centralized management and other e-business strategies. Most important, it helps cost-conscious retailers make the leap to a true POS solution designed specifically for retail environments.

## Key messages

### 1. The SurePOS 300 Series saves space

It has a distributed (nonintegrated) design, and its compact system unit has a very small footprint. In fact, its footprint is the smallest in the IBM portfolio. Because the system unit takes up so little real estate and the other components are not integrated, the SurePOS 300 Series is ideal for stores where space is at a premium.

### 2. The SurePOS 300 Series is extremely versatile

With its distributed design and open platform, the SurePOS 300 Series lets retailers choose from a wide range of peripherals, POS software and operating systems. It can also be configured as a standalone solution, or as a thin-client workstation that is centrally controlled. So it works well anywhere in the store, from the back-office to the POS to point-of-service areas like gift wrap or returns.

### 3. The SurePOS 300 Series is retail-hardened

Like all POS solutions from IBM, the SurePOS 300 Series is built to withstand rough handling and frequent exposure to dirt, dust, spills and electrostatic shock – all common occurrences in retail. This increases uptime and life span, both of which improve the system's total value and are important differentiators from lower-cost POS systems.

### 4. The SurePOS 300 Series will protect the retailer's investment

IBM offers sales and service (including parts and upgrades) for SurePOS systems up to seven years after withdrawal from the market. The configuration for the SurePOS 300 Series will stay unchanged for 18 to 24 months, allowing retailers to install a consistent platform from store to store and use centralized management to reduce IT spending. These are critical points of difference to PCCD. In fact, according to a recent study, POS systems like the SurePOS 300 Series deliver a lower total cost of ownership (TCO) than PCCD systems, even within the first year. What's more, these POS systems last longer than the average PCCD. (For more information about this study and its results, please see *Why IBM?: Selling against PC cash drawer systems*.)

### 5. The SurePOS 300 Series runs a wide range of software

Its open platform and broad operating system support allow retailers to choose from a variety of applications, including software developed by IBM Business Partners. This helps retailers find precisely the right POS software for their stores.

## IBM SurePOS 300 Series

Features	Benefits	The retail on demand connection
Full-motion video with audio (display and speakers are purchased separately)	Enables retailers to use multimedia to engage shoppers, support computer-based training to train employees faster, or assist operators with upselling tactics	Transform the customer experience Enable your people
Wide range of optional peripherals that are designed to work together and available from a single source	Minimizes conflicts; eliminates the need to deal with multiple vendors; protects the retailer's investment; reduces risks inherent to assembling systems piecemeal in unproven configurations	Take out costs Operate with secure resilience
Four USB ports	Allows retailers more flexibility and choice for peripherals, including the latest models	Take out costs
Up to four RS-232 ports	Enables retailers to attach existing, proven peripherals	Take out costs
Two powered RS-232 ports	Lets retailers attach POS devices like scanners and pole displays without a separate power brick	Take out costs Operate with secure resilience
10/100 Ethernet	Delivers enough speed and bandwidth to support Internet and intranet applications as well as faster data transfer and batch polling from corporate headquarters to branch stores	Transform the customer experience Take out costs
CANPOS or ANPOS keyboard with 32 programmable keys, separate numeric keypad and latching cables (optional)	Allows retailers to customize the keyboard for specific business operations	Enable your people Operate with secure resilience
IBM SureMark Printer (optional)	Reduces total checkout time and improves customer service with fast thermal receipt printing	Transform the customer experience
IBM SurePoint Solution (optional)	Enables full-color GUIs and touchscreen operation to speed checkout, reduce the risk of error and minimize training times	Transform the customer experience
2x20 customer display (optional)	Keeps shoppers informed of where they are in the checkout transaction	Transform the customer experience
Wired for management compliance and Wake on LAN®	Allows remote management of POS terminals to significantly reduce time and cost associated with uploading, upgrading, and updating terminals for system images and maintenance and remote access features (debug, logs, check settings)	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 – especially for enterprises with hundreds of terminals	Take out costs

## Positioning

### Portfolio comparison

The IBM SurePOS 300 Series is the smallest – and one of the most affordable – POS systems IBM offers. Designed for customers focused on price, the SurePOS 300 Series works well in retail environments where cost is more important than image. (The majority of I/O devices will have external power bricks and the system will be distributed.) That's why it's ideal for retailers who have purchased lower-cost POS or PCCD systems in the past. These systems' configurations can change in just 90 days. Service and support can be difficult to obtain. And they aren't always designed to handle realworld retail conditions. The IBM SurePOS 300 Series addresses all of these issues and helps retailers acquire the quality and reliability of the IBM brand at a price they can afford. To reach this level of affordability, retailers must sacrifice upgradability (processor upgrades are more limited than with the SurePOS 500 and 700 Series, due to thermal restrictions of the smaller 300 Series package) and expandability (it doesn't have the ports, bays and slots required in large, complex retail operations).

## Target markets

### 1. Tier 2 or 3 specialty

These customers usually have smaller IT departments, running DOS, Microsoft® Windows® or Linux in the terminal. They want I/O flexibility at a low price point, but don't require integrated devices. Because their POS applications are keyboard-based, the SurePOS 300 Series works well in this niche. It provides a low-cost, nontouch system with I/O flexibility. And it runs any operating system (OS) except the IBM 4690 OS, so it allows non-IBM customers to retain existing software and roll out new applications from IBM Business Partners in the future.

### 2. Tier 1 or 2 large specialty

Known as 'category killers' in the U.S., these retailers include warehouse-sized specialty stores such as Home Depot and Best Buy. They want low-cost POS terminals running in a thin-client environment on Windows XP Embedded or Linux. The thin-client model requires a large, competent IT staff, which large specialty retailers typically have. Peripheral needs are basic, and the POS is designed for distributed I/O. The SurePOS 300 Series is an excellent fit here. It offers medialess and CompactFlash models, both of which support the thin-client model. Its ports can accommodate a printer, CANPOS keyboard, 2x20 display, scanner, PIN pad and CRT or flat-panel operator display.

### 3. Tier 2 or 3 grocery (EMEA only)

Many small grocery stores, discount grocery retailers and convenience stores in EMEA are running DOS, and have plans to move to either Windows or Linux platforms. They have RS-232 peripherals, but are not ready to move to USB devices. These retailers want distributed devices, and the SurePOS 300 Series is a good fit.

**Models overview**

<b>Model</b>	<b>Configuration</b>	<b>Storage media</b>	<b>Unique ports</b>
31H	Thick-client	40GB hard disk drive	<ul style="list-style-type: none"><li>• Two standard RS-232, two powered</li><li>• Parallel</li></ul>
31C	Thin-client	128MB CompactFlash	<ul style="list-style-type: none"><li>• Two standard RS-232, two powered</li><li>• Parallel</li></ul>
310	Value	No storage media	<ul style="list-style-type: none"><li>• Two standard RS-232, two powered</li><li>• Parallel</li></ul>
32H/W2H <sup>1</sup>	Thick-client	40GB hard disk drive	<ul style="list-style-type: none"><li>• Four standard RS-232, two powered</li><li>• Cash drawer</li></ul>
32C	Thin-client	128MB CompactFlash	<ul style="list-style-type: none"><li>• Four standard RS-232, two powered</li><li>• Cash drawer</li></ul>
320	Value	No storage media	<ul style="list-style-type: none"><li>• Four standard RS-232, two powered</li><li>• Cash drawer</li></ul>

## Specifications

Hardware	Models 310/31C/31H	Models 320/32C/32H/W2H <sup>1</sup>
Processor	<ul style="list-style-type: none"> <li>VIA C3 866MHz</li> </ul>	<ul style="list-style-type: none"> <li>VIA C3 1.2GHz</li> </ul>
Video memory	<ul style="list-style-type: none"> <li>4MB UMA (8MB UMA can be defined)</li> </ul>	<ul style="list-style-type: none"> <li>4MB UMA (8MB UMA can be defined)</li> </ul>
Memory	<ul style="list-style-type: none"> <li>128MB (expandable to 512MB)</li> </ul>	<ul style="list-style-type: none"> <li>256MB (expandable to 512MB)</li> </ul>
Ports	<ul style="list-style-type: none"> <li>Video display (SVGA), Ethernet, powered RS-232 (2), RS-232 (2), USB (4), parallel, PS/2 keyboard, PC mouse, headphone, microphone in, line out</li> </ul>	<ul style="list-style-type: none"> <li>Video display (SVGA), Ethernet, powered RS-232 (2), RS-232 (4), USB (4), PS/2 keyboard, PC mouse, headphone, microphone in, line out, cash drawer</li> </ul>
Slot	<ul style="list-style-type: none"> <li>One half-size PCI adapter slot</li> </ul>	<ul style="list-style-type: none"> <li>One half-size PCI adapter slot</li> </ul>
Dimensions (WxDxH)	<ul style="list-style-type: none"> <li>300mm x 216mm x 90mm (11.8" x 8.5" x 3.6")</li> </ul>	<ul style="list-style-type: none"> <li>300mm x 216mm x 90mm (11.8" x 8.5" x 3.6")</li> </ul>
Weight	<ul style="list-style-type: none"> <li>3.6kg (8lbs)</li> </ul>	<ul style="list-style-type: none"> <li>3.6kg (8lbs)</li> </ul>
Power consumption	<ul style="list-style-type: none"> <li>35W typical, 100W maximum</li> </ul>	<ul style="list-style-type: none"> <li>35W typical, 100W maximum</li> </ul>

## Optional peripherals

Displays	<ul style="list-style-type: none"> <li>IBM SurePoint Solution</li> <li>Distributed 40-character display</li> <li>Distributed character graphics display (AP only)</li> </ul>	
Printers	<ul style="list-style-type: none"> <li>IBM SureMark Printer</li> <li>Fiscal printers 3 (ask your local representative for details)</li> </ul>	
Keyboards	<ul style="list-style-type: none"> <li>CANPOS Keyboard</li> <li>Access keyboard (EMEA only)</li> </ul>	<ul style="list-style-type: none"> <li>CANPOS Keyboard with MSR</li> <li>ANPOS Keyboard</li> </ul>
Cash drawers	<ul style="list-style-type: none"> <li>Compact</li> </ul>	<ul style="list-style-type: none"> <li>Full-size</li> </ul>

## Software

Operating systems supported <sup>2</sup>	<ul style="list-style-type: none"> <li>Microsoft Windows XP</li> <li>Microsoft Windows XP Embedded<sup>3</sup></li> <li>Microsoft Windows 2000</li> <li>IBM Retail Environment for SUSE LINUX</li> <li>DOS 2000</li> </ul>	<ul style="list-style-type: none"> <li>Microsoft Windows XP Professional Edition<sup>4</sup></li> <li>Microsoft Windows XP Embedded</li> <li>Microsoft Windows 2000</li> <li>IBM Retail Environment for SUSE LINUX</li> <li>DOS 2000</li> </ul>
Drivers supported	<ul style="list-style-type: none"> <li>OPOS 1.7.0</li> <li>JavaPOS™ 1.7.1</li> </ul>	<ul style="list-style-type: none"> <li>OPOS 1.7.0</li> <li>JavaPOS 1.7.1</li> </ul>
Management tools	<ul style="list-style-type: none"> <li>IBM Director 3.1</li> </ul>	<ul style="list-style-type: none"> <li>IBM Director 3.2 or higher</li> </ul>

## Industry standards

Systems management	<ul style="list-style-type: none"> <li>WfM 1.1</li> <li>Preboot Execution Environment (PXE) 2.0</li> </ul>	<ul style="list-style-type: none"> <li>SMBIOS 2.3</li> <li>WOL</li> </ul>
Power management	<ul style="list-style-type: none"> <li>APM 1.2</li> </ul>	<ul style="list-style-type: none"> <li>ACPI 1.0</li> </ul>

## Services

Limited warranty	<ul style="list-style-type: none"> <li>1 year<sup>5</sup></li> </ul>
Service life	<ul style="list-style-type: none"> <li>Up to seven years after withdrawal from market</li> </ul>
Technical support	<ul style="list-style-type: none"> <li>24x7 phone support (during warranty period, response times may vary); may exclude some holidays and Web-based help<sup>6</sup></li> <li>Both depot and onsite service are available</li> </ul>

The IBM Retail Store Solutions organization – and the IBM brand – offer a long list of benefits that apply to all the solutions in the portfolio and deliver real value to our 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 about how to communicate these benefits to your customers.

## Total solutions

### For large specialty (category killer)

EMEA	<ul style="list-style-type: none"> <li>Model 32H system unit</li> <li>CANPOS Keyboard with MSR (Iron gray)</li> <li>SureMark Printer, model IF6 (Iron gray)</li> <li>15" flat panel display</li> <li>Full-size cash drawer (Iron gray)</li> </ul>
AP	<ul style="list-style-type: none"> <li>Model 32H system unit</li> <li>Distributed 2x20 VFD or character graphics display (Iron gray)</li> <li>CANPOS Keyboard with MSR (except Japan/Korea)</li> <li>SureMark Printer, model TG3 or TG5 (Iron gray)</li> <li>SurePoint Solution, model 1FD 10" LCD (Iron gray)</li> <li>Full-size cash drawer (Iron gray)</li> </ul>

### For specialty

	Touchscreen	Nontouch
AG	<ul style="list-style-type: none"> <li>Model 31H system unit</li> <li>SureMark Printer, model TG4 with MICR (Iron gray)</li> <li>SurePoint Solution, model 4FT with MSR, 12" LCD (Iron gray)</li> <li>Full-size cash drawer</li> </ul>	<ul style="list-style-type: none"> <li>Model 31H system unit</li> <li>CANPOS Keyboard with MSR</li> <li>SureMark Printer, model IF6</li> <li>IBM 15" flat panel display</li> <li>Full-size cash drawer</li> </ul>
EMEA	<ul style="list-style-type: none"> <li>Model 32H system unit</li> <li>Customer display</li> <li>Compact cash drawer</li> <li>SureMark Printer, model TF6</li> <li>SurePoint Solution, model 4FT (serial) or 4GT (USB), 12" TFT display</li> </ul>	<ul style="list-style-type: none"> <li>Model 32H system unit</li> <li>Customer display</li> <li>Compact cash drawer</li> <li>SureMark Printer, model TF6</li> <li>SurePoint Solution, model 1FR, 10" TFT display</li> </ul>
AP	<ul style="list-style-type: none"> <li>Model 32H system unit</li> <li>CANPOS Keyboard with MSR (except Japan/Korea)</li> <li>SureMark Printer, model IF6 or TF7 (Iron gray)</li> <li>SurePoint Solution, model 4FD 12" LCD (Iron gray)</li> <li>Full-size or compact cash drawer (Iron gray)</li> </ul>	

### For grocery (EMEA and AP only)

EMEA	<ul style="list-style-type: none"> <li>Model 32H system unit</li> <li>SureMark Printer, model TF6</li> <li>SurePoint Solution, model 4FT (serial) or 4GT (USB), 12" TFT display</li> <li>Customer display</li> <li>Compact cash drawer</li> </ul>
AP	<ul style="list-style-type: none"> <li>Model 32H system unit</li> <li>SureMark Printer, model TF6 or TF7</li> <li>SurePoint Solution, model 2GB (serial or USB), 12" TFT display</li> <li>Customer display</li> <li>Compact or full-size cash drawer</li> </ul>



## Available software

The retail-hardened IBM SurePOS 300 Series supports 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.<sup>7</sup>



Software offerings designed to work with the IBM SurePOS 300 Series can be located via 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. Visit it today at: [www.software.ibm.com/solutions/isv](http://www.software.ibm.com/solutions/isv).

<sup>1</sup> Microsoft Windows XP Professional Preload (W2H).

<sup>2</sup> With the exception of model WH2, an operating system is not included and can be purchased separately.

<sup>3</sup> IBM will provide hardware support for customers who create unique Windows XP Embedded images. Field problems for XP Embedded will need to be recreated under Windows XP Professional.

<sup>4</sup> Microsoft Windows XP Professional Preload with restrictive use described in the End User License Agreement.

<sup>5</sup> For a copy of the terms and conditions of IBM's Statement of Limited Warranty, please contact your IBM representative or reseller.

<sup>6</sup> Technical support response times may vary.

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