



## POS Hardware

*IBM SurePOS 700 Series (720/740/780)*

*Sales reference guide*

## Summary

The next-generation IBM SurePOS™ 700 Series (720, 740 and 780) builds on the successes of IBM SurePOS 4694 and first-generation SurePOS 700 (730 and 750) point-of-sale (POS) systems. The flexible SurePOS 700 Series is designed to meet the needs of retailers that want to equip their stores with the latest POS technology. Based on open standards, it enables retailers to easily migrate to a new platform and leverage existing peripheral and POS application investments. The look and features of the SurePOS 720, 740 and 780 are highly customizable, giving forward-thinking retailers the tools they need to enhance the customer experience while streamlining POS processes. Selectable I/O panels (powered USB ports or a combination of RS-485 or RS-232 and powered USB ports), powerful processors (up to 2.4GHz Intel® Pentium® 4 processor), better memory technology and greater storage capacity (up to 80GB hard drive and a maximum of 2GB system memory) and high-bandwidth Ethernet (10/100), allow retailers to support today's sophisticated POS technologies and transform to an on demand operating model.

## Key messages

### 1. The SurePOS 700 supports retail on demand operating environments

By improving the ruggedness, flexibility and performance of POS systems, the SurePOS 700 Series can enhance retailers' ability to sense and react fluidly to changes in the fast-paced, complex retail world. It can also help retailers differentiate themselves within their market by supporting sophisticated applications and features at customer touchpoints. And it enables retailers to empower their employees with access to critical business, customer and store information, and streamlined business processes.

### 2. The SurePOS 700 helps retailers optimize flexibility

Not only does it support industry-leading options in speed, size and color, as well as in applications, peripherals and display technologies – it is also equipped with IBM SurePorts, which enable retailers to connect with any industry-standard POS technology on the market. Powered USB, RS-485 and RS-232 ports enable retailers to mix and match connectivity options to fit their POS peripheral requirements, as well as easily upgrade port selections as needed.

### 3. The SurePOS 700 helps safeguard existing investments

It provides a staged migration path for existing peripherals and technologies and also supports a broad range of applications and industry-standard technologies, including the IBM 4690 OS, Microsoft® Windows®, Red Hat Linux and IBM PC DOS 2000 operating systems, and most leading POS software.

### 4. The SurePOS 700 combines advanced retail technology with high durability

This system features powerful Intel processors, powered USB ports, double data rate (DDR) memory, Direct Memory Access (DMA) hard drives, optional integrated UPS and components such as touchscreens. The rugged systems are also engineered to withstand the harshest of retail conditions.

### 5. The SurePOS 700 is available as a controller unit

The SurePOS 700 controller unit (model C41) provides a powerful, hardy server for the hectic back-office environment and allows retailers to receive all of their POS products and support from a single source.

## On demand solution features

### SurePOS 700 Series

Features	Benefits	The retail on demand connection
<p>SurePorts connectivity</p> <ul style="list-style-type: none"> <li>Powered USB ports</li> <li>RS-485 ports</li> <li>RS-232 ports</li> </ul>	<p>Enables direct attachment of existing and new peripherals using the following selectable I/O ports:</p> <ul style="list-style-type: none"> <li>Powered USB                             <ul style="list-style-type: none"> <li>Fast data transfer improves POS performance and speeds checkout</li> <li>Hot swapping allows retailers to replace peripherals without powering down the POS system and making customers wait</li> <li>Plug-and-play feature recognizes peripherals as soon as they are plugged in to provide simpler, faster device setup and management</li> <li>Color-coded connections reduce risk of improper I/O setup</li> <li>Cleaner cabling and no power bricks enhance appearance and eliminate the cost of power bricks</li> </ul> </li> <li>RS-485                             <ul style="list-style-type: none"> <li>Enables retailers to attach older, proven peripherals to a faster, more capable system unit</li> </ul> </li> <li>RS-232                             <ul style="list-style-type: none"> <li>Enables retailers to attach their existing peripherals while giving them a migration path toward powered USB connectivity</li> </ul> </li> </ul>	<p>Transform the customer experience</p> <p>Take out costs</p> <p>Operate with secure resilience</p>
10/100 Ethernet	<p>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</p>	<p>Transform the customer experience</p> <p>Take out costs</p> <p>Enable your people</p>
Integrated UPS	<ul style="list-style-type: none"> <li>Helps prevent loss of store-transaction data after a power outage and eliminates the need to reload software when power returns</li> <li>Provides three convenient outlets, allowing retailers to plug display and other I/O devices directly into the front unit instead of a wall outlet</li> </ul>	<p>Transform the customer experience</p> <p>Operate with secure resilience</p>
CD-ROM drive (optional)	<p>Supports the latest multimedia software, including computer-based training programs and assisted-selling modules</p>	<p>Transform the customer experience</p> <p>Enable your people</p>
DMA hard disk drives	<p>Helps speed checkout and reduce shopper wait-time with faster seek and write times</p>	<p>Transform the customer experience</p>
<p>Front-access ports</p> <ul style="list-style-type: none"> <li>USB 2.0</li> <li>12V USB</li> <li>Headphone port</li> </ul>	<ul style="list-style-type: none"> <li>Enables attachment of portable USB devices for facilitated one-time updates</li> <li>Enables convenient, front-side attachment of powered POS peripherals, such as scanners</li> <li>Allows employees to attach additional peripherals, such as headphones without moving the system</li> </ul>	<p>Enable your people</p>

## On demand solution features (continued)

### SurePOS 700 Series

Features	Benefits	The retail on demand connection
Alphanumeric POS (ANPOS) keyboard with pointing device (optional)	Frees up counter space and eliminates the need for a separate mouse, which can become tangled with other components	Transform the customer experience Enable your people Operate with secure resilience
IBM SureMark™ Printer (optional)	Reduces total checkout time and improves customer service through fast thermal printing	Transform the customer experience
IBM SurePoint™ Solution (optional)	Enables full-color graphical user interface (GUI), advanced touchscreen capabilities and wider flexibility in selecting data input devices to speed checkout, reduce the risk of error and minimize training times	Transform the customer experience Enable your people
Wired for Management (WfM) compliance and Wake on LAN® (WOL)	Facilitates the process of uploading and upgrading terminals to support realtime pricing or perform diagnostics through remote POS terminal management	Take out costs Operate with secure resilience
Advanced power management (APM) and Advanced Configuration and Power Interface (ACPI)	Eliminates unnecessary power consumption when system is idle	Take out costs
Custom covers	Allows retailers to customize POS look-and-feel and optimize counter space by selecting wide or narrow sizes in either light gray (storm) or dark gray (iron) colors	Transform the customer experience

## Positioning

### Portfolio comparison

The IBM SurePOS 720, 740 and 780 – which fuse the best features of the IBM SurePOS 4694 and IBM SurePOS 730 and 750 systems – are the most powerful, versatile POS systems in the IBM Retail Store Solutions portfolio. The next-generation SurePOS 700 product line is the flagship IBM offering for grocers and retailers who want to optimize POS performance today, and prepare for tomorrow's evolving consumer demands. Unlike the SurePOS 500 Series or SurePOS 300 Series, the SurePOS 720, 740 and 780 are not targeted at a primary market segment. Instead, they are designed to appeal to large, complex retail organizations that are pursuing e-business on demand™ operating strategies and that have dedicated information technology (IT) departments.

The SurePOS 720, 740 and 780 offer a wide spectrum of customization choices to enable retailers to design a solution with the ideal look, feel and functionality for their business needs. These options include more versatile connectivity, more powerful processors and expanded memory and storage capacity. And unlike the first-generation SurePOS 700 models, the flexible new SurePOS 700 offerings provide a staged migration path. So clients can continue to leverage previous investments in peripherals and software as they enhance their POS systems. Our sales priority is to direct new and existing retail clients toward solutions comprising the latest SurePOS 700 offering set.

SurePOS 720, 740 and 780 systems should be marketed to all grocery and general merchant clients in the place of the first-generation SurePOS offerings (SurePOS 4694, 730 and 750). Some existing IBM clients in these segments will go ahead with planned rollouts of SurePOS 4694, 730 and 750 solutions if they lack the time or resources to complete testing on the next-generation models. Because the new models provide a migration path for existing SurePOS 4694 and 700 Series clients, we should help them transition to the new product line. Plus, the SurePOS 720, 740 and 780 systems provide a migration path for competitive products and should be used to compete with NCR, Wincor or Fujitsu offerings. To compete with PC cash drawer (PCCD) clients, the SurePOS 300 should be the first alternative. If additional functionality is required, the SurePOS 720, 740 and 780 should be offered.

## Target markets

### 1. Tier 1 and 2 grocery, department and mass merchandise retailers

Retailers that are currently running IBM 4690 OS, Microsoft Windows, Linux or even IBM PC DOS at the POS can easily migrate to SurePOS 700 and continue to run their proven applications and peripherals.

The SurePOS 700 models 720, 740 and 780 deliver maximum flexibility and expandability through an array of interchangeable ports, slots, bays and configurations. They provide support for legacy equipment and a migration path for existing clients who need to replace their hardware. The next-generation SurePOS 700 Series also includes advanced, future-ready technology, making it the right choice for new clients.

### 2. Cross-segment 4690 OS clients

For retailers that want to upgrade POS performance and purchase new peripherals while using the IBM 4690 operating system (OS) and 4690 OS-based applications, the SurePOS 700 models 720, 740 and 780 provide an ideal solution. They provide a strong, strategic platform for the future with advanced POS

technology and e-marketing capabilities. At the time of purchase, retailers can select convenient, interchangeable SurePorts that contain powered USB and/or RS-485 ports or RS-232 ports for existing peripherals and easily swap them out when peripherals are upgraded in the future.

## Models overview

### *Model 781/W81<sup>1</sup> – performance*

- *2.4GHz Intel Pentium 4 processor*
- *512MB DDR memory*
- *80GB hard disk drive standard (7,200 RPM)*
- *Four RS-232 ports*
- *Front-access ports (1-powered USB, 2-PC USB, headphone)*

### *Model 741/W41<sup>2</sup> – value*

- *2GHz Intel Celeron processor*
- *256MB DDR memory*
- *Optional 40GB hard disk drive (7,200 RPM)*
- *Four RS-232 ports*
- *Front-access ports (1-powered USB, 2-PC USB, headphone)*

### *Model 721 – entry*

- *1.2GHz VIA C3 processor*
- *128MB SDRAM memory*
- *Optional 40GB hard disk drives (7,200 RPM)*
- *Four RS-232 ports*

### *Model C41 – controller*

- *2GHz Intel Celeron processor*
- *512MB DDR memory*
- *40GB hard disk drive standard (7,200 RPM)*
- *Four RS-232 ports*
- *Front-access ports (1-powered USB, 2-PC USB, headphone)*
- *IBM 104-key preferred pro full-size keyboard (PS/2)*

## SurePOS 700 Series specifications

Product name	SurePOS 720	SurePOS 740		SurePOS 780
Model numbers	721	741/W41 <sup>2</sup>	C41	781/W81 <sup>2</sup>
Processor	VIA 1.2GHz (133MHz FSB)	Intel Celeron 2GHz (400MHz FSB)	Intel Celeron 2GHz (400MHz FSB)	Intel Pentium 4 2.4GHz (533MHz FSB)
<b>Storage</b>				
Hard disk drive	40GB option	40GB option (standard on W41)	40GB standard	80GB standard
System memory	128MB (512MB maximum)	256MB (2GB maximum)	512MB (2GB maximum)	512MB (2GB maximum)
Video memory (shared with system)	32MB (maximum)	64MB (maximum)	64MB (maximum)	64MB (maximum)
<b>Expansion options</b>				
PCI slots	2	2	2	2
Second hard disk drive	–	40GB	40GB	80GB
Floppy disk drive (1.44MB)	External USB	External USB	External USB	External USB
CD-ROM	External USB	Internal (24X)	Internal (24X)	Internal (24X)
Battery backup	Internal UPS (wide only)	Internal UPS (wide only)	Internal UPS (wide only)	Internal UPS (wide only)
<b>Connectivity</b>				
IBM SurePorts	See 'IBM SurePorts I/O selections' chart on page 8 for a full description of IBM SurePorts and connectivity options for 721, 741 and 781 machines. C41 controller model does not include SurePorts.			
Powered USB ports (12V)	–	1 (front)	1 (front)	1 (front)
PC USB ports	2 (back)	4 (2 front; 2 back)	4 (2 front; 2 back)	4 (2 front; 2 back)
RS-232 ports	2	4	4	4
Parallel port	1	1	1	1
PS/2 keyboard/mouse	1/1	1/1	1/1	1/1
RJ45 Ethernet	1	1	1	1
Video	VGA	VGA	VGA	VGA
Audio mic-in/line-out ports	Back	Back	Back	Back
Headphone	Back	Back and front	Back and front	Back and front
<b>Peripheral options</b>				
Displays	<ul style="list-style-type: none"> <li>• IBM SurePoint Solution (touch and nontouch)</li> <li>• USB 40-character liquid crystal display (LCD)</li> <li>• RS-485 40-character LCD</li> <li>• USB character/graphics display</li> <li>• RS-485 character/graphics display</li> </ul>		<ul style="list-style-type: none"> <li>• USB 40-character VFD (one- or two-sided)</li> <li>• RS-485 40-character VFD II (one-sided)</li> <li>• RS-485 40-character VFD II (two-sided)</li> <li>• Monochrome CRT display</li> </ul>	
Printers	<ul style="list-style-type: none"> <li>• IBM SureMark Printer</li> <li>• IBM Model 4 printers</li> </ul>		<ul style="list-style-type: none"> <li>• IBM 4689-TD5 SurePOS printer</li> <li>• IBM fiscal printers</li> </ul>	

### SurePOS 700 Series specifications (continued)

Product name	SurePOS 720	SurePOS 740		SurePOS 780
Model numbers	721	741/W41	C41	781/W81

### Peripheral options (continued)

Keyboards	<ul style="list-style-type: none"> <li>• ANPOS Web-enabled keyboard with pointing device</li> <li>• Compact ANPOS keyboard with pointing device (with or without magnetic stripe reader (MSR))</li> <li>• USB ANPOS keyboard</li> <li>• Retail RS-485 ANPOS keyboard</li> <li>• USB 50-key keyboard (with or without MSR)</li> </ul>	<ul style="list-style-type: none"> <li>• Retail 50-key POS keyboard (with or without MSR)</li> <li>• USB 50-key keyboard with MSR and LCD</li> <li>• Retail RS-485 POS keyboard with MSR and display</li> <li>• USB 133-key keyboard with MSR</li> <li>• Retail RS-485 modifiable layout keyboard with MSR</li> </ul>
Cash drawers	Full-size, compact and flip-top	
Integration kits	Slant-top tray, table-top slant tray and cash drawer slant tray	

### Industry standards

Systems management	<ul style="list-style-type: none"> <li>• WfM</li> <li>• SMBIOS</li> </ul>	<ul style="list-style-type: none"> <li>• WOL</li> <li>• PXE</li> </ul>
Power management	APM and ACPI	

### System dimensions and weight

Dimensions	
• Narrow (WxDxH)	322mm x 475mm x 116mm (12.6" x 18.7" x 4.6")
• Wide (WxDxH)	442mm x 475mm x 116mm (17.4" x 18.7" x 4.6")
Weight	
• Narrow	22lbs/10kg
• Wide	26lbs/11.8kg
• Wide (with UPS)	39lbs/17.7kg

### Power requirements

Power requirements	Universal Switched Power Supply (47–63Hz) 60W typical/200W maximum
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### Software

Operating systems supported <sup>3</sup>	<ul style="list-style-type: none"> <li>• IBM 4690 OS, V3R3 or later</li> <li>• IBM 4690 OS toolkit: <ul style="list-style-type: none"> <li>– Astra</li> <li>– SureVision</li> </ul> </li> <li>• IBM Retail Environment for SUSE LINUX</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Windows 2000</li> <li>• Microsoft Windows XP Professional Edition<sup>4</sup></li> <li>• Microsoft Windows XP Embedded</li> <li>• IBM PC DOS 2000</li> </ul>
Drivers supported	<ul style="list-style-type: none"> <li>• OPOS 1.7.0</li> <li>• JavaPOS™ 1.7.0</li> </ul>	<ul style="list-style-type: none"> <li>• POSS for Linux 1.2.0</li> <li>• POSS for DOS 2.1.1</li> </ul>
Applications supported	<ul style="list-style-type: none"> <li>• IBM SurePOS ACE for 4690 OS</li> <li>• IBM General Sales Application</li> <li>• IBM 4680-4690 Supermarket Application</li> <li>• IBM VisualStore</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple IBM Business Partner software solutions</li> <li>• Additional customized IBM applications</li> </ul>

### Services

Limited warranty	One year onsite service <sup>5</sup>
Technical support	24x7 phone support (during warranty period) and Web-based help <sup>6</sup>

## IBM SurePorts I/O selections

I/O Ports	Cash drawer	Powered USB (24V) <sup>7</sup>	Powered USB (12V)	RS-485 #7 port (38V) <sup>7,8</sup> printer	RS-485 #5 port keyboard	RS-485 #4 port customer display	RS-485 #9 port customer display/scanner	Powered RS-232 (12V or 15V)
Powered USB <sup>9</sup>	2	1	7	–	–	–	–	–
RS-485/ powered USB	2	1	2	1	1	1	2	–
RS-232/ powered USB	1	1	2	–	–	–	–	4

In addition to these concrete, product-specific advantages, the IBM Retail Store Solutions organization offers a long list of benefits that apply to all the solutions in our portfolio and deliver very real value to our clients. These benefits include:

- *Choice: open systems and IBM Business Partner solutions*
- *Investment protection: ready to withstand retail environment and long product 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 clients.

## Total solutions

### For grocery retailers

AG	<ul style="list-style-type: none"> <li>• Wide-format system unit (storm)</li> <li>• 50-key keyboard with MSR (storm/pearl)</li> <li>• USB 40-character VFD (storm/pearl)</li> <li>• SureMark Printer, model TI4 (storm/pearl)</li> <li>• SurePoint Solution, 12" (pearl)</li> <li>• Wide cash drawer (storm)</li> </ul>
EMEA	<ul style="list-style-type: none"> <li>• Narrow-format system unit (iron)</li> <li>• 50-key keyboard with MSR (iron)</li> <li>• USB 40-character VFD (iron)</li> <li>• SureMark Printer, model TG4 (iron)</li> <li>• SurePoint Solution, 12" (iron)</li> <li>• Narrow cash drawer (iron)</li> </ul>
AP	<ul style="list-style-type: none"> <li>• Narrow-format system unit (storm)</li> <li>• POS keyboard VII or 50-key keyboard with MSR (storm/pearl) or POS keyboard V</li> <li>• USB character/graphics display (storm/pearl)</li> <li>• SureMark Printer, model TI5 or TM7 (litho/pearl)</li> <li>• SurePoint Solution, 10" (pearl)</li> <li>• Narrow cash drawer (storm)</li> </ul>

### For department store/specialty/mass merchandise retailers

AG	<ul style="list-style-type: none"> <li>• Wide-format system unit (iron)</li> <li>• ANPOS keyboard with MSR (iron)</li> <li>• USB 40-character VFD (iron)</li> <li>• SureMark Printer, model TG3 (iron)</li> <li>• SurePoint Solution, 12" (iron)</li> <li>• Wide cash drawer (iron)</li> </ul>
EMEA	<ul style="list-style-type: none"> <li>• Narrow-format system unit (iron)</li> <li>• ANPOS keyboard with MSR (iron)</li> <li>• USB 40-character VFD (iron)</li> <li>• SureMark Printer, model TG3 (iron)</li> <li>• SurePoint Solution, 12" (iron)</li> <li>• Narrow cash drawer (iron)</li> </ul>
AP	<ul style="list-style-type: none"> <li>• Wide-format system unit (storm)</li> <li>• POS keyboard VII or 50-key keyboard with MSR (storm/pearl) or POS keyboard V</li> <li>• USB character/graphics display (storm/pearl)</li> <li>• SureMark Printer, model TI5 or TM7 (litho/pearl)</li> <li>• SurePoint Solution, 12" (pearl)</li> <li>• Wide cash drawer (storm)</li> </ul>



## Available software

Retail-hardened SurePOS 700 Series systems can be integrated with off-the-shelf and customized IBM applications, as well as diverse third-party technologies. These solutions include Ready for IBM Retail Store Innovations developed by independent software vendors and pretested for use with IBM POS technologies.<sup>10</sup>



Software offerings for use with next-generation SurePOS 700 Series models can be located through the IBM Global Solutions Directory. This online directory contains thousands of applications, tools and services from IBM, IBM Business Partners and other leading developers around the world. Available around the clock, the Global Solutions Directory features state-of-the-art capabilities that allow retailers to search by solution type, solution area, operating system, market segment, hardware platform, language, technology, country, industry or software. The Global Solutions Directory is available in Brazilian Portuguese, English, French, German, Italian, Japanese, Korean, Simplified Chinese and Spanish.

- <sup>1</sup> Microsoft Windows XP Professional Preload (W81).
- <sup>2</sup> Microsoft Windows XP Professional Preload (W41).
- <sup>3</sup> With the exception of models W41 and W81, an operating system is not included and can be purchased separately.
- <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 the IBM Statement of Limited Warranty, please contact your local IBM representative.
- <sup>6</sup> Response times may vary.
- <sup>7</sup> 24V available in Japan.
- <sup>8</sup> A single POS printer can be plugged in and operational.
- <sup>9</sup> Default connectivity selection unless otherwise indicated at the time of order.
- <sup>10</sup> IBM is not the licensor of any Business Partner's product or service and makes no warranties, expressed or implied, including any implied warranties of merchantability or fitness of 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.



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