

POS Software

IBM VisualStore

Sales reference guide



Summary

IBM VisualStore Version 4 Release 1 (V4 R1) is a powerful, versatile point-of-sale (POS) application that delivers advanced functionality to help grocery retailers transform the consumer experience for an on demand world. New capabilities in this version include a document formatter and a report generator, as well as many new functional enhancements. Like the previous version, IBM VisualStore V4 R1 is designed to help on demand retailers take out costs by protecting their investment and minimizing total cost of ownership (TCO), with minimal requirements for POS system memory, processor speed and hard disk. (In some implementations, requirements are as low as 8MB, 66MHz and 160MB disk for DOS, and 16MB, 100MHz and 1.5GB disk for Linux.) It also offers an open platform that offers a choice between running Linux¹, Microsoft® Windows® XP or DOS at the POS, and supports Linux¹ or Windows in the back-office. Overall, IBM VisualStore is ideal for retailers who want to improve the performance of current IBM hardware for a relatively minimal investment, or for customers who are making the switch to an IBM solution (typically win-back accounts). Because it offers a wide variety of features, is cost-effective and uses an open platform, IBM VisualStore is also an excellent vehicle for retailers seeking to achieve the vision of retail on demand.

Key messages

1. IBM VisualStore is a comprehensive software solution

With IBM VisualStore, supermarket and hypermarket retailers in EMEA can acquire a single application that helps improve throughput at checkout, increase profitability and maximize reliability.

2. IBM VisualStore helps reduce TCO

It has minimal requirements for POS hardware in terms of memory and processor speed, which means many retailers will be able to install it without having to replace their existing IBM hardware and peripherals. IBM VisualStore can also run on the Linux¹ operating system at the POS, potentially enabling retailers to reduce spending on licensing and maintenance.

3. IBM VisualStore offers a built-in promotions engine

The flexible, rules-based system is a major competitive advantage of IBM VisualStore. It allows retailers to set up and rollout special offers, points programs, discounts and dozens of other promotions quickly and easily – without having to write any code. This is critical for maximizing sales in large supermarket chains. The engine can be managed centrally to ensure store-to-store consistency, or locally to engage specific competitors.

4. IBM VisualStore offers a range of features

IBM VisualStore supports conventional 2x20 displays, touchscreen graphical user interface (GUI) displays, and can run a full-screen display for the customer. It includes a long list of checkout functions, including electronic journaling, barcoded receipts, order deposit payment and retrieval, and credit voucher issue and management, as well as multistore support and HTML reports. New features include a document formatter, which customizes POS documents, and a report generator.

5. IBM VisualStore is an open platform solution

It runs on Linux¹, Microsoft Windows XP or DOS at the POS, and it supports Linux or Microsoft Windows in the back-office. It can be installed on the IBM SurePOS™ 4694 System, IBM SurePOS 300 or IBM SurePOS 700 Series. Retailers can also choose between a DB2® Information Management Software platform or an Oracle9i database.

IBM VisualStore

Features	Benefits	The retail on demand connection
Store-in-store architecture	Enables retailers to manage multiple concessions (e.g. coffee shops and other points of sale) in a single location. Each store can maintain its own unique sales and item data, yet still belong to the primary store's accounting system	Take out costs
Retailer-specific reports and documents	Enables retailers to produce reports and documents that are customized for their retail enterprise using the built-in report generator and document formatter	Enable your people Take out costs
Rules-based promotions engine	Allows retailers to implement a wide range of customer marketing strategies through the use of pricing, discount, promotion and loyalty point campaigns; roll-out is fast and easy, and can be done without writing code	Transform the customer experience Take out costs
Touchscreen GUI support	Improves operator productivity and helps retailers train more operators in less time at a lower total cost	Transform the customer experience Take out costs Enable your people
Dual display support	Allows customers to view transactions in progress and enables retailers to use nontransaction time to run advertisements on the customer display	Transform the customer experience
Open, industry-standard XML data exchange facility (IXRetail format)	Makes it simple and easy to exchange transactional data between the POS server and enterprise systems in realtime	Take out costs
Automatic software maintenance	Helps ensure server software updates are reflected at the POS, which can help reduce overall support costs	Take out costs
Dynamic language support in the back-office	Available in Danish, English, Finnish, French, German, Italian, Norwegian, Spanish and Swedish. IBM VisualStore makes it easy for users to switch the language of the software, which helps reduce training time and improve productivity, especially in stores near national borders or in other multilingual environments	Take out costs Enable your people
Barcoded receipts	Promotes quick retrieval of suspended or completed transactions, improving throughput at the POS	Transform the customer experience
Invoice recall	Generates invoices at any time for local businesses or corporate account customers	Transform the customer experience
Order deposit payment and retrieval	Allows retailers to accept customer deposits, capturing sales on items that are out of stock	Transform the customer experience
Credit voucher issuance and management	Helps retailers control item returns more effectively	Take out costs Enable your people
Linux support	Makes it easy for retailers to migrate to the Linux ¹ operating system	Take out costs
Choice of operating systems	Multiple platform choices include a full Linux server and Linux POS configuration, or a Microsoft Windows server with Linux, Windows or DOS as the POS client	Take out costs
Full offline capability	Maintains checkout operations (for a limited time) in the event of a server or LAN failure	Transform the customer experience

IBM VisualStore (continued)

Features	Benefits	The retail on demand connection
Electronic Funds Transfer Application Programming Interface (EFT API)	Enables IBM and IBM Business Partners to develop EFT solutions for individual countries using a standard API	Take out costs
Loyalty API	Enables the promotions engine to be integrated with the host loyalty system for online points balance checking and updates	Transform the customer experience
Customizable operator interface	Operator GUI can be tailored to match store-specific needs	Enable your people
Installation wizards	Provide an intuitive tool to configure POS terminals and peripherals	Enable your people

Positioning

Portfolio comparison

While IBM Supermarket Application offers grocery checkout functions to existing 4690 OS users, IBM VisualStore enables extensive POS capabilities in an open systems environment. It provides an excellent level of checkout efficiency, with the added benefits of the store-in-store architecture, the integrated promotions engine, and the new document formatter and report generator. IBM VisualStore is an IBM program product in EMEA.

Target markets

1. Large supermarket and hypermarket retailers in EMEA using IBM hardware at the POS

Win-back accounts are retailers who have decided to move away from an IBM competitor for hardware and/or software. Typically, they are running DOS at the POS and Microsoft Windows in the back-office. IBM VisualStore is designed to help them make a smooth transition while protecting their IT investment. The target audience for IBM direct sales is predominantly large retailers because the second tier of grocery retailers in EMEA is highly fragmented and provides much better marketing opportunities for IBM Business Partners and ISV offerings. Unlike the previous version, this version of IBM VisualStore will be sold through IBM and IBM Business Partners, so IBM Business Partners will also be able to capitalize on these opportunities.

Specifications

Hardware supported

Servers	<ul style="list-style-type: none">• Intel® Pentium® III or higher machines capable of running Microsoft Windows or SUSE LINUX¹• Minimum recommendation is 2 x RAID 9GB² hard disk drives and 1GB memory
Clients	<ul style="list-style-type: none">• IBM 4694 model 106 and above (minimum 8MB² memory and hard drive)• IBM SurePOS 300 model 32H• IBM SurePOS 720, 740, 780 Series models (with hard drive and USB or RS-485 SurePorts)

Operating systems supported

Server	<ul style="list-style-type: none">• Microsoft Windows 2000 Server with Service Pack 4 or Microsoft Windows XP Professional with Service Pack 1• SUSE LINUX Enterprise Server 8.0
Client	<ul style="list-style-type: none">• SUSE LINUX on IBM 4694 models 205 and above using POSS for Linux drivers• SUSE LINUX on IBM SurePOS 300 model 32H using JavaPOS™ drivers and IBM SurePOS 720, 740, 780 using JavaPOS (USB) or POSS for Linux (RS-485) drivers• Microsoft Windows XP Professional with Service Pack 1 on IBM SurePOS 300 model 32H and IBM SurePOS 720, 740, 780 using JavaPOS drivers• PC DOS 7.0 or 2000 on IBM 4694 models 106 and above using POSS for DOS drivers

Relational database systems supported

	<ul style="list-style-type: none">• UDB/DB2 Information Management Software Version 8.1 Express Edition• Oracle9i/Database Release 2
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Peripherals (optional)

Displays	<ul style="list-style-type: none">• IBM SurePoint™ Solution models 2xB and 5xN touchscreen (RS-232 for IBM SurePOS 300, USB for IBM SurePOS 700)• IBM SurePoint Solution model 46T touchscreen (for IBM SurePOS 4694 and IBM SurePOS 700)• IBM SurePoint Solution model 4FT touchscreen (for IBM SurePOS 300 and IBM SurePOS 700)• IBM SurePoint Solution model 46D flat-panel (for IBM SurePOS 4694 and IBM SurePOS 700), models 4FD and 1FR (for IBM SurePOS 300)• Supported screen resolutions: 640x480, 800x600• USB 40-character displays (for IBM SurePOS 700)• RS-485 40-character displays (for IBM SurePOS 4694 and IBM SurePOS 700)• RS-232 40-character displays (for IBM SurePOS 300)
Scanners	<ul style="list-style-type: none">• Handheld• Flatbed
Keyboards	<ul style="list-style-type: none">• USB 50-key keyboards (for IBM SurePOS 700)• RS-485 50-key keyboards (for IBM 4694 and IBM SurePOS 700)• Access 60-key programmable keyboard (IBM SurePOS 300)• ANPOS keyboard (IBM 4694 and IBM SurePOS 700)• PS/2® CANPOS Keyboard (IBM SurePOS 300)
Printers	<ul style="list-style-type: none">• IBM SureMark™ Printer models T11, T12, T13, T14, T15, TM6, TF6, TG3• Fiscal printers: IBM model 3F, IBM SureMark Printer models GR3, GR5, KR3, KR5, KD3, KD5
Additional options	<ul style="list-style-type: none">• Cash drawer• RS-232 checkout scales – Berkel CX9, Lutrana Mettler C08217, Stathmos – as well as any scale using Dialog 6 protocol• PSC Magellan scanner with integrated Mettler scale (RS-485)• LAN-attached department scales

Dependency

	For VisualStore to function properly, customers are responsible for obtaining certain open source programs and necessary licenses which IBM does not distribute. A complete list of required open source programs is available in the VisualStore Installation and Setup Guide; and by visiting http://www.ibm.com/solutions/retail/store/support and entering the word 'VSDep' in the 'POS Information' field of 'Knowledgebase Searches'
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Technical support	<ul style="list-style-type: none">• Single point of contact for technical support. Service agreements available
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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 on how to communicate these benefits to your customers. Please also see *Target Markets: Grocery* for more information about the grocery segment and how IBM is positioned for success in this market.

Total solutions

Sample configurations for grocery retailers in EMEA

Large supermarket chain (touchscreen configuration)	<ul style="list-style-type: none"> • Server: Intel Pentium III or higher machines capable of running Microsoft Windows or SUSE LINUX¹ • IBM SurePOS 720 (with hard drive and USB or RS-485 SurePorts) • IBM SurePoint Solution models 2xB or 5xN touchscreen • USB 40-character display (customer display) • IBM SureMark Printer • Cash drawer
Large supermarket chain (nontouch configuration)	<ul style="list-style-type: none"> • Server: Intel Pentium III or higher machines capable of running Microsoft Windows or SUSE LINUX¹ • IBM SurePOS 300 model 32H • RS-232 40-character displays (customer and operator displays) • IBM SureMark Printer • Access 60-key programmable keyboard • Cash drawer



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¹ IBM VisualStore runs on the IBM Retail Environment for SUSE LINUX (IRES), a service offering that includes a version of SUSE LINUX from Novell, Inc. with installation packages optimized for retail.

² MB/GB equals one million/billion bytes when referring to storage capacity; accessibility may be less.

