

## POS Software

*IBM General Sales Application*

*Sales reference guide*



## Summary

The IBM General Sales Application (GSA) is an all-purpose point-of-sale (POS) software product that is typically deployed in specialty and department store environments. It provides a range of standard checkout features and basic back-office functions. Introduced in the early 1990s, GSA maintains a large, loyal install base. Although it is an effective solution for these customers, it is not generally recommended for new accounts, because it is based on mature technology. Nevertheless, the benefits of GSA do support the retail on demand vision, and GSA customers should not be discouraged from pursuing this vision. To support the GSA install base, IBM issues an annual maintenance release that allows GSA customers to upgrade their POS hardware while keeping GSA in place. The IBM commitment to these customers is strong, and there are no plans to remove GSA from marketing.

## Key messages

### 1. IBM GSA is a robust POS application

It provides all the standard sales and administrative features retailers expect, and includes many features designed to maximize the speed, efficiency and accuracy of checkout. It supports more than 30 tender types, including international and multiple-base currency.

### 2. IBM GSA is designed to complement other store applications

It can work with Microsoft® Windows® NT®/2000-based software. For example, you can integrate GSA item movement with data in a separate item record file, or have it interact with special credit/check verification software.

### 3. IBM GSA is a strategic decision-support tool

It offers a number of reporting features that identify which employees are recording the most sales, which terminals are most effective and which items are selling the most. This information enables retailers to make smarter decisions about inventory, store layout and labor.

### 4. IBM GSA supports GUIs

With the full-screen sales support function, operators can view transaction information on an easy-to-read, full-size video display; void a transaction as it is entered or void a previous item while viewing the line item on the display; obtain immediate offline help; display store policy data within a transaction; or display promotional messages when the POS terminal is idle. GUIs can be developed for GSA via IBM SureVision GUI for 4690 (*see POS Software: IBM SureVision GUI for 4690*) or IBM 4690 GUI ASTRA (*see POS Software: IBM 4690 GUI ASTRA*), even if the retailer's version of GSA has been heavily modified.

## IBM General Sales Application

Features	Benefits	The retail on demand connection
Works with IBM SureVision and ASTRA	Allows retailers to add a dynamic, Java™ technology-based GUI to GSA without changing the underlying business logic	Transform the customer experience
Detailed sales summary information provided and maintained	Greater accuracy for accounting, layaway tracking and inventory ordering	Enable your people
Transaction details presented on a full-size display	Easier for operators to read	Enable your people
Verifies customer accounts for charge/check transactions quickly	Higher throughput	Transform the customer experience
Suspend-transaction capability	Allows operator to place a transaction on hold and continue with additional transactions for prevention of checkout bottlenecks	Transform the customer experience
Access control for terminal/controller functions	Better security	Operate with secure resilience
Calculates shipping based on ZIP code, weight	Fewer errors, faster checkout	Transform the customer experience
Supports 36 tender types	Efficient tender handling	Transform the customer experience
Operator performance and terminal productivity reports	Provides data that managers need to assess operator efficiency and store layout	Take out costs Enable your people
Full-price lookup at the POS	Improved accuracy and streamlined checkout	Transform the customer experience
Multiple-item pricing levels	Adjustable prices	Take out costs
Data maintenance functions	Active, updated records for items, operators and credit authorization	Transform the customer experience
Numerous user exits allowed	Provides modifiable functions to meet specific needs	Transform the customer experience
Expanded item record	Provides additional data in the record for personal use	Transform the customer experience
Multiple currency feature (optional)	Handles international currencies for any tender	Transform the customer experience
Price management feature (optional)	Provides easy updating of merchandise prices	Take out costs
IBM SureMark™ Printer support (optional)	Fast, high-quality thermal receipt printing	Transform the customer experience
Electronic journaling (optional)	Easily captured journal data at the POS and ability to store it on the POS controller	Take out costs
Terminal offline feature (optional)	Terminal backup for price lookup in a single-controller configuration to improve item price accuracy	Operate with secure resilience

## Positioning

### Portfolio comparison

GSA provides many of the same standard checkout features as the IBM Supermarket Application, but does not offer the same range of back-office and supermarket-specific functions. Although GSA is a reliable POS software product, it is not actively promoted to new customers. Instead, IBM Business Partners and independent software vendors are encouraged to develop new solutions for this space. IBM will continue to maintain GSA to protect the technology investment of the existing install base and has no plans to withdraw it from the portfolio.

---

### Specifications

---

Description	A comprehensive set of sales and support functions for optimal management of retail or mass merchandising environments.
Operating systems	<ul style="list-style-type: none"><li>• 4690 OS Version 3.3 CSD 04H0 or later</li></ul>
Hardware supported	<ul style="list-style-type: none"><li>• IBM 4690 and 4680 store systems based on recommended IBM PCs and Netfinity® servers</li><li>• IBM 4693 POS terminals, IBM 4683 POS terminals, IBM 4684 system or the IBM SurePOS™ 4694 system</li><li>• IBM SurePOS 700 Series (minimum 16MB memory)</li></ul>
Warranty/service	IBM GSA is designed to meet IBM high standards of quality and reliability. The software is backed by the IBM Program Product Warranty and has a two-month test period allowance. For specific information, contact your IBM representative or IBM Business Partner.

---



© Copyright IBM Corporation 2004.  
All Rights Reserved.

IBM Corporation  
PO Box 12195  
3039 Cornwallis Road  
Research Triangle Park  
NC 27709

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates. Copying or downloading the images contained in this document is expressly prohibited without the written consent of IBM.

IBM assumes no responsibility of liability for any use of the information contained herein. Nothing in this document shall operate as an express or implied license or indemnity under the intellectual property rights of IBM or third parties. No warranties of any kind including but not limited to the implied warranties of merchantability or fitness for a particular purpose are offered in this document.

© IBM, the IBM logo, Netfinity, SureMark and SurePOS are trademarks of International Business Machines Corporation in the United States, other countries, or both.

™ Java is a trademark of Sun Microsystems, Inc. in the United States, other countries or both.

© Microsoft, Windows and Windows NT are registered trademarks of Microsoft Corporation, in the United States, other countries, or both.

All other company names or product names are trademarks or registered trademarks of their respective companies.

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