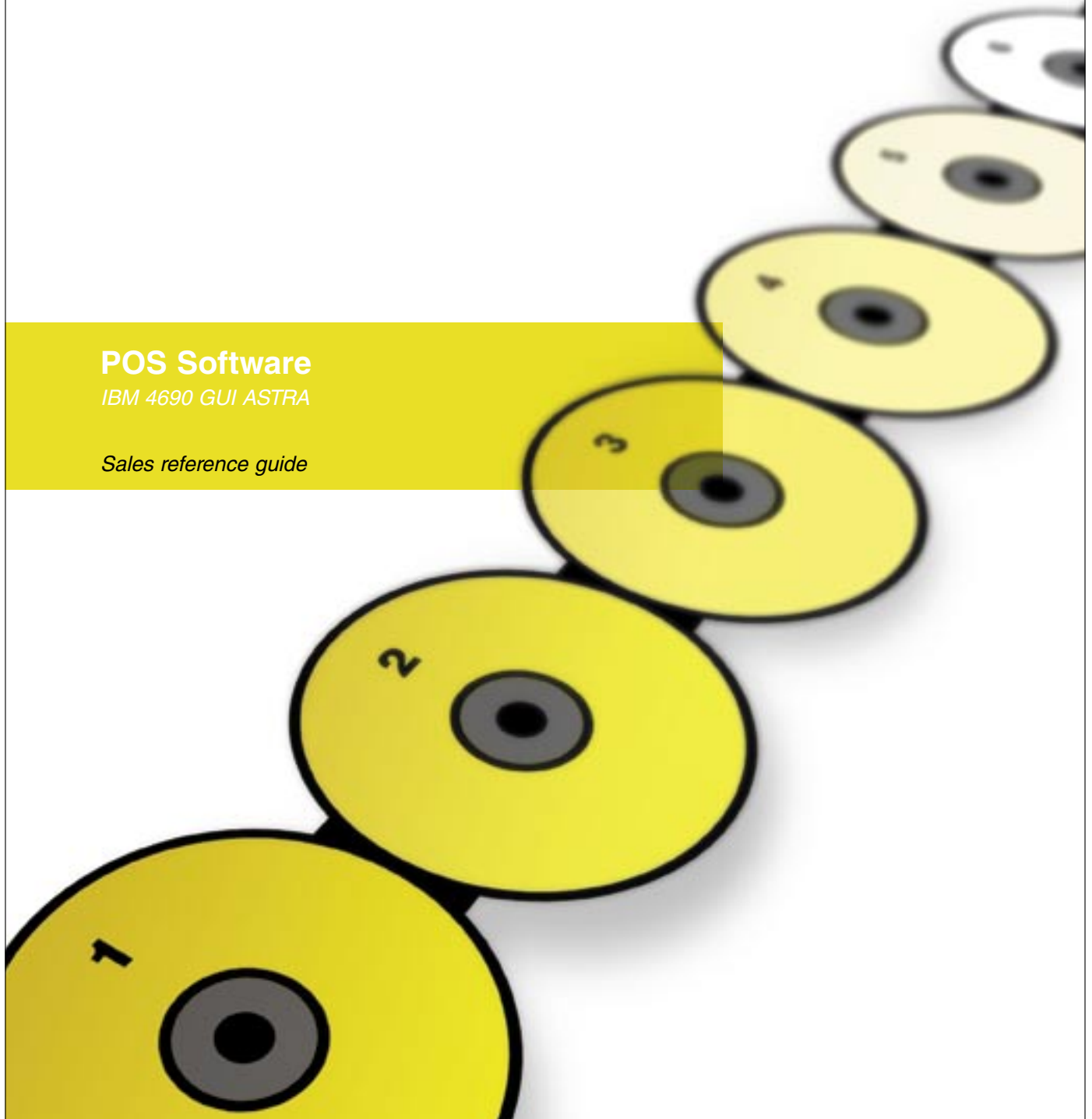


## POS Software

IBM 4690 GUI ASTRA

*Sales reference guide*



## Summary

IBM 4690 graphical user interface (GUI) ASTRA is a software package designed for retailers who need to upgrade their current point-of-sale (POS) software for e-business opportunities, instead of buying new software that has not been customized for their stores. ASTRA allows retailers to create a Java™ technology-based GUI for 4690-based POS applications from IBM, even if they have been highly specialized (in multiple iterations) for a specific store or chain. The underlying business logic of the application stays the same, even though the frontend becomes graphical. With ASTRA, retailers can keep the POS software they know and trust, and simultaneously prepare their stores to take advantage of touchscreen operation, Web connectivity and e-business integration – all of which require a GUI frontend, and all of which will be critical for addressing the challenges of the on demand world.

## Key messages

### 1. ASTRA works with 4690-based applications from IBM

It enables retailers to develop a dynamic, Java-based GUI for IBM General Sales Application (GSA) or IBM Supermarket Application (SA), even if they have been heavily modified and customized. All functionality is preserved – only the user interface changes. Additionally, ASTRA can provide a frontend GUI to 4690 applications in a Microsoft® Windows® environment, where retailers need to have Windows applications at the point of service. For example, existing supply chain query or diary scheduling applications can run at the same terminal as returns and loyalty-point queries.

### 2. ASTRA enables touchscreen operation

Operators no longer have to memorize key sequences. They simply point and touch, following the application's lead. This allows retailers to accomplish two goals. First, they can train more operators in less time at a lower total cost. Second, they can rollout new or expanded applications very quickly to meet their customers' changing needs.

### 3. ASTRA allows Web access from the POS

This enables retailers to use the POS as an employee information center. For example, operators can download training manuals, policy guides and other files from a secure intranet site. This eliminates the considerable costs of creating, printing and distributing paper documents to individual stores. In addition, a pop-up touch keyboard is available, allowing full interaction with Web-based applications, such as filling in Web-based forms.

### 4. ASTRA turns the POS into a point of service

With a GUI at the POS, it becomes much easier for retailers to improve customer service. For example, item sales trigger up to two Web site addresses in the browser, so sales associates have instant access to warranty information, contract status, allergy warnings, upsale products and other critical details. Retailers can also run Windows-based applications side-by-side at the POS, which increases point-of-service opportunities.

### 5. ASTRA is easy to update

The process retailers must follow to add Java components (and expand POS functionality) is relatively simple. No programming is necessary to change screen layout, even for highly customized, store-specific GUIs. Because templates are built with text-based configuration files, they can be modified quickly and easily.

## IBM 4690 GUI ASTRA

Features	Benefits	The retail on demand connection
Proven applications can be enhanced with intuitive, easy-to-navigate touchscreen user interfaces	Significantly reduces training time	Take out costs Enable your people
Touchscreen GUIs can be customized to display only valid options	Speeds checkout with lower risk of error	Transform the customer experience Enable your people
Access to Web browser enables operators to locate customer data from the POS	Helps operators deliver personalized service and maximize upselling and cross-selling	Transform the customer experience Enable your people
Access to Web browser links POS to back-office applications	Improves efficiency for time and attendance and other daily procedures	Take out costs Enable your people
GUIs can show a running total of purchases or loyalty points	Keeps customers engaged at the POS and satisfied with their shopping experience	Transform the customer experience
GUIs can allow shoppers to pay at the POS for items they ordered online	Offers customers anywhere/anytime convenience	Transform the customer experience
Easy-to-customize template screens with text configuration files	Lets retailers easily add unique or store-specific functionality quickly, with no programming required	Transform the customer experience
4690 ICE browser triggers up to two related Web site addresses for each product sold	Maximizes opportunities for personalized service, information delivery or cross-selling	Transform the customer experience Enable your people
Dynamic keys (which can be changed without a reload) are updated automatically	Increases productivity; minimizes errors	Transform the customer experience Enable your people
System works with Terminal Services and PosWin in a Windows environment, using the same configuration files	Lets retailers run Windows applications on the same terminal that is running the 4690 POS application, giving them time to migrate Windows applications to Java under 4690 without having to use two terminals at the point of service	Take out costs
Pop-up touch keyboard	Allows Web data input without a keyboard	Take out costs Enable your people

## Positioning

### Portfolio comparison

ASTRA, together with its North American twin, SureVision, are unique in the Retail Store Solutions portfolio. They are software offerings that are specifically designed to enhance other IBM software. ASTRA is very similar to SureVision. They offer many of the same capabilities, but have some basic differences in their construction. (For example, ASTRA uses text-based configuration files to create GUI screens while SureVision uses XML, and ASTRA can work in a Windows environment with PosWin and IBM Terminal Services.) Both are worldwide offerings. However, ASTRA was developed in EMEA, remains prevalent in EMEA and has a support team based in EMEA. As a result, ASTRA is a standard P-listed PRPQ in EMEA and AP, while SureVision is an I-listed PRPQ that requires lab approval prior to ordering.

## Target markets

### 1. Cross-segment IBM 4690 OS customers using GSA or SA

ASTRA enables IBM customers with highly customized IBM 4690 OS-based applications from IBM to protect their software investment and upgrade their capabilities at the same time. By preparing stores for touchscreen operation, Web browsing and other e-business initiatives (whether 4690 OS or Windows-based), ASTRA provides an additional level of investment protection and drives sales of touchscreen displays, POS systems and e-business consulting.

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### Specifications (minimum requirements)

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#### Hardware

Clients <sup>1</sup>	IBM SurePOS™ 4694, model 245 or higher IBM SurePOS 700 Series
Speed	266MHz processor or faster
Memory	64MB or more

#### Operating systems supported

IBM 4690 OS	4690 OS Version 2 Release 3, build level 01A0 or higher 4690 OS Version 3
IceSoft Web Browser	Version 5.0.6 installed and in classpath, Product number 5799-RWQ
IBM 4690 Terminal Services	Microsoft Windows NT® 4.0 with fixpack 6B <sup>2</sup> Microsoft Windows 2000 with fixpack 1

#### Software supported

IBM 4690 OS-based POS applications	IBM 4680-4690 GSA IBM 4680-4690 SA
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#### Peripherals

Display	IBM SurePoint™ Solution (4820 touchscreen display) Nontouch display with 256 colors, 640x480 resolution, and a mouse
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## Total solutions

Retail customers interested in an ASTRA implementation will be able to get help from the following IBM Business Partners, both of whom have received instruction and training on the ASTRA software:

- KPOS Computer Systems Ltd, UK  
www.kpos.co.uk  
44-1753-770-400 phone
- POS Partner GmbH, Germany  
49-0228/97177-0 phone  
49-0228/97077-18 fax



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<sup>1</sup> Additional client hardware may be supported when using IBM Terminal Services.

<sup>2</sup> Requires suitable version of PosWin and Terminal Services for hardware support.