

Services and Support

SureCustom services

Sales reference guide

Overview

Because the retail world is so diverse, IBM Retail Store Solutions (RSS) customers frequently require specialized products. In general, there are three types of solutions for retail environments. The first upgrades existing products, handled through requests for product quotations (RPQs). The second delivers special configurations of standard products, handled through IBM Business Partners (system integrators) or IBM Global Services. The third includes unique ideas that fall outside the realm of current retail-industry technology.

For the third category, IBM developed SureCustom services. Through the SureCustom program, retailers and IBM Business Partners can propose ideas for advanced system units, futuristic peripherals or never-before-seen hardware – and then collaborate with IBM, a proven retail innovator, to bring the concept through full-scale development and production.

IBM is always looking for new ways to meet retailers' needs and welcomes input from any source. SureCustom services are designed to streamline the concept and development process. The IBM Business Partner or retailer supplies the concept, then the SureCustom manager determines cost and business case for review by the IBM RSS investment review board. IBM handles the rest: development, engineering, logistics, pilot testing, manufacturing, installation, service and technical support.

Key benefits for IBM RSS customers

- *Turn concepts into concrete competitive advantages*
- *Utilize the knowledge of IBM product development experts*
- *Take advantage of IBM resources that offer specialized expertise and labor*
- *Connect with IBM manufacturing partners and global suppliers*
- *Gain access to the IBM Retail Systems Laboratory*

To learn more

For more information about SureCustom services, please visit: ibm.com/industries/retail/store. Or to submit an idea, contact your local IBM representative to connect with an IBM SureCustom solution manager.

All ideas submitted to IBM for SureCustom services receive equal consideration. To find out if your idea – or your retail customer's idea – can be turned into a SureCustom service, answer the following questions on page 3.

Customer description

Customer name	
Number of stores	
Retail segment (grocery, specialty, etc.)	
Clearly define business problem	
Define requested solution	
Why does the current IBM product line not meet the need?	
Describe customer rationale for the custom product	
Quantity of solution required and due date	
Describe customer price point and price sensitivity	

Situational factors

Describe customer willingness to invest in a first-of-kind product (including one-time engineering expenses)	
Explain current competitive situation for the business	
Describe any commitments made to the customer	
Describe involvement of other parties in this situation (Business Partners, competitors, suppliers, other IBM organizations)	
Describe customer time frames for this project (pilot, prototypes, delivery)	
Customer decision date	
Describe where the customer is in the budget cycle for commitment of funds for this project	
Other comments	

Contact information

Customer contact name	
Customer contact title and role	
List customer decision makers and relationships to customer contact	
Customer contact e-mail	
Customer contact phone number	
Customer contact address	
URLs	
Other comments	
IBM account representative	
IBM rep e-mail	
IBM rep phone number	



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