



Business Partner Services

Ready for IBM Retail Store Innovations

Sales reference guide



Overview

Independent software vendors (ISVs) are critical to the ongoing success of IBM Retail Store Solutions. That is why we created the Ready for IBM Retail Store Innovations program (formerly known as the IBM StoreProven program). Available to members of IBM PartnerWorld® for Developers, this program provides a fast, easy way for Business Partners who are also ISVs to test offerings for compatibility with specific IBM hardware platforms. The program provides access to education, technical support, marketing collateral and more, and is designed to help minimize issues for your retail customers prior to implementation. By participating in the Ready for IBM Retail Store Innovations program, you can help make sure your solutions operate properly with specific IBM system configurations. More important, when retailers see the Ready for IBM Retail Store Innovations mark, they can purchase with confidence.



Key benefits for ISVs

- *Pre-established compatibility criteria make it easy to test solutions designed to work with IBM point-of-sale (POS) systems, IBM Kiosk platforms or the IBM 4690 Operating System*
- *Ready for IBM Retail Store Innovations application testing is a powerful co-marketing tool for informing current and potential IBM retail customers that your solutions meet IBM criteria for compatibility*
- *Successfully validated solutions are marked with the Ready for IBM Retail Store Innovations emblem and promoted on IBM Web sites, including the IBM Global Solutions Directory.*

- *The IBM Global Solutions Directory delivers sales leads to you directly via e-mail and provides direct links to your Web site. Averaging at least one million hits per month, the Global Solutions Directory offers participating developers exceptional marketing exposure on a global scale. When your successfully validated solutions are listed in the IBM Global Solutions Directory, you can drive customers and prospects to the site as well*
- *Costs may be reduced by fully testing solutions before implementation, which in turn improves customer service because compatibility issues have been solved in advance*
- *The Ready for IBM Retail Store Innovations emblem on your Web site can help showcase your relationship with IBM and communicate confidence to your customers and prospects*

Key benefits for retailers

- *Combines 30 years of IBM POS technology experience with leading vendor-tested products to provide solutions that optimally perform on IBM platforms, technologies and POS and kiosk solutions*
- *Helps retailers quickly identify technologies that have been tested for compatibility and smooth integration, which can help reduce the risk of delayed deployment*
- *The Ready for IBM Retail Store Innovations program simplifies the decision-making process and provides a wide choice of potential solutions, particularly for unique applications in specific markets or geographies*
- *Retailers benefit from increased peace of mind during application selection, purchase and installation*
- *Tested and validated solutions can help decrease downtime and consequently improve in-store customer satisfaction and throughput*
- *Retailers benefit from the results of extensive testing and evaluation procedures, without taking on the costs*



How to participate

By joining IBM PartnerWorld for Developers and validating your software solutions on IBM POS and IBM Kiosk platforms, you can begin to take advantage of the Ready for IBM Retail Store Innovations program.

Once you are a PartnerWorld for Developers member, enter your solution into the IBM Global Solutions Directory. *(For more information about joining PartnerWorld for Developers, please see Business Partner Services – PartnerWorld.)*

Next, choose the IBM platforms upon which you want to validate your solution. Execute the IBM checklist for your chosen platform and submit the results of your tests to IBM for review. If any issues arise during the testing process, IBM will correspond with you.

Once your testing is completed and the results have been approved, sign the online license agreement. You have now been approved to download the Ready for IBM Retail Store Innovations graphics and brochures from the Web.

For more information

To learn more about participating in the Ready for IBM Retail Store Innovations program, please visit:
www.developer.ibm.com/retail/ready.html

To learn more about IBM PartnerWorld for developers, the program portfolio, and how to become a member, please visit: ibm.com/partnerworld

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