

IBM Retail Store Solutions with Microsoft Windows Embedded for Point of Service provide a seamless integrated retail experience for employees and customers



## IBM Retail Store Solutions with Microsoft Windows Embedded for Point of Service for Retail and Hospitality



*“Backed by two global leaders, retailers have confidence in IBM and Microsoft technologies and support.”*

Retailers and hospitality operators have to address a dynamic and competitive environment. They can't afford to lose valuable time researching software, waiting for it to be installed and hoping it provides the experience they require. They need pre-configured point-of-sale and point of service systems built for retail and hospitality that support a broad range of new and existing applications, peripherals and service scenarios. The solution needs to be easy to manage and service, and provide real-time information to accomplish the best customer experiences.

**IBM Retail Store Solutions with Microsoft Windows Embedded for Point of Service are revolutionizing retail and hospitality POS.**

**Easy to set up, use and manage,** Microsoft Windows Embedded for Point of Service (WEPOS) is the first point of service operating system to provide plug-n-play functionality for retail peripherals, and IBM was among the first industry leaders to offer WEPOS as an option. The proven, POS-optimized operating system is pre-configured to support and easily connect a broad range of retail applications and devices. Its standards-based framework and built-in networking capabilities enable fast development and delivery of new POS solutions.

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### Overview

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- **Objective**  
*Industry leaders IBM® and Microsoft® empower retailers to create compelling customer interactions by delivering a familiar standardized, retail-optimized point of service platform*
- **Solution**  
*IBM Retail Store Solutions with Microsoft Windows® Embedded for Point of Service*
- **Benefits**  
*A powerful, pre-configured platform that is simple to manage and service, it easily connects people, information and peripherals and is supported by industry leading partners and online resources to help lower costs and risks*

**Delivering the required real-time information,** IBM solutions with WEPOS empower retailers to create compelling customer interactions by supporting the latest technologies such as browser, multimedia and networking. Because WEPOS is optimized for retail and hospitality POS, kiosks and self-checkout, it seamlessly integrates services, security and remote management features that help retailers deliver consistent customer experiences across the enterprise.

**Supported by industry-leading partners,** IBM solutions with WEPOS have the longest published product support life cycle for point of service platforms in the industry, providing 10 years of product support. Backed by two global leaders, retailers have confidence in IBM and Microsoft technologies and support. Many of the world's top retailers use IBM solutions with Microsoft Windows Embedded for Point of Service. In fact, WEPOS has doubled its market share in the last year, growing five times faster than its competition.\*\*

**Retail-optimized to lower upfront costs and lower risk,** IBM solutions with WEPOS provide a standards-based operating system for enterprises of all sizes, with support for Unified POS interoperability from ARTS. It offers low ownership costs by decreasing application development,

deployment, servicing and maintenance costs. It delivers functionality such as operating system updates via Windows Update, integrated Windows Media® Player for checkout lane advertising and training, full multi-language user interface support, remote operation and dual and multi-display capabilities. Importantly, the familiar platform can be managed and serviced with existing IT resources reducing store infrastructure and manageability costs.

#### **Trust IBM leadership**

IBM is the world's most popular brand for innovative retail store solutions with more than 2.4 million installed point-of-sale systems and the industry-leading IBM AnyPlace Kiosk.™ Microsoft Windows Embedded for Point of Service is a powerful and innovative operating system that easily connects people, information and peripherals in a familiar, standardized way. Together IBM Retail Solutions and WEPOS provide a seamless, integrated retail experience supported by online resources and the world's largest network of dedicated community IBM Business Partners.

#### **For more information**

To learn more about how IBM Retail Solutions with Microsoft Windows Embedded for Point of Service can streamline your operations down to the bottom line, please contact your local IBM representative or visit:

[ibm.com/products/retail](http://ibm.com/products/retail)



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The IBM home page on the Internet can be found at [ibm.com](http://ibm.com)

\*\*IHL 2007 North American Retail POS Terminal Study, March 2007; IHL/RIS News Store Systems Study, January 2007