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The IBM SureBase

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www.ibm.com/solutions/retail/store





Agenda

- What is a POS terminal?
- What is PC Cash?
- Issues with PC Cash
- The IBM SureBase
 - What is it?
 - The issues it resolves
- Where do they play?
 - POS terminals
 - SureBase
 - PC Cash





POS Terminal - Definition

- PC based technology
- Total system design
 - Planar, mechanical packaging & I/O
 - All I/O (except CRT) is powered by POS
 - Full diagnostic capability
 - Designed for customer set up
 - Ergonomically designed for environment





POS Terminal - Definition

- Designed specifically for retail
 - Marketing lifespan (consistent rollout)
 - Custom BIOS
 - Custom designed planar
 - Continuity of supply
 - Investment protection
 - Easily updated (sockets, internal access etc.)
 - Reliability
 - NVRAM
 - No planar battery replacement
 - Latching cables w/ gold connectors
 - Testing (retail hardening)





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Testing for Retail Robustness

- Electro-Static Discharge
- Environmental Thermal/Humidity
- Power Line Disturbance
- Lightning Strike And Ring
- Radio Frequency Susceptibility
- Operational/Vibration
- Technical Functionality
- Publication Review/Customer Set-Up

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POS Terminal - Definition (con't)

- Designed specifically for retail
 - Store image
 - Consistent color/design
 - UV resistant covers
 - Reduced cabling
 - Rear panel covers (hide cables)
 - Neat, integrated packaging
 - Customized for special needs





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PC Cash - Definition

- PC provides intelligence
- CRT attached to PC for operator display
- POS Keyboard via PC keyboard port
- POS printer via serial port
- POS cash drawer via POS printer
- Scanner via serial or keyboard wedge

- I/O is distributed on counter or held together with a third party 'shoe'
- PC must be accommodated somewhere

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PC Cash Issues

- PCs have 4 - 6 month marketing lifespans
 - Chipset changes may affect software
 - Maintaining single platform difficult for large chains
- Reliability standards are not as stringent
 - No NVRAM to protect financial data
 - Power Company transformer changes cause re-ipl
 - Keyboard friction based connector
 - Lower guard band in testing/design
 - Printer, monitor, scanner have separate power supply

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PC Cash Issues

- Store image not paramount
 - Multiple cables per device
 - Printer, monitor, scanner require separate power plugs
 - Distributed I/O
 - Potentially 'homemade' looking casing





The IBM SureBase

- Looks like a POS
- Provides POS I/O subsystem for PC
 - Open attachment solution
- Provides connectivity for USB POS I/O
 - Positive latching USB connector
 - Additional power for I/O
 - 5 Powered USB +12v ports
 - 1 Powered USB +24v port
 - 2 Cash Drawer Ports
 - Color coded for easy customer set-up





The IBM SureBase

- Provides NVRAM for totals retention
- Provides integrated UPS for system resiliency
 - 3 ports to power PC, CRT & Flatbed scanner
- MUST have PC to operate
 - PC is distributed





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PC Cash Issues Resolved w/ SureBase

● Store Image

- Consistent color/design
- UV resistant covers
- Reduced cabling
- Rear panel covers (hide cables)
- Neat, integrated packaging

● Reliability

- Withstands power line disturbances
- Positive latching connectors w/ gold connectors
- Protects vital financial information (NVRAM)

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PC Cash Issues Not Resolved w/ SureBase

- Marketing Lifespan/Investment Protection
 - PC provides intelligence of system
 - PCs have 4 - 6 month marketing lifespan
 - Chipset changes may affect software
 - PC business model built on 1 - 2 year useful life

- Reliability
 - PC provides intelligence of system
 - Doesn't go through retail testing
 - Connectors don't have gold contacts (corrosion resistance)

- PC must be stored under counter (or somewhere)



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Where To Sell POS

- Always lead with POS
 - Many times no question in Tier 1, 2 customers
 - Retail hardened
 - Continuity of supply
 - Demand 99.99% uptime
 - Extensive User Base endorses this approach
 - Tier 3, 4 depends on geography
 - POS is successful here (China is a good example)
 - SureOne
 - Sometimes 4694
 - Customer dependent
 - You can make the difference in many instances



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Retail Store Solutions



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Where To Sell The SureBase

- As "sell up" alternative
 - "We've got that if you want, but here's what you REALLY want"
- When POS absolutely won't sell
 - Don't lose the business
- In mid-sized accounts
 - Multiple 10's to 100's of terminals
 - Generally a growing enterprise
 - Want latest technology (PC), but still small enough to buy ahead (for single platform)
 - Have experienced difficulty of maintaining self integrated platform



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Where PC Cash Still Prevails

- Total technology freaks - "Technology Fashion Statement"
- Small accounts
 - Lower double digit number of terminals
 - Where manual backup to terminal being down is ok



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Where to get more info

- www.ibm.com/solutions/retail/store
 - Publications
 - Click Support
 - Click Publications
 - Planning & Installation Manual
 - Service Manual
 - Programming Manuals
 - Question & Answer Database
 - Click Knowledgebase

