

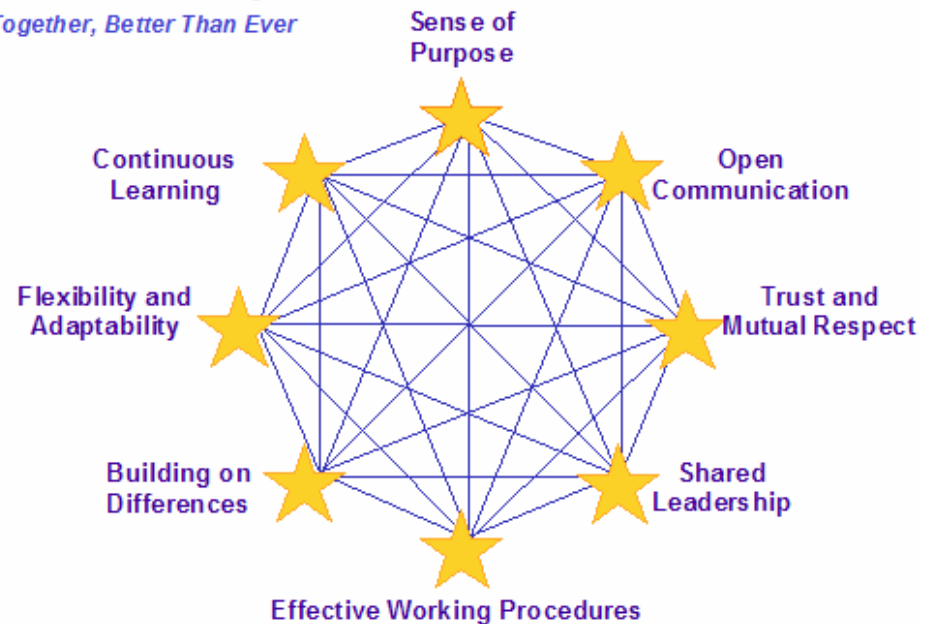
IBM Retail Store Solutions

Business Partner Teleconference Series

April 2005

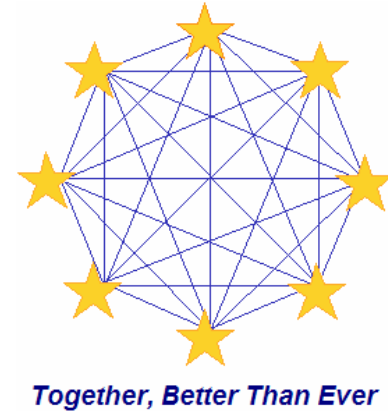
Americas Group

Together, Better Than Ever



Agenda

- **Introduction & Marketing Update – Nancy Greene**
 - Education update
 - Dollar-for-Dollar Program
 - IRES Ad Incentive
- **IRES Update – Bolaji Oyejide**



Education Update

- **Current Mastery Skills tests available**
 - IBM Kiosk Sales Professional
 - IBM SurePOS 500 Sales Professional
 - IBM SurePOS 500 Technical Professional
 - IBM SurePOS 700 Sales Professional
 - IBM SurePOS 700 Technical Professional
- **Available on the Prometric Web portal**
 - <http://ibmtesting.prime.prometric.com/>
- **Future Mastery Skills tests coming in 2005**
 - IBM Anyplace Kiosk Sales Professional
 - IBM Anyplace Kiosk Technical Professional
 - IBM SurePOS 300 Sales Professional
 - IBM SurePOS 300 Technical Professional
 - IRES Sales Professional
 - IRES Technical Professional



Dollar for Dollar Program – Funding available



- Reimbursement Maximums
 - Premier – \$15,000
 - Advanced - \$10,000
 - Member - \$4,000
- Additional funding available to Business Partners and ISVs who promote IRES, SIF and RSSD Express Offerings
 - Premier and Advanced level members get an additional \$5,000
 - Member level Business Partners get an additional \$2,000
- Campaign application forms must be submitted to IBM for approval on or before **June 30, 2005**.
- Campaign reimbursement claim forms must be received by IBM no later than **November 30, 2005**.
- Submit application and claim forms to Nancy Greene
 - Email: nagreene@us.ibm.com
 - Fax: 803-328-0667

IRES Advertising Program

(IBM Retail Environment for SUSE LINUX)

- **For Independent Software Vendors who have ported their applications to IRES**
- **Ad templates**
 - Easy to use and cost effective
 - For Specialty and Hospitality retail segments

Option 1 – Customized Templates

Customizing IBM Business Partner templates based on your selection from appropriate headlines, photographs and body copy that pre-exists

Option 2 – Unique Advertisements

With the IBM Business Partner template design as a guide for format, creating your own unique Company advertisement with your own headlines and photography

Option 1 - The Templates

YOUR ENTRÉE TO CUSTOMER SATISFACTION

Put your customers and your infrastructure together with LINUX

Doing business with your customers has never offered more opportunity. Not only do your customers have never been more demanding, but sales by their demands for exactly what they want, when and where they want it, now may be a direct line for a Linux-based solution right from IBM.

Business Partners

The new fresh environment for Linux is delivered by Novell. It carries your cost-effective migration from old technologies into your existing systems and provides a way to change in your marketplace. Doing business, ready as a low-cost cash flow, is no longer a word. Linux is the world's fastest-growing operating system. That's why we've partnered with IBM to help you address its demand.

It's time you take your marketing a step further. Make sure your customers will benefit from implementing this. Don't forget to mention the features that the body should be easy to understand. Also include any "business partner" content to your solution.

For more information, contact us at 1-800-400-XXXX or visit our website at www.ibm.com/linux.

IBM Business Partner
Novell
XYZ Logo

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1. Choice of headline and sub-heading
2. Choice of photograph
3. Choice of segment copy text
4. Your customized solution
5. Your customized call-to-action
- 6a. IBM Business Partner emblem
- 6b. Novell company logo
- 6c. Your company logo
7. Legal copy

Option 1 - The Templates

There is also a choice of layout style to help differentiate you.

A : Vertical

DISTINGUISH YOUR MERCHANDISE. DIFFERENTIATE YOUR STORE.

Put your customers and your infrastructure together with LINUX.

AS YOU TRY TO RESPOND TO THE GROWING AND UNPREDICTABLE DEMANDS OF THE RETAIL BUSINESS THESE DAYS, HOW DO YOU COMPETE? HOW DO YOU DEMER ON COMPETITOR NOW THEY MAY BE A CONTACT WITH A LARGER BUDGET THAN YOU? HOW CAN YOU... [BUSINESS PARTNER](#)...

THE NEW REPAIR ENVIRONMENT FOR SUSE LINUX IS POWERED BY NOVELL™. IT GIVES YOU COST-EFFECTIVE, INTEGRATED NEW MERCHANDISE AND VIRTUAL CASHIER SYSTEMS AND RESOURCES TO HANDLE CHANGES IN YOUR MERCHANDISE. CHANGING MERCHANDISE, REPAIRS AND A LOWER ORDER CASE AT CHECKOUT. IT'S NO WORSE LITTLE IS THE WORDS REPAIR-GROWING COMPANY SYSTEM THATS WHY WE'VE PARTNERED WITH IBM TO HELP YOU REPAIR AS FAST AS EVER.

...THIS IS WHERE YOU PLACE YOUR INFORMATION ABOUT YOUR SPECIFIC CUSTOMER SERVICE. MAKE SURE YOU FOCUS IT IN THE WAY BEHINDS YOUR CUSTOMER'S CUSTOMERS WILL BECOME FROM IMPLEMENTING THIS. DON'T OVERDO IT WITH WORDS. READ THE COPY CAREFULLY AND COPY TO UNDERSTAND. ALSO INCLUDE ANY "SPECIAL OFFER" DETAILS IN YOUR SOLUTION...

...FOR MORE INFORMATION, CONTACT US AT +1-800-300-0000 OR VISIT OUR WEBSITE AT www.ibm.com...

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B : Horizontal

YOUR ENTRÉE TO CUSTOMER SATISFACTION

Put your customers and your infrastructure together with LINUX. Doing business with your customers has never created more opportunity for profits. But your customers have never been more demanding to satisfy their demands for exactly what they want, when and where they want it. How may be a perfect time for a Linux repair solution from IBM and... [BUSINESS PARTNER](#)...

THE NEW REPAIR ENVIRONMENT FOR SUSE LINUX IS POWERED BY NOVELL™. IT GIVES YOU COST-EFFECTIVE, INTEGRATED NEW MERCHANDISE AND VIRTUAL CASHIER SYSTEMS AND RESOURCES TO HANDLE CHANGES IN YOUR MERCHANDISE. CHANGING MERCHANDISE, REPAIRS AND A LOWER ORDER CASE AT CHECKOUT. IT'S NO WORSE LITTLE IS THE WORDS REPAIR-GROWING COMPANY SYSTEM THATS WHY WE'VE PARTNERED WITH IBM TO HELP YOU REPAIR AS FAST AS EVER.

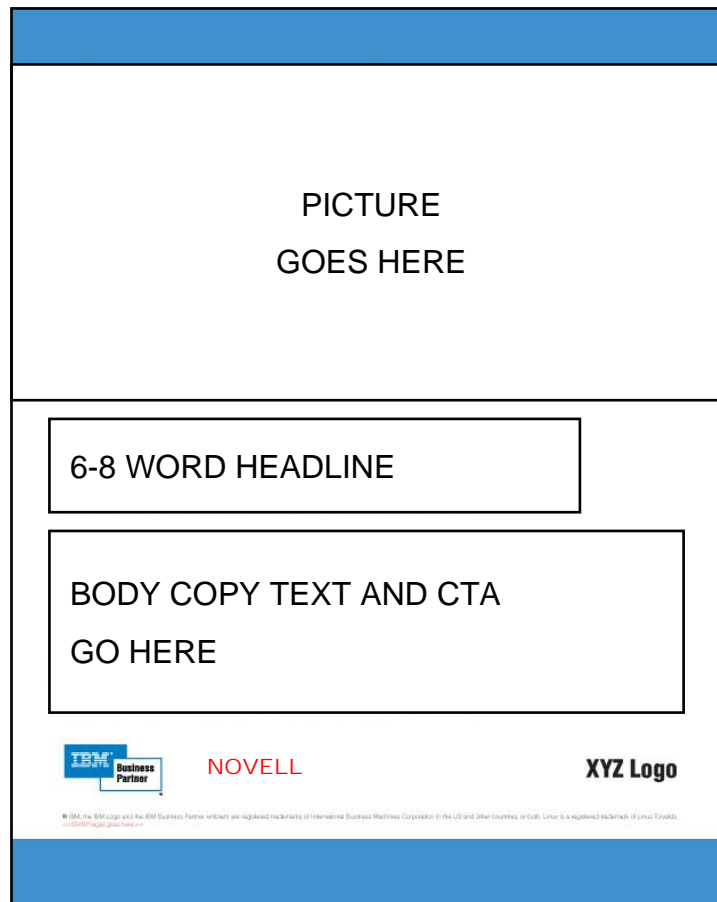
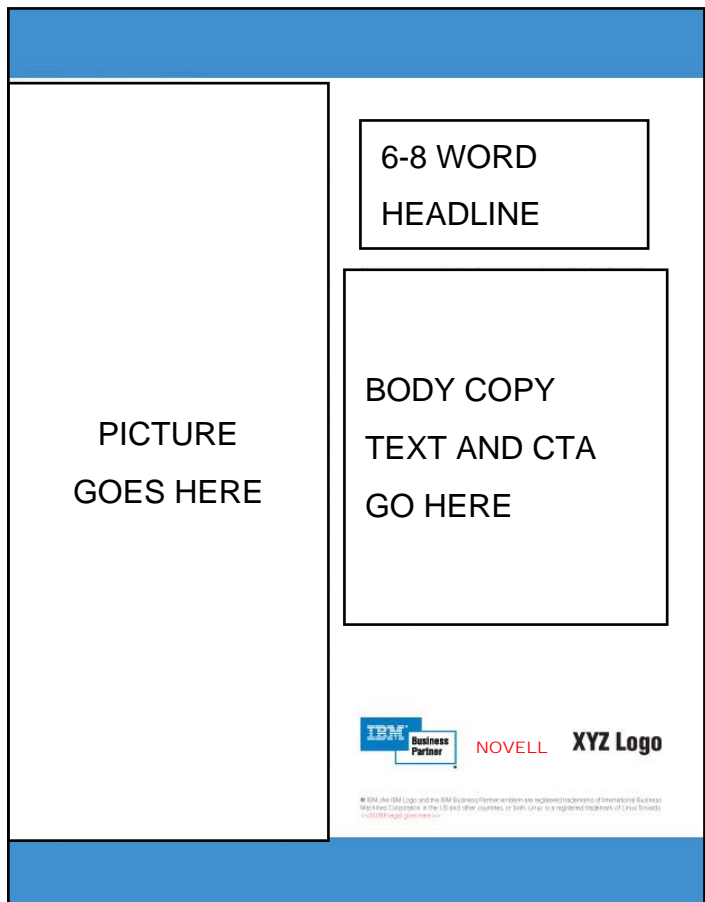
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Option 2 - Unique Advertisement Look

Your unique advertisement will follow one of the two template designs below



How to participate

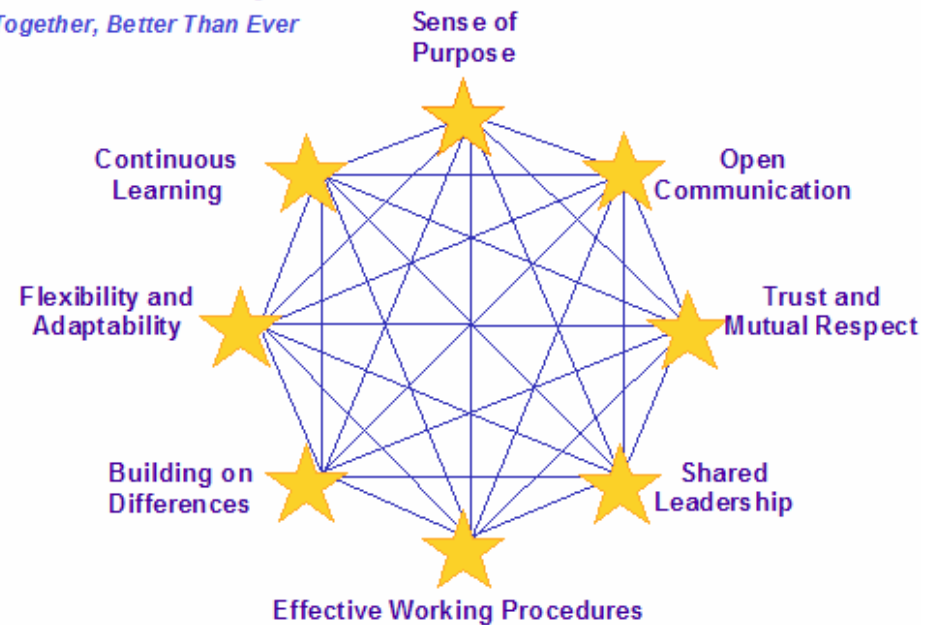
- To participate, contact Nancy Greene at:
 - nagreene@us.ibm.com
 - (803)328-0667
- Work with IBM and the Ad Agency to develop your ad
- After you have approved the final version of the ad, the ad agency will send the finished artwork to the publication on your behalf.

IBM Retail Environment for SUSE LINUX



Americas Group

Together, Better Than Ever



IBM Retail Environment for SUSE LINUX

- Linux in Retail
- Customer successes
- IRES V2 benefits - what's different from V1
- Early Involvement Program
- IRES Education Road show
- Enablement Tools
 - TCO Tool – Being developed, soon available
 - IRES Flash Demo in development



Linux in Retail Today

Are People Actually using Linux in the Store?

2001

2002

2003

2004



MARK'S WORK WEARHOUSE LTD.



Success in the Market Place

9 Wins in 9 Months ... World Wide Success



IBM Retail Environment for SUSE Linux - Americas Enabling Circuit City's Store Transformation

Total In Store Solution

IBM xSeries

IBM Retail Environment for SUSE LINUX

IBM Tivoli for Systems Management

IBM Software for Retail Stores

IBM Business Consulting



360Commerce's 360Store

IBM Retail Environment for SUSE LINUX

IBM SurePOS 300



360Commerce®



Benefits

- Technology Choices
- Access to Innovation
- Efficient Cost Model
- Skills Access



IBM Retail Environment for SUSE Linux - Europe Hosting Karstadt's new Store Solution

In Store Processor (ISP)
 IBM xSeries
IBM Retail Environment for SUSE LINUX
 PCMS BeanStore



PCMS BeanStore
IBM Retail Environment for SUSE LINUX
 IBM SurePOS 700 & 4694



KARSTADT

Benefits

- Technology Choices
- Access to Innovation
- Efficient Cost Model
- Skills Access



PCMS
DATAFIT

IBM Retail Environment for SUSE Linux – Asia Pacific

A new Generation of POS for Dairy Farms

In Store Processor (ISP)
IBM xSeries
IBM Retail Environment for SUSE LINUX
Getronics



Getronics
IBM Retail Environment for SUSE LINUX
IBM SurePOS 500



Benefits

- Technology Choices
- Access to Innovation
- Efficient Cost Model
- Skills Access



IBM Retail Environment for SUSE Linux – Release 2

Improving on a solid base

- **Improved Software Distribution**
 - Incremental Software Updates to the client image
 - Compressed images across the WAN
- **Improved Configuration**
 - Generic Terminal Configuration
 - Integration with SIF Systems Management
- **Improved Linux Base**
 - SuSE Linux Enterprise Server 9
 - Kernel level 2.6
- **Improved Useability**
 - Enhance GUI tools for Image build and creation

IBM Retail Environment for SUSE Linux – Release 2

Improving on a solid base

- **Improved Terminal Identification**
 - User Defined Terminal ID during Initial Boot
 - Terminal Identification Cross Reference at Server
- **Improved Problem Determination**
 - Ability to create a Problem Analysis Bundle for Support
- **Improved Installation Program**
 - Graphical Interface for IBM components
 - Integration of IBM Components and SuSE
- **Integration Store Integration Framework**
 - Software Distribution
 - Inventory
 - Problem Determination
 - Configuration

IRES v2 Early Involvement Program

- Starts first week in June
- Runs until September
- Opportunity to get and test early code
- Labs and support resources available to help you port to IRES v2
- **You will receive an invite to participate shortly, with full details**

IRES Education Road Show (Lots of energy around Linux & IRES!)

Atlanta, Mar 18	Novell, PCMS Datafit, Triversity, Agilysys
Dallas, Mar 21	Novell, PCMS Datafit, Triversity
San Fran, Mar 23	Novell, PCMS Datafit, Triversity,
Toronto, Apr 1	Novell, PCMS Datafit, Triversity, Tangentia Consulting, Volante Systems, Sweda
Paris, Apr 5	Novell, PCMS Datafit, ACK, elaser
Chicago, Apr 8	Novell, PCMS Datafit, 360Commerce, Agilysys
New York, Apr 13	18 signed up
Madrid, Apr 22	30 signed up
Stuttgart, Apr 25	27 signed up
London, Apr 27	33 signed up
Milan, May 3	22 signed up
Brazil, May 6	...
Copenhagen, May 17	...
Helsinki, May 18	...
Stockholm, May 19	...
Oslo, May 20	...

What's Next?

- **Get involved in the IRES v2 Early Involvement Program**
 - You will receive an invite – ask if you don't get one soon.
- **See you in Chicago, May 24th – 26th, Retail Systems Conference**
 - Be sure to stop by the IBM booth and Linux pavilion
- **Be sure to get a copy of TCO Tool and Flash Demo once available**
- **It's not too late to attend the free IRES & Anyplace Kiosk Road Show!**

<http://www.redbooks.ibm.com/Redbooks.nsf/Portals/LinuxCustom2>



IBM Retail Environment for SUSE LINUX
Seize the opportunities that Linux offers in Retail Solutions

Workshop

Starting in Atlanta GA on March 18, continuing in 15 cities worldwide

Redbooks Workshops

The advertisement features a woman in a white shirt interacting with a large touch-screen kiosk. In the foreground, there is a shopping cart with a handheld device and a computer monitor. The background is a clean, modern retail environment.

Backup Slides

Linux Adoption Speed Bumps

- Consumer Grade Linux from all Distros change too frequently
 - Constant churn costs money
- Consumer Grade Linux from all Distros lack Enterprise Level Support and Support Lifespan
 - Frequently 12 months or less of support from GA date
 - Shorter than a testing and rollout cycle in many case
 - **Being withdrawn by the distros!**
- Downloaded and Customer Assembled Linux lack support for the OS, the Drivers, and the Applications
 - No one can afford to support and debug many versions of Linux
- Confusion in market around which Distro is a strategic choice
 - Customers want someone they can count on... someone like IBM

A new offering was needed to realize the potential TCO savings Linux can deliver in the Retail Space...

IBM Retail Environment for SUSE LINUX

Lower Total Cost of Ownership

- **Lower Total Cost of Ownership**
 - Lower up-front and on-going costs as compared to Windows
 - Comparable TCO to 4690 OS
 - Lower Administrative costs
 - Centralized support model
- **Supported Linux environment priced appropriately for POS clients**
 - Server grade Linux at a client price
 - Tiered Server Pricing

IBM Retail Environment for SUSE LINUX

Pre-Configured for all IBM Hardware

- **Simplified Configuration and Installation**
 - Solution components Preconfigured & Tested together
 - IBM Drivers tested and certified
 - Kernel changes included for on-board and POS Drivers
 - Graphics and Video configurations pre-set for all IBM Hardware

IBM Retail Environment for SUSE LINUX

Centralized Management of Software and Hardware

- **Infrastructure for centrally-managed maintenance and distribution**
 - POS Images created at a central site
 - POS Terminals managed from a Central Site
 - POS Software distributed from and installation managed by a central site
 - Central inventory of all POS devices in all stores

IBM Retail Environment for SUSE LINUX

Faster Porting and Deployment of Solutions

- **“Ready for Retail” Partner Certification**
 - Templates optimized for size and performance
 - Templates allow rapid application deployment
 - Templates are fully configured and tested
 - Average porting time less than 2 days

Why is IRES Better than Other Linux Options?

- **IBM Support**
- **Retail Optimized Life Cycle**
- **Lower Total Cost of Ownership**
- **Pre-Configured for all IBM Hardware**
- **Centralized Software Distribution**
- **Network Centric Infrastructure for Centralized Management of all POS terminals**
- **Faster Porting and Deployment of Solutions**

Security is a Key Focus Area for all Industries

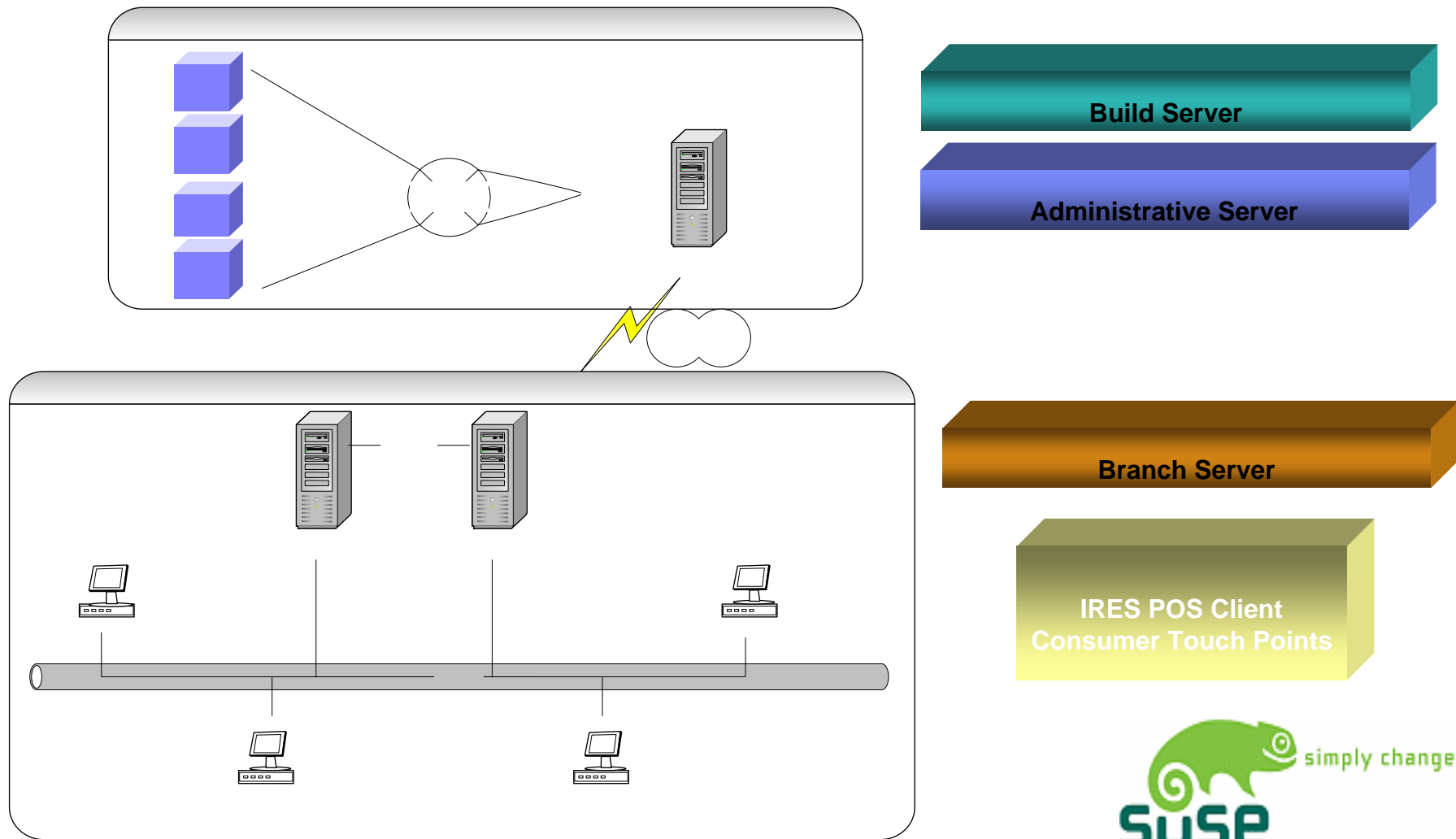
Linux is a more secure environment

- **By design, the Linux kernel is more secure**
 - Better separation of user space and supervisor space
 - User processes can not access kernel modules and system level data structures
 - Consequently, user applications (i.e. email delivered viruses) can not affect the kernel or other applications

- **The Linux kernel is modular rather than monolithic like Windows**
 - The Linux kernel can be easily scaled down, reducing the code foot print and number of modules in the store
 - Fewer modules mean fewer points of exposure, less code to secure and fewer options for security breaches

IBM Retail Environment for SUSE Linux

Typical Configuration



THANK YOU