



IBM Retail Store Solutions

IBM Point-of-Sale Teleconference Series: January 11, 2005

Nancy Greene

Agenda

- **2005 Retail Store Solutions Education Conference**
- **Anyplace Kiosk - Donna Hagemann**
- **17" SurePOS 500 - Donna Hageman**
- **4690 OS V4 – Bob Slagle**
- **IRES V2 – Bolaji Oyejide**
- **SIF Update/Remote Management Agent – Fredrik Carlegren**
- **Remote Access – Bob Slagle**
- **ICESoft Browser PDF Viewer – Bob Slagle**

2005 Retail Store Solutions Education Conference



- **January 30 – February 2, 2005, Long Beach, CA**
- **Register NOW!** www.pc.ibm.com/store/rssec
 - to attend, exhibit or sponsor
- **Register for Sunday tours**
 - Go to “more info tab” and click on “tours”
- **Any questions**
 - Contact Belinda Whitaker-Gary at 919 301 5251 or via email at bfw@us.ibm.com



IBM Retail Store Solutions



Hardware Update January 11 Announcements

SurePOS 500

- **Extremely successful**
 - Made plan in 2004
 - IR technology bringing sales
- **Base technology sufficient**
- **Retail Petroleum required bigger screen**
 - Kiosk can use bigger screen

Marketing Materials for 4840-573

- **Sales brochure text updated**
 - No pictures included in brochure
- **Sales presentation will be updated by end of January**
- **Loaner pool will have units by end of February**

4840-573

- **17” SurePOS 500**
- **Delta off the 563**
 - Feeds/Speeds identical
 - Presence sensor moved onto bezel
- **Announce January 11, 2005**
- **GA March 11, 2005**
- **Will be in IBM booth at NRF**

The IBM Kiosk History



4835-120

GA: April 2001
WDFM: Jan 2002
 Introduce- Based on 12" Food Service POS

4835-150

GA: January 2002
WDFM: Dec 2002
 - Refresh with 15" capacitive

4835-152

GA: June 2002
WDFM: Dec 2004
 - Refresh with Pentium 4 technology

4835-153

GA: August 27, 2004
 -Refresh with 15" IR
 -Accommodate 8.5x11 printer

"Newman/Kiosk Lite"

4835-132, 135
GA: January 28, 2005
 - Introduce small, low-cost, stationary, multimedia-centric kiosk

Key Solution Areas For Small, Integrated Kiosk

<u>Solution</u>	<u>Description</u>
Product Preview	In-aisle solution to provide pertinent information on product or service
CD / DVD Preview	In-aisle solution to enable preview and recommendation
Self Order	Enables customers to place orders for food (or non-food) themselves. Payment options vary.
Virtual Concierge	In-room portal to promote hotel amenities and to make it easier to take advantage of them
Hotel Guest Check-in	Enables guest to check-in and receive room key

IBM Anyplace Kiosk – Powering the self-service revolution

Sleek, compact self-service solution that delivers a dynamic interactive experience at the point of decision

- **Fits Virtually Any Place!**
 - Ultra compact - Only 2.8” deep & under 10 pounds
 - Place at the Point of Decision - Wall, Shelf, End-cap, Tabletop, etc.
 - Wireless ready – Easy to setup, easy to move
- **Compelling Multimedia Experience**
 - Choice of 12” or 15” touchscreen sizes
 - High quality video and audio
- **Robust Platform**
 - Intel Celeron M processor 320
 - Retail Hardened design
- **Easily Customizable/Brandable**
 - Fits any environment
- **Cost effective enough for pervasive placement**



Compelling Multimedia Experience

- **Choice of 12" or 15" flat panel touchscreens**
 - 12" (800x600) or 15" (1024x768)
 - Extra bright dual-bulb display
 - Superior Infrared technology
- **Full screen, full motion video**
 - Intel Extreme Graphics 2
- **High quality stereo speakers**
- **Presence sensor**



Models

Model	Touchscreen	Warranty
1Z2	12" infrared	1 year, on-site (U.S. only), 24x7
1Z5	15" infrared	1 year, on-site (U.S. only), 24x7
1ZV	12" infrared (w/ Volume Knob)	1 year, on-site (U.S. only), 24x7
13V	12" infrared (w/ Volume Knob)	1 year, depot repair
132	12" infrared	1 year, depot repair
135	15" infrared	1 year, depot repair

Robust Platform

- **Notebook Technology**

- Best blend of compact size/high performance/price/heat characteristics

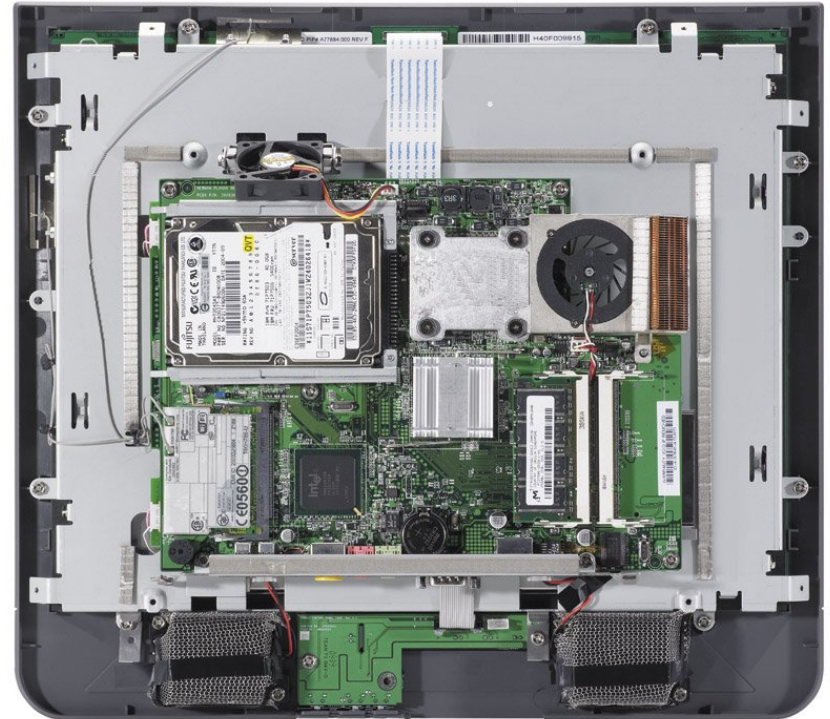
- **Intel Celeron M Processor 320 (1.3GHz, 400MHz FSB, 512KB cache)**

- Processor suitable for upgrade



- **Memory**

- 2 SO-DIMM DDR slots (333MHz)
- 256MB base, 2GB max.



Robust Platform - Expansion Ports

Two High Speed USB 2.0

Additional ports via external 3rd party USB 2.0 hub

External Power Supply

Microphone

Headphone

Serial port (RS-232)

Ethernet 10/100



Robust Platform - Optional Features

- **40GB Hard Drive**
 - 5400 RPM
 - Ultra Reliable
- **Anyplace Barcode Scanner**
 - 1D Image
- **MSR (Magnetic Stripe Reader)**
 - Swipe action
 - Located on right side
- **Wireless LAN - 802.11b/g**
 - Mini-PCI (optional, in select countries)
 - PC Card (3rd party)



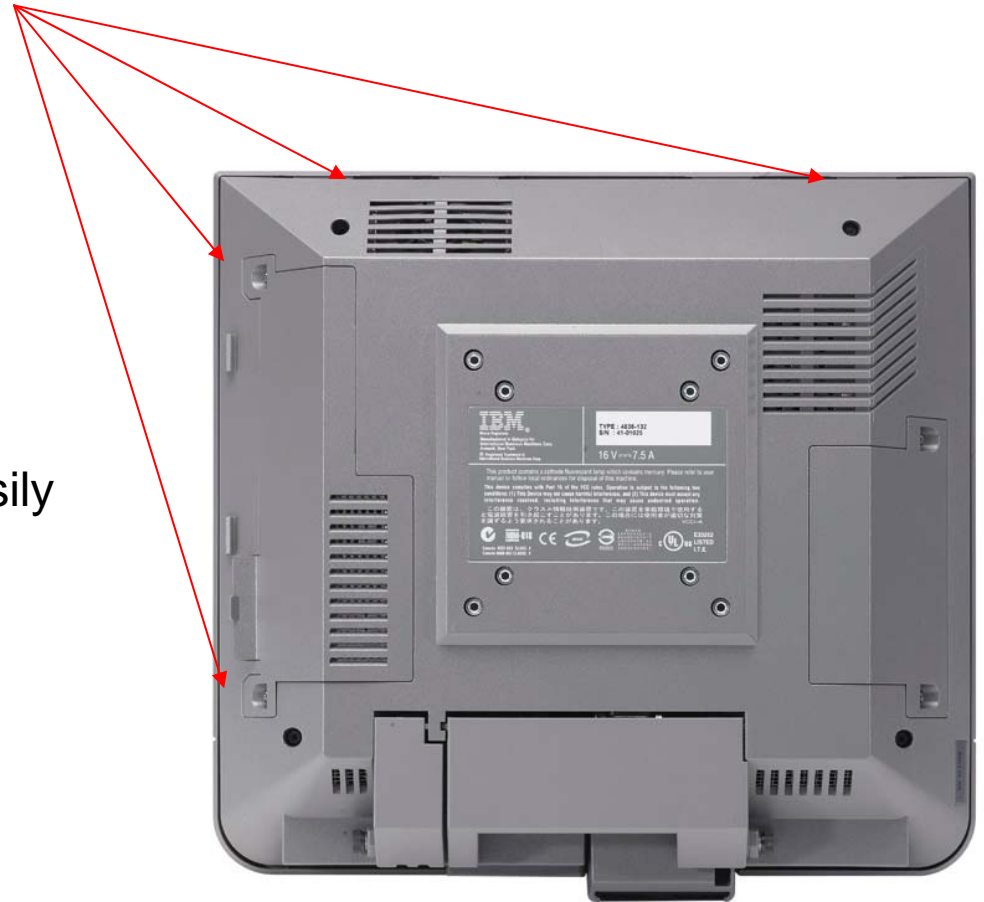
Easy to Service



- **Tamper resistant** - Hidden switches (On/Off, Brightness) and thumbscrews
- **Cable Protection Mechanism**
- **External power supply** – Enables small system size, lower heat, easy to service

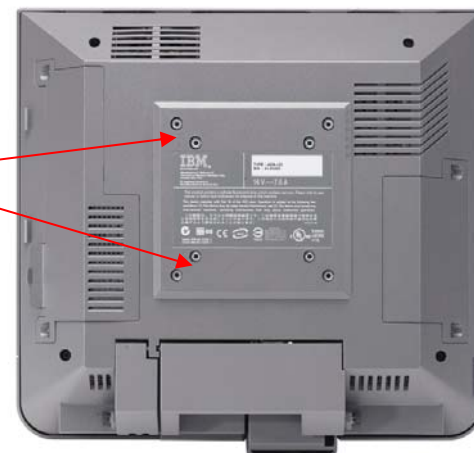
Easily Customizable/Brandable

- **Designed for easy branding**
 - Via faceplate attach points
 - 8 mounting points (M3 size)
 - (ex. signage, etc.)
- **Perfectly flat front**
 - Enables faceplates to be easily customized and attached



IBM Anyplace Kiosk - Mounts

- **VESA mounting pattern**
 - (75 & 100mm) allows for 3rd party custom mounts



Wall/Shelf



Tabletop

Fits Virtually Any Place!



Wall/Shelf

Tabletop

Pole

Arm

NOTE: IBM Radial Arm (p/n 19K4464)
orderable at www.ibm.com

Software

- **Operating Systems:**

- Windows XP Professional, XPe, 2000



- IRES Linux



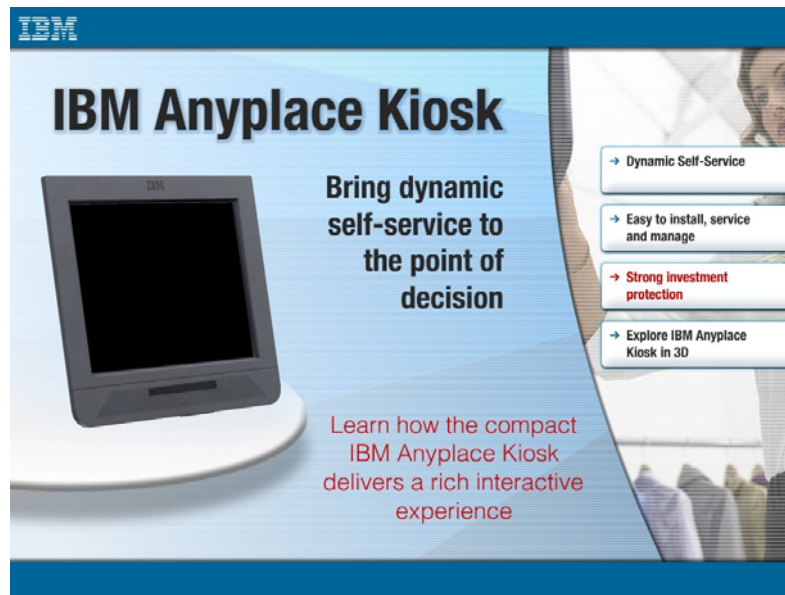
- **Driver support:**

- OPOS, JavaPOS, Windows and IRES
- Anyplace Barcode Scanner
- Presence detector
- MSR (Magnetic Stripe Reader)



Marketing Materials for 4836-132, 135

- New sales brochure
- New sales presentation
- Loaner pool will have units by end of February
- **Coming in January** 3D Tour



Anyplace Kiosk Key Dates

- Announce January 11, 2005
- Big Splash at NRF
 - ✓ IBM
 - ✓ Agilysys
 - ✓ Marcole
 - ✓ Net Key
 - ✓ AccessVIA
 - ✓ Cyphermint
 - ✓ Active Decisions
- Standard models (13X, 1ZX) GA Jan 28, 2005
- Volume knob models (1XV) GA March 25, 2005
- Loaner Pool has stock mid February



IBM Retail Store Solutions

RSS Software Update

Armando Sardellitti
RSS SW Brand Manager

Agenda

- **4690 OS V4**
- **IRES V2**
- **SIF Update**

Operating Systems for IBM POS Solutions ...it's all about choice.

- **4690 OS**
 - Purpose Optimized, Proven for Retail

- **IBM Retail Environment for SuSE Linux**
 - Support and maintenance model for Linux
 - Optimized client images for the point of sale

- **Microsoft Windows Operating Systems**
 - Windows 98SE, NT 4.0, 2000 Prof., XP Prof.
 - XP Embedded Development Environment



Introducing 4690 OS V4



4690 OS V4

Announcement:
Availability:
Life Expectancy:

January 11th, 2005
March 25th, 2005
June 2008

Key Messages:

- 4690 OS Remains the Premiere Platform for High Performance Retailers
- IBM Continues to invest Significant dollars into 4690 OS Every Year
- 4690 OS and Linux have a co-existence Strategy not an end-of-life strategy

4690 OS – Purpose Optimized for Retail

Value Proposition

- Reliability
- Availability
- Performance
- Data Integrity
- Investment Protection
- Java
- Thin Client
- Connectivity
- Standards
- Partnerships
- Security
- Customer Driven
- Integration with Store Integration Framework

Be the Premiere Java Platform for Retail

Introducing 4690 OS V4

- **Enhanced Security**
 - Console ID Lock-out
 - Log-in Logging for TCP/IP Access
 - TCP/IP ID Lock-out
 - LDAP Support
- **Improved Hard Disk Support**
 - improved performance and larger drive support
- **Improved Java Support**
 - J2SE v1.4.2 SDK currency
- **Improved Java Terminal Off-line Support**
- **New Java Tools**
 - Java Environmental Tool
- **Increased Number of Background Applications**
 - Increased maximum number from 6 to 10



Enhanced Remote Support

■ **4690 OS Remote Access**

- Support for Graphical and non-graphical environments
- Ideal for LAN environments
- Will be announced as a PRPQ
- Planned announce 1H 2005

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Agenda

- **4690 OS V4**
- **IRES V2**
- **SIF Update**

IRES v2: Improving on a solid base

V1

- Centralized Management of Store POS
- POS Image building and distribution
- Software Updates and Maintenance
- Pre-Tested and Pre-Configured POS Support
- Fully tested and Integrated Drivers
- One-call support (Call IBM)



V2

- Improved Software Distribution
 - delta updates
- Improved Configuration and Systems Management
 - generic terminal configuration
- Improved Usability
 - **GUI** tool for building images
- Integration with the Store Integration Framework
 - consistent systems mgmt. infrastructure
- 4690 Migration Options

Functions and their Business Benefit

Functions	Business Benefits
<ul style="list-style-type: none"> ▪ 3 year support cycle ▪ 12-18 month release cycle ▪ Interim Maintenance Releases provide corrective service, updates 	<ul style="list-style-type: none"> ▪ Retail Optimized Life Cycle and predictable upgrade release cycles
<ul style="list-style-type: none"> ▪ Lower administrative costs ▪ Allows retailers to use a single POS as both client and server ▪ Supports thin-client diskless environments without additional SW 	<ul style="list-style-type: none"> ▪ Lower Total Cost of Ownership
<ul style="list-style-type: none"> ▪ Solutions components preconfigured and tested together ▪ IBM drivers tested and certified ▪ Kernel changed included for on-board and POS drivers 	<ul style="list-style-type: none"> ▪ Simplified Configuration and Installation
<ul style="list-style-type: none"> ▪ Templates optimized for size and performance ▪ Templates allow rapid application deployment ▪ Average porting time less than 2 days 	<ul style="list-style-type: none"> ▪ Faster porting and deployment of solutions
<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ Centrally-managed maintenance and distribution

Customer Successes

KARSTADT

2004

EMEA

ISV: PCMS Datafit

MATALAN

LADIES • MEN • KIDS • HOME

OCTOBER 2004

EMEA

ISV: Torex & Cap Gemini



MAY 2004

Asia-Pacific

ISV: Triversity



NOV 2004

Asia-Pacific

ISV: Getronics

Duty Free Shops

JUNE 2004

North America

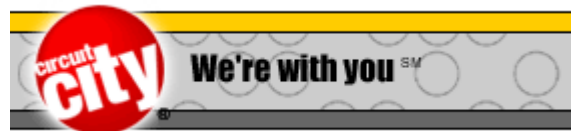
ISV: 360 Commerce



JAN 2005

Latin America

ISV: 360 Commerce



2004

North America

ISV: 360 Commerce

Announce and GA Dates

- 1. Pre-announce: January 16th (at NRF Conference)**
- 2. Announcement: March 29th**
- 3. General Availability: May 13th**

Collateral that is available and where to find it

All deliverables will be available on the IRES intranet site by NRF (January 16th):

<http://w3retail.raleigh.ibm.com/html/ires.html>

Deliverable	Description/Focus Area
Spec Sheet - IRES v2	4-page data sheet of IRES
Announcement Articles – IRES v2	Internal/external articles announcing launch
Sales Reference Guide – IRES v2	Comprehensive overview of IRES – specs, positioning, features/benefits, target markets, etc.
Website – IRES web portal	External web presence
TCO tool – Windows/Linux (IRES)	MS XPe vs. IRES
“Linux in Retail” Deliverable – RIS News Supplement	24-page, IBM-branded supplement highlighting our ISVs porting over to Linux
Whitepaper	Linux vs. Windows XP
Whitepaper	Capitalizing on IRES

Education Plans

- Sales courses, updated and available on 3/29/05
- Technical course updated and available on 5/13/05
- Early Involvement Program (for ISVs and a few customers) scheduled for March

Agenda

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- **IRES V2**
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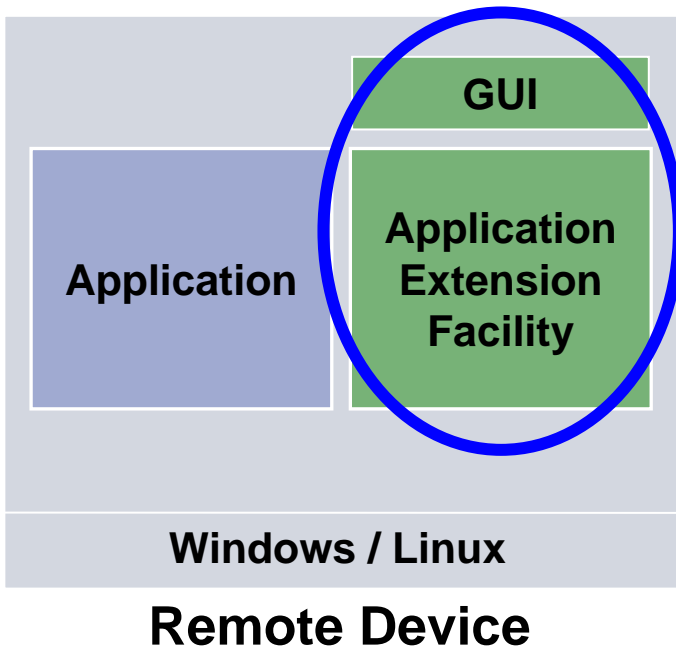
Store Integration Framework

- **A retail optimized technology infrastructure that enables on demand retail solutions**
 - Revolutionize the store: Personal shopping assistant, Interactive kiosk solutions like deli-ordering, Self-checkout
 - Empower teams: on demand Workplace, In-store communications
 - Focus the supply chain: Returns management, In-store inventory management, Loss prevention, integrating RFID technologies

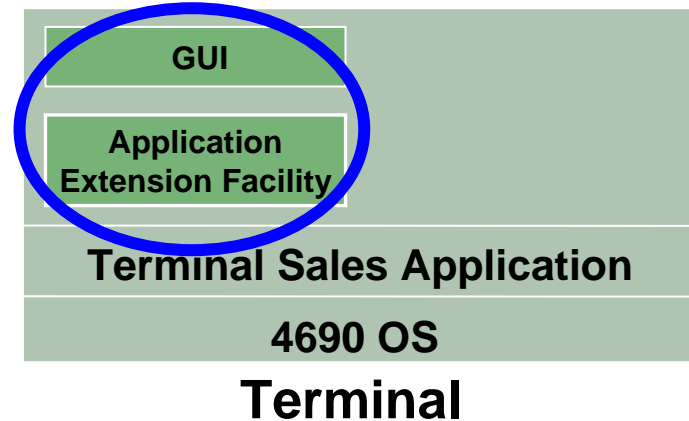
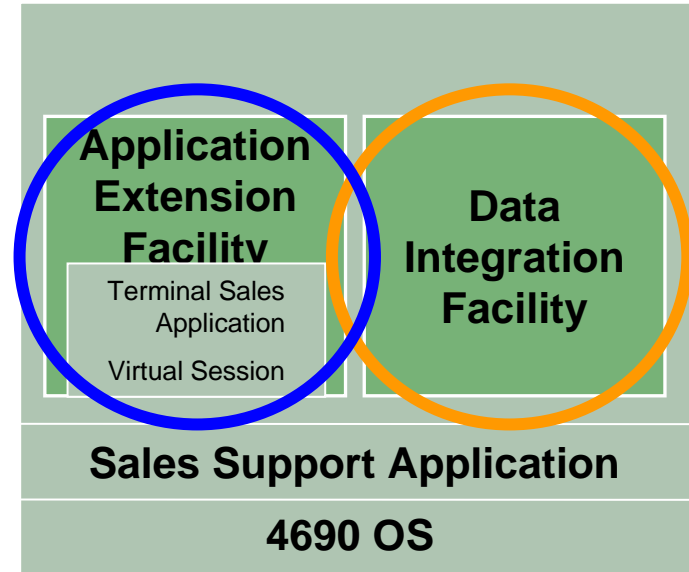
- **A cross-IBM effort with close collaboration between Retail Store Solutions, Software Group, Retail EBO, NRSC, and several divisions of IGS**

SIF – Enhanced POS Infrastructure

- Data Integration Facility (DIF)
- Store Integrator (SI)

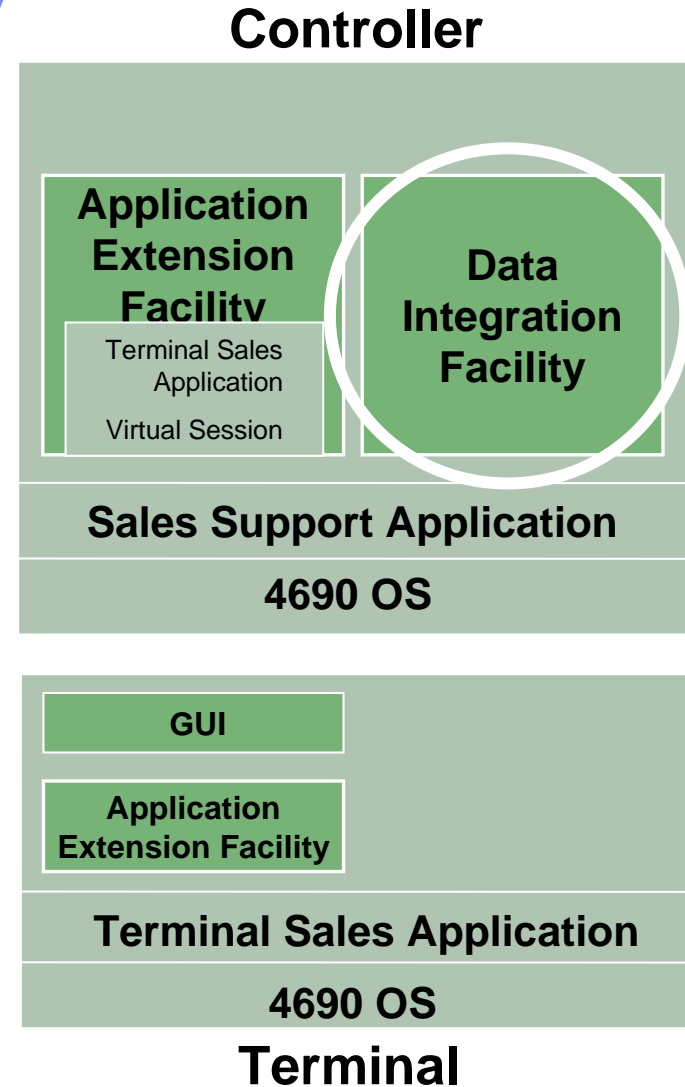
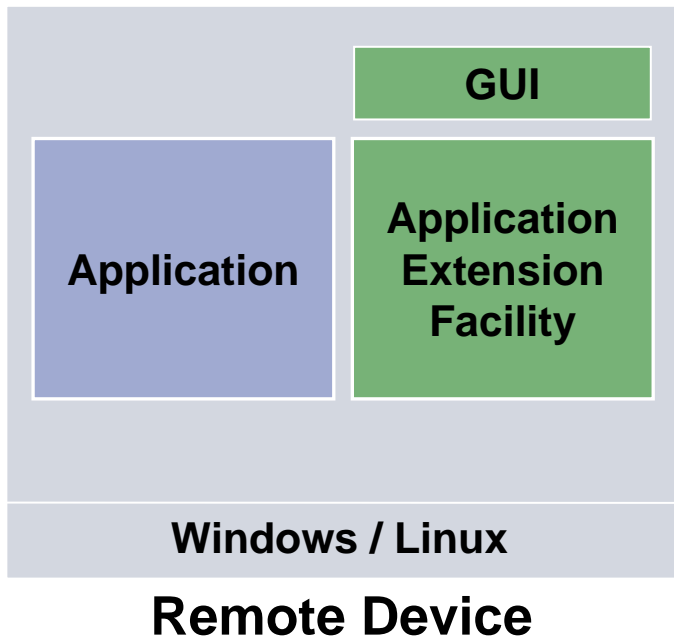


Controller



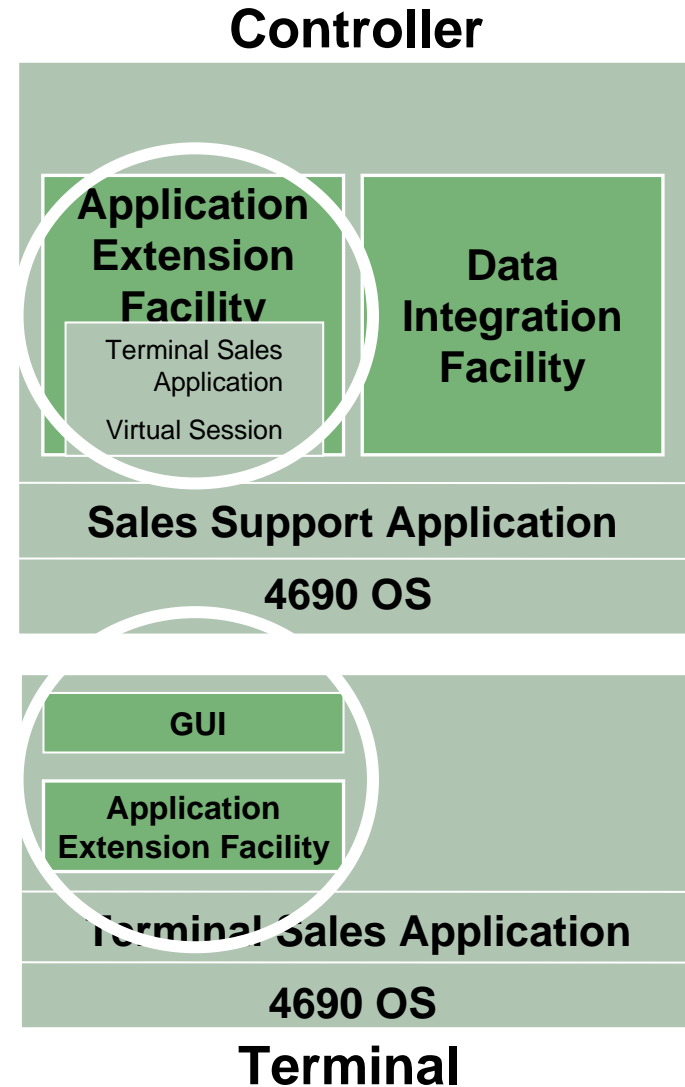
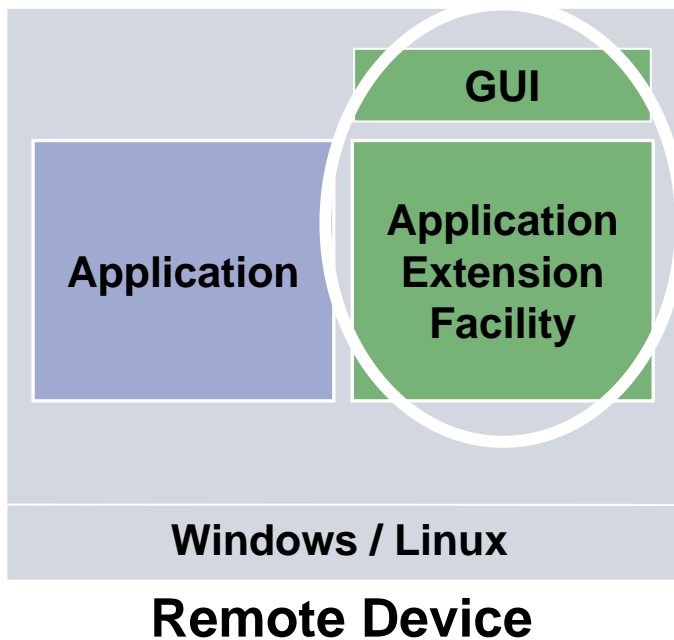
SIF – Data Integration Facility

- Provides a common messaging interface based on SOAP and XML
- Tlog conversion to XML and/or IXRetail POSLog standard; assured Tlog trickle



SIF – Store Integrator

- Provides a common interface to integrate store applications with POS
- Provides a customizable XML-based GUI toolkit to develop intuitive operator and consumer POS interfaces



SIF customer successes

- **Customer engagements and rollouts!**
 - **Kroger** has rolled out Home Shopping to 7 stores in '04 using Store Integrator
 - Hudson's Bay is doing integrated replenishment and stockroom management using Data Integration Facility
 - **Boots** is integrating Kodak Photo Kiosk in EMEA using Store Integrator
- **A continued focus on customer pilots in 2005**
 - **Giant Eagle**, a NE regional grocer, is piloting a fuel integration solution using Store Integrator and working closely with a major fuel ISV
 - **Kroger** piloting personal shopping assistant using Store Integrator
 - **Kroger** piloting a bottom-of-the-basket solution using Store Integrator



IBM

Hudson's Bay Company creates an award-winning inventory solution.



Challenge
A competitive market made it critical to enhance efficiency and profitability by improving the replenishment of their inventory merchandise.

Solution
A small department addition that uses IBM Data Integration Facility to share real-time sales and inventory information.

Key Benefits
Decreased backroom inventory levels (approximately 10%) million per year. Anticipated 10% ROI in one year.

IBM

Hudson's Bay Company
Canada's Merchants Since 1870

Hudson's Bay Company Case Study available

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NRF Store Integration Framework Demos

■ IBM Main Booth #1323

- Store Integrator GUI
- Personal shopping assistant
- Systems Management

SIF, SP700, 4690 OS, Crystal 15”

SIF, Mobile Web Tablet

SIF, Tivoli Ent., LCD

■ IBM SIF aLive! Booth #270

- St. Clair & Agilysys Coffee/ Pastry Ordering
- Mobile Lime Cell-Phone Checkout/ Marketing
- Triversity Java POS
- RFID Demo
- Home Shop Demo

SIF, Anyplace Kiosk

SIF, Cell phone

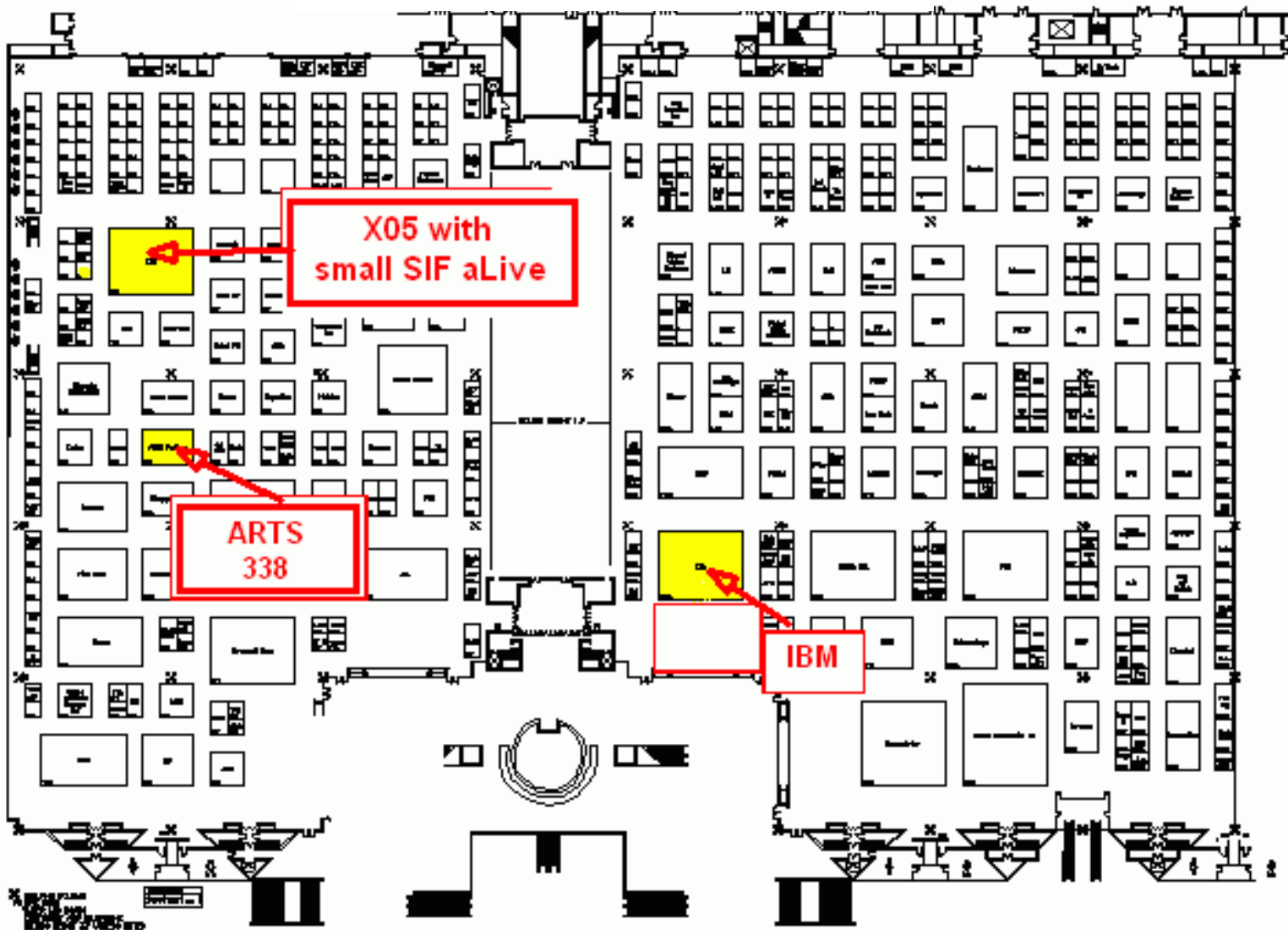
SIF, SP700, IRES

SIF, RFID, SP700

SIF, Mobile Web Tablet, SP700, TP



Javits Convention Center HALLS A, B, D, E



Collateral and Education

Collateral

- SIF Brochure (updated January '05)
- SIF Data Sheet (update January '05)
- SI Data Sheet (updated January '05)
- DIF Data Sheet
- Available Print on demand

www.printers.ibm.com/sales/catalogs.nsf/agrsscatalog for Business Partners

Presentations

- Solution modules presented to discuss capabilities, benefits and a technical mapping of how it really works (updated October '04)
- Available on SectorNet for Retail
w3.ibm.com/industries/distribution/dissect.nsf/RetailInd

Education

- SIF Overview and Selling SIF modules:
 - RE9100 - Selling IBM Retail on demand Solutions for Business Partners (updated December '04)
- Specific Offering Deep-dives:
 - RE3010 - Store Integrator Technical Education (updated December '04)
 - RE3000 - Data Integration Facility to the WebSphere MQe Bridge (updated)
- Available at www.ibm.com/education/retail

This block contains three overlapping brochures. The top-left is the 'IBM Store Integration Framework' brochure, featuring a man at a computer terminal. The top-right is the 'IBM Data Integration Facility' brochure, showing a man in a grocery store aisle. The bottom-center is the 'IBM Store Integrator' brochure, which includes a list of highlights and a photo of a woman at a computer. All brochures feature the IBM logo and 'DEMAND BUSINESS' branding.

This block contains two presentation slides. The top slide is titled 'Guided shopping — Personal Shopping Assistant' and lists capabilities and benefits. The bottom slide is titled 'Implementation' and shows a detailed architecture diagram. The diagram illustrates the flow from a 'Shopping Web Application' through 'WebSphere software' and 'Information Management Software' to a 'Browser Embedded OS' on a 'Web Tablet'. It also shows the 'Extension Facility' and 'Sales Support Application' on '4690 OS' connected to a 'Terminal / Self Checkout'.

Thank you