

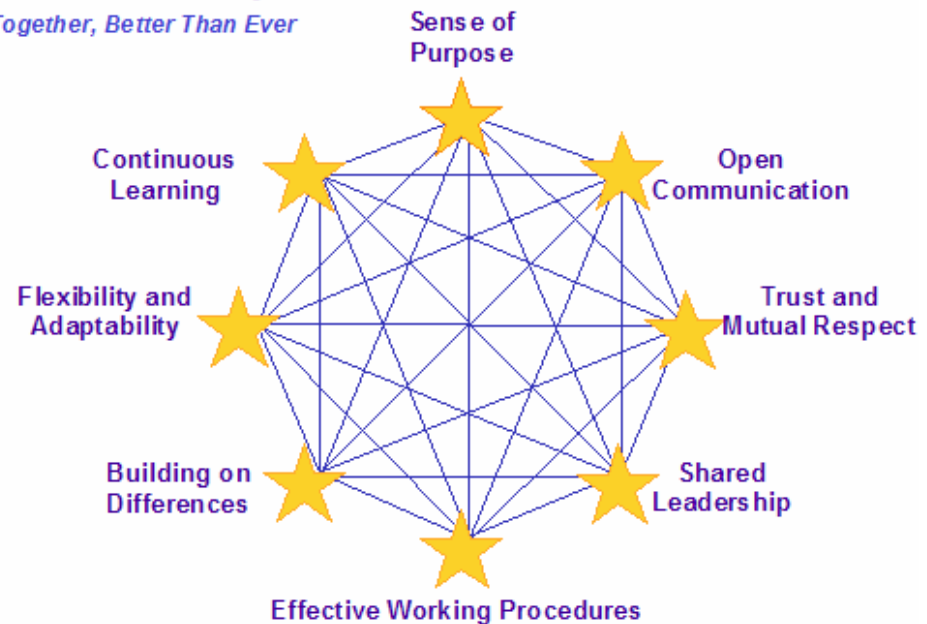
# IBM Retail Store Solutions

## Business Partner Teleconference Series

March 2005

### Americas Group

*Together, Better Than Ever*



# Agenda

- **Introduction and Marketing Update – Tammy Priest**
  - Dollar for Dollar Program
  - Know Your IBM
- **IBM Retail Express Offering Update, Alan Outlaw**
- **Printer Update, Dave Stanhope**
- **Software Update, Kim Kerstein**



## Dollar for Dollar Program – Funding available

- **Co-funding for approved marketing activities reimbursed at 50%**
- **Reimbursement Maximums**
  - Premier – \$15,000
  - Advanced - \$10,000
  - Member - \$4,000
- **Tradeshow booth expenses reimbursed at 100% if Business Partner exhibits IBM RSSD products exclusively. (Up to available maximums.)**
- **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



## Dollar for Dollar Program - Eligibility

- **Business Partners who are:**
  - Members of PartnerWorld (PW)
  - Authorized to remarket IBM Retail Store Solutions Products
  - Independent Software Vendors who own an application that is ported to an IBM Point-of-sale or kiosk solution
- **Eligible for benefits based on PartnerWorld level at the time the Dollar for Dollar Application is submitted**
- **Premier and Advanced Business Partners must have earned a minimum of 5 PartnerWorld points as a result of reselling or influencing IBM Retail Store Solutions Products**
  - 5 PW points = \$375,000 in RSSD revenue
- **All other BPs or ISVs will be reimbursed at the Member level.**

## Dollar for Dollar Program – Important Dates

- 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](mailto:nagreene@us.ibm.com)
  - Fax: 803-328-0667



*Know  
Your* **IBM**

*Know  
Your* **IBM** is...

A skills-improvement program which helps BP Sales Representatives leverage IBM training to increase solution sales

## Two Rewards-based components

- ▶ **Learn** - Successfully complete selected education modules
- ▶ **Sell** - Achieve and exceed objectives and report revenue

# Know Your IBM 2005

## ■ Business Objectives

- Demonstrate IBM's commitment to Business Partners
  - Build loyalty for IBM solutions
  - Enable the Business Partner Sales Representatives to better sell the value of IBM

## ■ Rewards

- Based on Skills improvement and Sales achievement
- Complete KYI quick-learn modules and register RSS revenue to earn rewards



# The Know Your IBM Homepage

[www.ibm.com/partnerworld/knowyouribm](http://www.ibm.com/partnerworld/knowyouribm)

## IBM PartnerWorld®

### IBM strategies

#### Selling resources

- Sales enablement guide
- Identify opportunities
- Industries and solutions
- Configure, price and propose
- Financing
- Sales incentives and promotions

- Customer references and presentations
- Sales skills

#### Marketing resources

#### Products and technologies

#### Technical resources and support

#### Training and certification

#### Order and track products

#### Events

IBM PartnerWorld > Selling resources > Sales incentives and promotions >

## Know Your IBM

The best way to learn more, earn more, sell more and win more!

[My campaigns](#)

[Frequently asked questions](#)

[Get help](#)



### Learning for On Demand business

- Introduction
- Campaign details
- Terms and conditions
- Learn
- Sell
- How am I doing?
- More ways to win with IBM
- Winners
- Survey

#### Introduction

IBM Systems and Technology Group University 2005, the premier sales education event for all e-Server and TotalStorage sales representatives, will be held in Barcelona, Spain from 24 - 27 January 2005. As a member of the Know Your IBM campaign, you understand that knowing our offerings and getting the industry specific perspective you will need to solve your clients on demand business challenges, is the key to reaching the top...and staying there! That's why IBM invests in Systems and

#### Know Your IBM administration

- Campaigns
- Calendar
- Users
- Companies
- Content
- Email
- Reports

# RSS Modules to be released

- **Created with the Sales Representative in Mind**
  - Designed to take 20 minutes or less
  - Focus on key selling messages
- **5 modules in plan for 2005**
  - Earn 200 reward points per module completed (\$50)
  - Complete all 5 modules by end of 3Q and get rewarded an additional 1000 points (\$250)
    - A point is worth 25 cents
- **Module Topics**
  - The Value of the IBM Retail Store Solution
  - Consumer Service for Retail
  - IBM SurePOS 300 Express
  - IBM SurePOS 500 Express
  - IBM Retail Environment for SUSE Linux (IRES)

## Sales Reporting

- Earn rewards for recording sales of qualifying RSSD products
- 2<sup>nd</sup> quarter 2005, any participant who registers \$150,000 in RSSD revenue that they generated between Jan 1, 2005 and June 30, 2005, will receive 4000 points (\$1,000)
- 3<sup>rd</sup> and 4<sup>th</sup> quarter 2005 incentives – TBD

*Know  
Your* **IBM**

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## SurePOS 500 Express



## SurePOS 300 Express



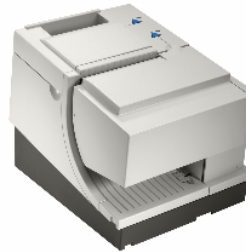
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# Topics

- **Model TI8**
  - Market Update
  
- **4610 Single Station Thermal (SST) Models**
  - Price reductions
  - Service offerings
  - Product Improvements



## Model T18 Messaging

- **Model T18 is effective for Check Conversion (ECC) AND Check Truncation, ECT (Checks 21)**
  - For ECC - Full Check Imaging of One Side with “Single-pass”
  - For Check21 - Full Check Imaging of Two sides with Re-insert



## 4610 Single-Station Thermal Models (SST)

### ■ AG Price Reduction – March 22

- Makes SST competitive in the channels, reduces need for special bids
- 20% List Price Reduction on typical Configs.

	Warranty	Current List Price	New Reduced List Price
<b>TF6</b>	Advance Exchange	450	370
<b>DM6</b>	Advance Exchange	450	370
<b>IF6</b>	IOR	500	425
<b>TM6</b>	IOR	500	425
<b>Power Brick</b>		85	75
<b>RS-232 Cable</b>		28	10

## Single-Station Thermal Models 4610 (SST)

- **Additional US Service option: Advance Exchange**  
target availability - April 15
  - Enables 4610 SST to compete with Epson's "Spare in the Air" options
  - New Standard Warranty for US - Models TF6, DM6
  - Changes warranty delivery for currently installed TF6, DM6 printers – Replaces Depot
  - **Competitively priced post-warranty Maintenance option for all 4610 SST Models**
  - Process steps:
    - > Customer reports failed printer
    - > IBM ships replacement with same S/N
    - > Customer packages failed printer & returns to IBM
- **OPOS & Native Windows drivers**

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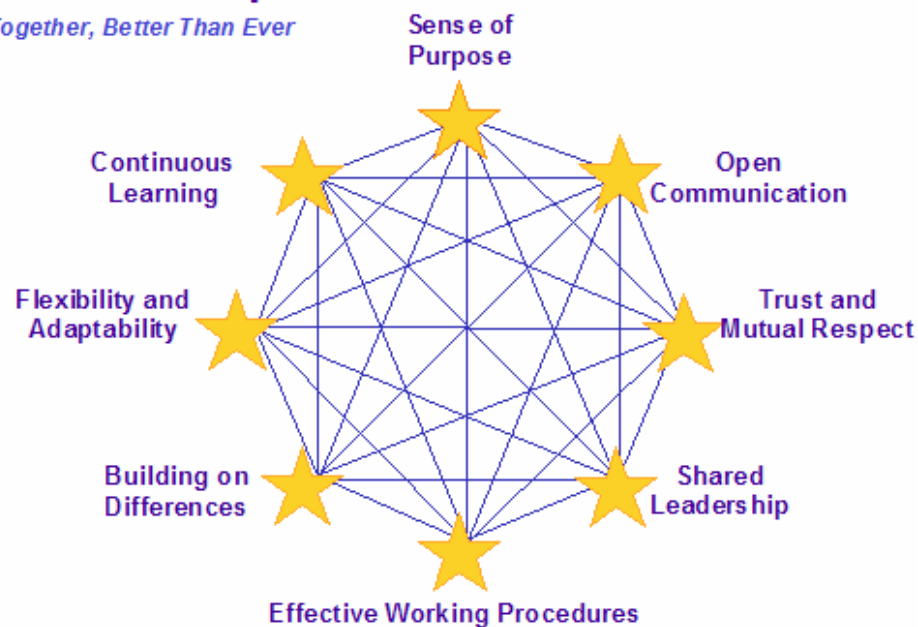


# ICESoft PDF Viewer, IBM 4690 Remote Access and ACE V4 Update

March 15, 2005

## Americas Group

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# PDF Viewer

- ✓ GA 04/01/05
- ✓ Requires Version 2.2 of the ICESoft browser
- ✓ Separately priced product
- ✓ PRPQ: 5799-RZT
- ✓ Software Maintenance covered under 4690 OS
- ✓ Must have ordered 5639-N31 or N33 for 4690 OS
- ✓ Ordered per install which means each machine where the browser will be run, regardless of whether the machine is a controller or terminal

# 4690 Remote Access

- ✓ Support for Graphical and non-graphical environments
- ✓ Ideal for LAN environments
- ✓ Announced as a PRPQ: 5799-RYG
- ✓ Announced 1/18/2005
- ✓ GA: 1/28/2005
- ✓ Software Maintenance covered under 4690 OS
- ✓ Must have ordered 5639-N31 or N33 for 4690 OS
- ✓ Ordered Per Store ONLY need to order it for the Master Controller

# IBM SurePOS ACE and ACE/EPS Version 4

- Announced on February 8, 2005
- GA in both NA and LA on April 1, 2005
- Prereqs 4690 OS Version 4

# New Features in ACE V4

- Terminal offline support (TOF)
- Pharmacy interface
- Fuel integration
- Log transaction data for non-sales transactions
- Map tender variety to a specific key
- Open department key
- Coupon processing improvements
- Updating operating system operator file with ACE updates
- Log WIC balance inquiry errors



# New Features in ACE V4 (continued)

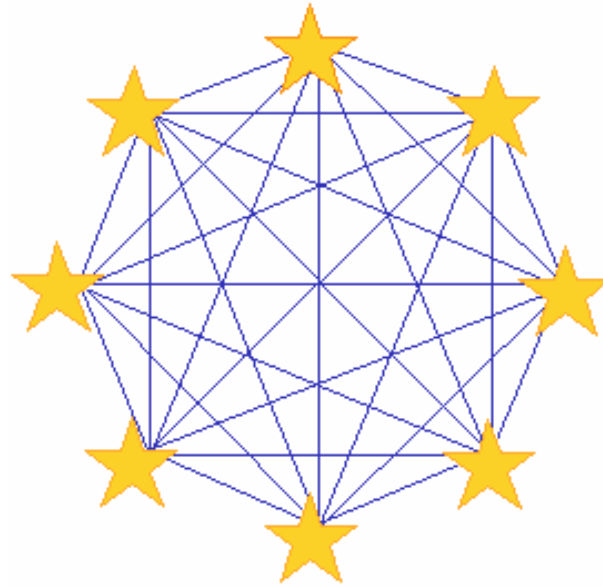
- Repeat operator statistics at the lane
- Support for six-line trailer messages
- Miscellaneous limits by accounts
- Maximum ADDMI and BDM batches increased
- Increased limits for selective reports
- Report search capability

## New Features in ACE/EPS Version 4

- BIN file generator
- VISA CISP compliance
- OMNI 7100 Pin pad support
- PIN “encouragement” or credit-to-debit conversion

## To Order ACE and ACE/EPS Version 4

- ✓ Product Numbers for ACE and ACE/EPS Version 4
  - ACE - 5639-BB4
  - ACE/EPS – 5639- BB6
- ✓ Product Numbers for Software Maintenance 1 Year Registration/Renewal
  - ACE - 5639-BB9
  - ACE/EPS – 5639- BB7
- ✓ Ordered per the number of Controllers and Terminals



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***Thank You!***