

## **Announcing IBM Store Integrator — delivering a unified customer experience by extending POS capabilities storewide**

### **Enabling an on demand retail environment**

Helping your retail customers extend access to their existing systems' information and capabilities, while protecting point-of-sale (POS) investments, just got easier. On June 22, 2004, IBM announced the IBM Store Integrator, which delivers an open, Java™ platform-based application programming interface that enables retailers to reuse their existing business data beyond the POS — via devices such as personal digital assistants, handheld Web tablets, kiosks, mounted “personal shoppers” and self-service scanners. Store Integrator can integrate with other front- and back-office applications, so your retail customers can continue to expand their service offerings by incorporating new touch points where consumers and employees can access information — on demand.

### **Helping your customers reap the benefits of connected store systems**

Store Integrator is a key component of the IBM Store Integration Framework — an open-standards-based infrastructure solution that helps enable transformation to an on demand retail environment at the store level. Store Integrator facilitates the connection of multiple store systems, as well as the addition of new end points from the POS across remote customer touch points. With IBM Store Integrator, you can empower your retail customers to:

- ***Gain wider flexibility through a cost-effective integration approach***  
Store Integrator provides your retail customers with an application development interface that can be used with virtually any store technology platform, they can leverage existing POS business logic to create new functionality via a standard approach.
- ***Provide a consistent experience across store touch points to boost customer satisfaction***  
The ability to distribute POS functionality and information to each customer point of service enables retailers' customers and employees to take advantage of information previously available only during the purchase process.
- ***Enhance employee productivity by providing storewide access to tools and information***  
By giving store managers and sales associates access to useful, relevant tools and information throughout the store, retailers can empower them to sell more merchandise and take customer service to a new level.
- ***Enable dynamic management of store systems***  
Monitoring and alerting features, which monitor the status of store systems and notify employees of issues that require attention, are built on open Java Management Extension (JMX™) technology.
- ***Contain operational costs by reducing technology redundancy***  
The ability to leverage existing POS tools, applications and functionality as reusable business logic helps your retail customers reduce technology and training expenses, as well as the need for specialized technical expertise and support and maintenance, contributing to lower total cost of ownership.

### **Find out more**

For specific questions about Store Integrator, please contact the Store Integration Framework representative for your geography:

- Americas group — Don Kelly at [drkelly@us.ibm.com](mailto:drkelly@us.ibm.com)
- EMEA — Jacolien van Wezep at [jacolien\\_van\\_wezep@nl.ibm.com](mailto:jacolien_van_wezep@nl.ibm.com)
- AP — Kohji Komatsu at [kojikom@jp.ibm.com](mailto:kojikom@jp.ibm.com)

You can also find information about Store Integrator on the Web at:

**ibm.com/industries/retail/store** — look for Software under Products in the left navigation panel