Sales Reference Guide Available

IBM Retail Store Solutions is pleased to announce the second edition of the IBM Sales Reference Guide. As with the first edition, this version serves as a convenient and comprehensive resource for RSS products, messaging and positioning.

Changes and exciting new capabilities found in this version of the Sales Reference Guide include:

New Electronic Format
- Allows anytime, anywhere access with internet connection
- Enables users to download sections of interest instead of sections in their entirety
- Facilitates fast product announcement updates, as files are uploaded electronically

New and Enhanced Sections
- Understanding e-business on demand - Provides an overview of e-business on demand and discusses how RSS supports the on demand vision
- e-business on demand Product Matrices - Demonstrates how the RSS product portfolio maps to e-business on demand messaging
- Self Service Solutions - Highlights self service offerings from RSS including the IBM Kiosk and Self Checkout
- Store Integration Framework - Features store integration framework and data integration facility - two key components of an on demand operating environment for retail
- Services and Support - Includes new topics on customer references, print on demand and the National Retail Services Center
- Business Partner Services - Contains content devoted to business partners including topics on BP newsletters, co-marketing, PartnerWorld and the "Ready for" program

The Sales Reference Guide is available electronically and through traditional print means. The electronic version is accessible via the PartnerWorld website. An internet connection, as well as a PartnerWorld ID and password, are required to view the guide. To access the PartnerWorld site, please visit:

http://d03bpi07.partner.boulder.ibm.com/partnerworld/pwhome.nsf/weblook/pat_pos_ent.html?OpenDocument&login

To make it possible for you to access the Sales Reference Guide when you are not on-line, the guide is also orderable (for a fee) in printed form via the Literature on Demand website. The printed version is an ideal alternative for people who wish to carry a copy with them, or those that don't have the resources to print a copy. To access the Literature on Demand site, please visit:

https://www.printers.ibm.com/sales/catalogs.nsf/agrsscatalog

You may search by document ID: GK3T-9088-01 or by clicking on the Sales Reference Guide link.

The Sales Reference Guide is a living document, and updates will be made as new products and services are introduced. If you have suggestions for how to make this guide more useful, we want to hear them. Please send ideas and comments to Tara Reid-Jones at trj@us.ibm.com.