

IBM Digital Media Solutions for retailers



Highlights

- ***Efficiently manage and distribute rich media for retailers such as video, audio, still images, data and text***
- ***Increase sales opportunities through multi-channel retailing***
- ***Improve sales by instant distribution of customized video and audio promotions to pre-defined groups of stores***
- ***Reduce operational costs from centralized management and distribution of sales promotions and advertising***

The retail industry is constantly evolving to keep pace with economic, demographic and technological developments. No matter what kind of business you are in, e-business and multi-channel retailing technology is having an impact.

Consumers are buying from home as well as in stores, from kiosks as well as catalogs, and they are using PCs, mobile phones and Personal Digital Assistants (PDAs). Shoppers are savvy and connected, and they expect the same high level of service wherever and however they shop.

Meeting the demands of the digital consumer

To stay competitive and meet ever-increasing consumer demands, retailers must expand beyond traditional borders. In seeking new, integrated multi-channel opportunities, existing brick and mortar retailers are converting to state-of-the-art product centers by expanding and adding value to the customer experience through Web, kiosk, phone, etc.

IBM Digital Media Solutions for Retailers help you to increase revenues, gain access to new global markets, build brand leadership and realize cost efficiencies.

Let us show you how these solutions can transform your retail business and help it prosper in a networked world. We understand retailing and have the digital media solutions, technology and expertise to help you create a true competitive advantage.

The digital media revolution: multiple channels, infinite possibilities

The digital age has arrived, complete with high-speed, high-capacity networks, systems and especially rich digital media content—in the form of video, audio and images. By dramatically increasing communication speeds, accuracy and efficiency, digital technology has helped retail businesses achieve new levels of profitability and revenue. Yet, recent technological innovations are even more exciting. They are changing the basic rules of retailing—buying and selling, launching products, providing services, increasing enterprise efficiency and building market share.

Keeping pace with these exploding digital technologies is a big challenge. In order to retain customer loyalty while growing market share, it is no longer enough to be cost-efficient and provide high quality products. New business models demand interactive, personalized customer relationships.

The benefits of digital media

IBM Digital Media Solutions for Retailers can provide a host of benefits:

- *A new shopping experience that is personalized, entertaining and appealing—helping attract customers and keep them in the store*
- *Increased revenue through integrated multi-channel marketing and cross-selling—by providing timely, appropriate video information about goods and complementary products*
- *A fast and cost-effective way of improving employee skills and performance—by targeted training and corporate communications*

IBM: Global leader in digital media

IBM understands the value that digital media can bring to retailers. We know how to deliver systems that manage, centrally purpose, distribute and present rich media content.

The IBM Digital Media Factory provides a framework to enable the integration of digital media solution components (hardware, software and consulting services) to help retailers:

- *Maximize the value of their rich media content, in order to better serve customers effectively wherever they shop*
- *Deliver content customized for targeted consumers, using geographic and demographic criteria*
- *Advance sales opportunities by up-to-the-minute corporate communications and training for floor personnel*

Enriching the customer shopping experience

Digital media can help to increase revenue and control costs through the use of personalized sales and marketing tools.

Kiosks can display the latest digital products, providing retailers with a new, rich media-based “virtual inventory”. Customers select and create products at the kiosk, decreasing the need for in-store floor and storage space.

IBM Digital Media Solutions to extend your business

The IBM Digital Media Solutions for retailers include a broad range of applications, each fully customizable for your unique needs.

Media on Demand for Retail

IBM Media on Demand for Retail allows retailers to sell digital media directly to consumers, such as music, games, software, images and video. Each solution includes a robust digital rights management system, helping you assure proper protection centered throughout the media cycle, as required by music labels, publishers and other content owners.

In addition, IBM provides a clearinghouse that allows retailers to easily track and report each sale, allowing accurate compensation to all parties. This solution supports both kiosk and Web-based digital media transactions and integrates with IBM e-commerce products.

IBM Media on Demand for Retail provides new opportunities to sell media through multiple channels and fulfillment methods. It also increases sales margins by reducing distribution, merchandising and wholesale costs for media titles delivered electronically.

Interactive Media Services for Retail

IBM Interactive Media Services for Retail gives retailers creative ways to inform consumers about product availability, features and options that would otherwise not be found in a store. In particular, kiosks and their digital media applications can be used as an entertaining and interactive way to inform customers about “virtual inventory” products and to give additional product information about in-stock inventory. Rich media techniques, with interactive videos and images, enhance this effective sales tool.

Media Management for Retail

Increasingly, retailers are seeking ways to manage their digital media and take full advantage of integrated multi-channel marketing, consistent

with their print, Web and in-store electronic presence. The IBM Media Management for Retail solution helps retailers manage media content, in an integrated multi-channel retail environment.

Many retailers use product media across several channels, such as print catalogs, print advertising, Web pages and in-store kiosks. IBM integrated, multi-channel e-commerce tools support integrated catalog information through a central media repository that can also integrate with many popular media editing and publishing tools. By providing central storage and management, all channels are guaranteed access and coordination with the original source.

Media Distribution for Retail

The IBM Media Distribution for Retail solution allows retailers to perform media asset management and centrally distribute rich media and related applications simultaneously to multiple store locations, while controlling playback and usage based on geography and consumer demographics.

Media Distribution for Retail helps retailers solve the difficult problem of distributing, synchronizing and remotely managing large media files and applications at thousands of retail locations. IBM solutions allow for multicast and unicast-based file replication, helping reduce network bandwidth, time delay and error rate of distributing media to store locations.

The solution supports both consumer “push” and “pull” (interactive) media applications. Integrated playlists and metrics gathering to and from all display devices, retailers are gaining play-out reliability and can realize the revenue and benefits of in-store electronic ‘billboard’ advertising.

IBM: One-stop shopping for Digital Media Solutions

IBM Digital Media Solutions for Retailers allow you to receive, manage, distribute and install rich media as a way of lowering the cost of sales, effectively managing media-based sales environments, gaining added revenue through advertising and significantly multiplying the strategic value of multi-channel based processes and campaigns.

Only one vendor can provide such a broad selection of digital media solutions across multiple technology tiers, easily integrated with kiosk, back office and Web site applications to address real-world retail needs. That company is IBM.

For more information

To find out more about IBM Digital Media Solutions for Retailers, we invite you to talk to your IBM sales representative, or visit:

ibm.com/industries/media

ibm.com/industries/retail



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