

Factory 2-U secures growth with the IBM SurePOS 4694 Point-of-Sale System



Overview

■ **The Challenge**

Maintaining a cost-effective and reliable point-of-sale service

■ **The Solution**

Acquiring more IBM SurePOS™ 4694 point-of-sale systems, along with existing IBM Netfinity® @server, and AS/400® servers

■ **The Benefit**

Quick, reliable POS systems, which are easy to install and maintain using IBM Global Services, aiding Factory 2-U's aggressive drive for growth

Factory 2-U pursues drive for growth with SurePOS 4694

Factory 2-U® offers premier quality, branded goods at substantial price reductions – generally 20% to 50% below that offered by the national discount chains. It operates 279 stores across eleven US states and generates close to \$600 million in sales. Its impressive growth record over recent years is largely due to its cost-efficient business strategy, which is the mainstay of its success.

Deniz Ozturk, Chief Information Officer at Factory 2-U, comments, “We have experienced excellent growth, increasing turnover by an average of 30% every year for the past three years. During this time we have been using the SurePOS 4694 system and been incredibly happy with it. As a result, we renewed our contract with IBM and now have around 1,300 terminals.”

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“The SurePOS 4694 has proven to be a very reliable system. As a discount store, where cost-efficiency is a major priority, this stability is the most important feature. The SurePOS 4694 are simply the best POS systems for our purposes and we feel very comfortable using them.”

Reliable and efficient

Factory 2-U relies on IT support as much as its technology, which is why it has chosen to remain with IBM. Deniz Ozturk explains, “We are happy because we were able to get great quality terminals for a good price, coupled with excellent support from IBM Global Services.”

“As for the technology, the SurePOS 4694 is helping us fulfill our goals for growth. It is very reliable, and works with everything that we throw at it. The terminals are getting faster, with the new models improving throughput in our stores.”

“The SurePOS 4694 is excellent; it is solid and works well. We are very happy with it, it doesn't play tricks on us and that's far more important than anything else. It's all about reliability.”

Point and shoot POS

Training people on the SurePOS 4694 is incredibly easy and the cashiers find it very simple to use. The Retail Application (RA) software originally marketed by IBM and now managed by a premier Business Partner, SalePoint™, performs basic point-of-sale functions such as checking inventory, pricing and layaway, to name a few.

Deniz Ozturk affirms, “The IBM SurePOS 4694 performs basic point-of-sale functions perfectly. We naturally train staff because it is all new for the people that we hire, but training is easy and fast because of the way in which we use the IBM SurePOS 4694 system. At Factory 2-U, the SurePOS 4694 systems are essentially more of a point and shoot than point of sale.”



Inter-linking IBM applications

All the POS terminals at Factory 2-U are tied to an IBM Netfinity @server onsite, which receives the transaction files from the IBM SurePOS 4694 system. Management can then communicate directly with the servers to process the data.

Deniz Ozturk confirms, "We receive all our sales information in San Diego and process it there, where we have two AS/400 servers. That's primarily where the action happens. The Netfinity @server boxes are all inter-linked to the AS/400, and send all the information to them via satellite."

"The whole process has dramatically increased the speed of a number of processes. Credit card verification, for example, travels through the satellite system using VSAT technology. The time it takes to transmit this credit card information has been significantly reduced from 45 seconds to four seconds – a great improvement."

"The direct connection between applications has also enabled us to remove some of the phones, which is more cost-effective and speeds up data communication."

Full IBM support

IBM Global Services installed all of Factory 2-U's SurePOS 4694 systems. "One of the great advantages of the SurePOS 4694," adds Deniz Ozturk, "is how easily it is installed. We never have to think or worry about it and this has helped us increase the number of cash registers within our current stores as business has grown, as well as in new outlets."

"In one case," continues Deniz Ozturk, "we opened 11 stores on the same day across five states. We don't have resources to do that, but IBM does!"

"And on the maintenance side, IBM Global Services is always there to help. We have service contracts whereby IBM is committed to fixing any problems within four hours. IBM is always very responsive and is doing a great job!"



For more information

To learn more about the SurePOS 4694 systems and other IBM POS solutions, contact your local IBM representative or find us on the Web at:

ibm.com/industries/retail/store

To place an order, call 1 800 IBM-CALL (1 800 426-2255) or 1 770 863-1000 outside the U.S. and Canada.

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