



# Should You Buy a PC Cash Drawer or **SureOne**<sup>™</sup>?



Be **Sure** you buy  
the right **One!**

IBM's **SureOne** Point-of-Sale solutions help you better serve your customers and maximize your business results.

# Why retailers want *SureOne*...

Let's face it. All decisions affecting your business are important. But none are more critical than those involving your ability to increase profits and efficiently serve your customers.

Your POS (Point-of-Sale) hardware is a vital link to profits and great customer service. It should be built specifically to endure the beatings that retail systems must face, while taking up a minimum of your valuable counter space.

As a POS system, **SureOne** adds important retail considerations to the advantages of the PC Cash Drawer (such as full scanning, full reporting, connectivity, software compatibility, and networking). IBM combined the components of a PC (processor, memory, keyboard and monitor) with a POS device including (receipt printer and credit card reader)—all into one compact unit that fits easily on the retail checkout counter. **SureOne** also has optional customer display screens as well as a choice of cash drawer sizes.

## **Designed for Retail**

Check out the **SureOne**, which packs all of IBM's vast retail experience into an affordable solution for independent retailers. Built around power personal computer technology, the **SureOne** runs today's most advanced retail applications, making it a cash register, inventory control system, bookkeeper and virtually anything else you want it to be!

Space is a critical component in retailing. **SureOne's** compact size frees up counter space. PC Cash Drawer solutions tend to sprawl across available horizontal space.

Attractive appearance is often key to retail success. **SureOne's** smart, integrated package enhances your retailers merchandising efforts. In contrast, PC Cash Drawer solutions are usually cluttered and unsightly.

Open solution. **SureOne** runs software solutions on a variety of platforms including, Windows NT or Windows95 as well as DOS. This means, that just like the PC, the POS terminal enables you to get answers to important questions about your business. Questions about accounts receivable, accounts payable, inventory turns, out-of-stock items, hot-selling items, which cashiers have the highest sales, and many more. Important questions that help you become more efficient and profitable.

## **Reliability**

IBM built the hardware tough enough to withstand the dirt, dust, spills, noise, and temperature variances often associated with the retail environment. And IBM tested it in the retail environment to make sure the product could live up to its design. IBM also installed something called non volatile RAM—a battery backup system that provides power to the system and prevents loss of data when the system becomes disconnected from electrical power.

## **IBM's Leadership in Retail**

- Over 25 years offering POS solutions.
- Over 1.4 million POS systems installed.
- More than 600 retail transactions occur every second on IBM retail solutions.

Most retailers don't have the time, patience, or money to keep up with the latest technology fads. They need proven solutions that work as hard as they do.

Retailers want investment protection. IBM POS systems have much higher residual value than PCs. Unlike the hardware for the PC which has a life cycle of six months, the IBM POS terminal has a life cycle of two years or more. That means you can focus more on your business rather than worrying about shopping for equipment.

*...Reliable, Compact, Integrated Design.*

