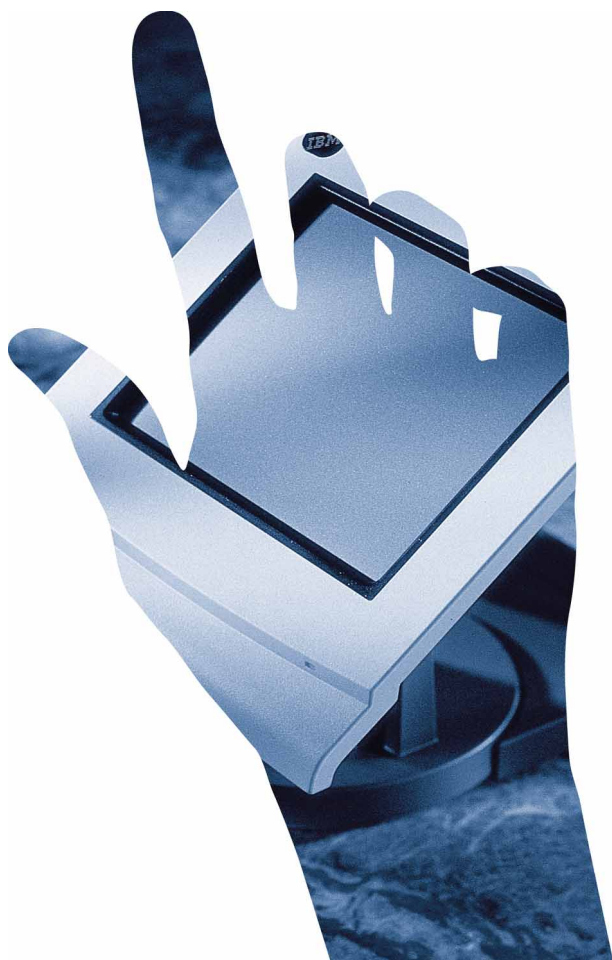




# IBM 4695 Point-of-Sale Touch Terminal Reference Guide

*for IBM Sales Staff and Business Partners*

*July 1999*



## **Introduction**

The aim of this pocket guide is to help IBM sales staff and Business Partners understand the benefits of IBM 4695 Point-of-Sale Touch Terminals and to assist them with their POS sales campaigns.

Its purpose is to be a reminder of the values of IBM and the 4695 touch POS, therefore it summarizes many sources of detailed information into a concise format for easy reference.

The guide is organized into the following sections:

- The IBM POS advantage
- The business benefits of touch POS
- Some quotes from our customers
- Benefits of the IBM 4695
- Where can you sell the IBM 4695?
- Competitive positioning
- Other reference material available
- Where is the IBM 4695 appropriate?

This guide is not intended to be a substitute for the detailed information that is available on internal IBM systems or on the Retail Store Solutions Web site.

However, you should find it a useful reminder, prompter and possible agenda for discussions with your customers.

# *The IBM POS advantage*

## *The benefits IBM brings to your customers*

### **Reliability**

- IBM reputation is built on reliability
- IBM POS systems are tested rigorously; we exceed industry standards
- IBM has a POS hardware strategy
  - To take the best PC components that support our design goals
  - To harden the components for the demands of the retail environment
  - To package them along with unique POS components
  - To integrate and maintain a wide range of peripherals and support industry standards.

### **Designed for Retailers**

- IBM has more than 60 retail-specific patents and draws on its 30,000-patent portfolio for innovative retail solutions
- IBM has 150 distribution industry consultants who work with retailers and feed their requirements back to IBM's development laboratory
- IBM has the retail skills and knowledge to engage in facilities management for major customers
- IBM has a business relationship with more than 500 experienced retail business partners who complement our skills and services.

### **Leadership in Retail**

- IBM has over 25 years of experience in developing POS solutions
- IBM is the world leader in POS installations, with over 1.5 million POS systems shipped.
- More than 60,000 IBM 4695 POS touch terminals are installed in food service, leisure and retail segments.
- IBM led the way with open PC-based POS systems.

## *The business benefits of touch POS*

### **The benefits our customers tell us about**

- Efficiency and cost-effectiveness
  - Increases sales throughput with speed of selection, action and operation
  - Reduces training costs with intuitive, easy operation
  - Serves as both POS and information point, reducing capital costs and becoming a point of service system
- Enhanced store merchandising and layout
  - Reduces clutter on the counter/checkout
  - Allows for a redesign of the checkout
  - Supports their company image
- Customer involvement and service
  - Attracts customers with multimedia sales aids
  - Displays products on the screen for the customer to see
  - Shows details, colors and associated products
  - Convinces customers - kiosk and POS in one
  - Takes the order at the same time
  - Displays information about delivery, sizes
  - Allows data input on the screen
  - Avoids delays and provides better customer service
- Lower support costs
  - Interactive touch screen guides the sales associate
  - No keyboard overlays – keyboards are on the screen and can be modified very easily
  - Greater staff confidence improves morale
  - Significantly reduces the costs of training
  - More easily used by temporary and new staff.

## *Some quotes from our customers*

“We needed a POS that could run food and beverage as well as retail on one server”

Director of Information Services of a sporting events company

“It’s so logical and incredibly fast and robust”

Manager of a theme restaurant

“It gives the staff the opportunity to build sales”

Financial Director of a British pub chain

“I was confident with the system in less than one hour”

Receptionist at a hair salon

## *Benefits of the IBM 4695*

### **IBM 4695 is better by design**

- Developed in collaboration with our customers and with input from extensive human factors research to ensure a highly efficient terminal
- Designed to be appropriate for food service, retail, hospitality and leisure industries
- Sealed from liquid and dirt, easy to clean, because of an IBM patented design
- Uses an external power supply, which is also sealed
- Employs infrared touch technology, which has these key advantages over the two main alternatives of resistive and capacitive technologies:
  - No screen membrane to damage or wear out (Resistive and capacitive technologies use a membrane overlay to cover the screen.)
  - No interruption of service for recalibration in the store (resistive and capacitive systems have to be taken out of action to recalibrate the touch membrane)
  - Usable with gloved hand (Capacitive systems will not work with ordinary gloves that may be used for hygiene or in cold environments.)
  - Excellent screen clarity, because it uses hardened glass instead of plastic overlays on the screen
- Attractive appearance complements your store image (The 4695 won the European CeBit design award!)
- The integrated models are:
  - Approved for Windows NT® 4.0, Windows®95/98, Windows 3.1/3.11, DOS 7.0 & 2000, OS/2 Warp 4.0, OLE for Point-of-Sale (OPOS) 1.4.0 and SCO/UNIX
  - Capable of fast video performance, using PCI subsystem for video and LAN
  - Economical, because the BIOS supports Advanced Power Management, Wake on LAN™ and remote management
  - Open PC standards: Intel® socket 7 allows plug-in processor upgrades, 16 to 128 MB of PC memory, 64-bit PCI planar using Intel chip set
- IBM maintains continuity of supply, development, maintenance, integration and support
- The IBM 4695 is price competitive, but better than that, we have designed our systems to be very reliable and thus deliver a lower cost of ownership.

## *Where can you sell the IBM 4695?*

More than 60,000 units are installed around the world in a wide range of retail segments, including:

airlines  
amusement parks  
automotive service centers  
bars  
boutiques  
cafeterias  
casinos  
children's clothing  
cinemas  
coffee shops  
convention centers  
convenience stores  
cruise ships  
discotheques  
fast-food restaurants  
fine-dining restaurants  
golf shops  
hair salons  
hotels  
ice cream parlors  
leisure camps  
pubs  
schools  
specialty stores  
sporting events  
theaters  
theme parks  
universities  
zoos

## *Competitive positioning*

Every day, customers choose the IBM 4695 over competition because they:

- Recognize the value of IBM
- Appreciate the benefits of IBM 4695 touch

## **Arguments that you may hear**

**Claim:** Some of your competitors offer cheaper systems.

**Response:** IBM focuses on the cost of ownership and will not compromise on quality or product development. All our POS systems are designed to withstand the rigor of the retail environment. IBM builds in investment protection.

**Claim:** I can't afford touch systems.

**Response:** When you compare prices and consider fast customer service, easy training and improved employee morale you will often find a lower cost of ownership. Upgrading to touch later may well be more expensive.

**Claim:** My people won't be able to use it

**Response:** Visual guidance and graphical prompts make the 4695 quick to learn and easy to use. Customers have reported training time improvements from twice as fast to more than ten times faster than keyboard/display learning times.

**Claim:** Why doesn't your POS have the very latest PC technology?

**Response:** IBM ensures that our POS products have the quality and high reliability that retail customers require by utilizing proven technology. Our aim is to provide value while maintaining quality and reliability by staying at the optimum position on the technology curve.

## *Other reference material available*

IBM Retail Store Solutions home page:

*[www.ibm.com/solutions/retail](http://www.ibm.com/solutions/retail)*

Brochure: 4695 Specification Sheet

Brochure: IBM Kitchen System Specification Sheet

White Paper: Benefits of Touch

Manual: 4695 Installation and Operation Guide

Manual: 4695 Hardware Service Manual

Contact your IBM representative for this material.

The IBM home page can be found on the Internet at

*[www.ibm.com](http://www.ibm.com)*

## *Where is the IBM 4695 appropriate?*

IBM has a choice of keyboard and touch systems.

How can you decide which is best, based on the business requirements?

<b>Business requirements</b>	<b>Touch</b>	<b>Keyboard</b>
Application maturity	some	•
Industrial strength	•	•
Ergonomics	•	•
Security	•	•
Self-checkout	•	
User friendly/intuitive	•	
Low-cost training	•	
Style/image	•	
Integrated/distributed	•	•
Multifunctional	•	•
PC/Open	•	•
Small footprint	•	
Reduce peripheral cost	•	
Spill protection	•	
Easy to clean	•	
Speed of data input	•	•
Speed of interaction	•	
Work in darkness	•	
Customer service	•	
Reliability	•	•
Retail leadership	•	•
Cost	•	•



ements?

## **Comments**

- 1** IBM has a growing portfolio of the best Business Partner applications.
- 2** Multinational ones are available.

Designed in to all IBM POS

Human factors and customer input

Designed in to all IBM POS

Easy 'See, point and then touch...'

Your hand goes where your eye is looking

- 1** Touch is intuitive and easy.
- 2** Users are guided with graphics, colors, and even video.

IBM 4695 won the CeBit Design Award (March 1995)

You have a choice

PC and POS attachments built in

Windows 95/98, Windows NT and Intel

4695 uses ThinkPad® technology

Can sell goods without needing a scanner for example

The IBM 4695 is sealed

The IBM is designed to be cleaned

Comparable. See Benefits of Touch white paper.

You look at what you touch

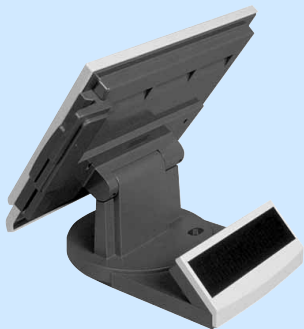
For example: clubs, music shops

Information for staff and customers can be shown on the screen

Part of the IBM value

Part of the IBM value

IBM systems are very competitive



**4695 Distributed terminal**

4695-022 12.1-in. passive monitor  
 4695-032 10.4-in. active monitor

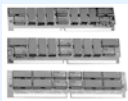
Connects to most PCs



**Optional features:**

**Memory upgrades**

- #4732 32 MB factory installed
- #6246 16 MB field-installed DIMM
- #6232 32 MB field-installed DIMM



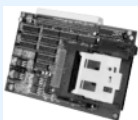
**IBM 7497**

RS-485 I/O strip and power supply  
 (allows attachment of RS-485 devices)



**Options**

- #6198 2 additional serial ports
- #2901 240V power supply
- #2900 110V power supply
  
- #3017 PCMCIA (2 slots) adapter  
 (#3017 is mutually exclusive to #6198)



- #2905 Integrated MSR
- #2826 Integrated customer display
- #5500 External diskette drive



**4695 Integrated touch terminal**  
**Enhanced models**

**Standard features**

4  
 4  
 2  
 1  
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 2



### Touch terminal

12.1-in. passive color screen  
12.1-in. active matrix color screen

Connect to PC or IBM 4694 via #3930 Adapter II

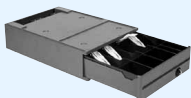
### Optional peripherals:

**Distributed shopper display:**  
**40-character LCD** #3503  
**40-character vacuum fluorescent display II** #3501



### Cash drawer

#3360 Wide cash drawer  
#3362 Flip top  
#3368 Compact cash drawer  
#6790 Integration kit for #3368



### Any PC peripherals

Any PC display  
Any PC keyboard  
Any PC mouse



### 4610 Thermal printer

52 lines per second  
Receipt and insert station  
Receipt cutter bar

### Kitchen subsystem

#1261 kitchen system (from 1 to 8 stations)



### Terminal

#695-322 12.1-in. passive color screen  
#695-342 12.1-in. active matrix color screen  
100-MHz MMX processor (upgradable);  
16-MB RAM (upgradable); 3.2-GB disk  
PCI Ethernet 10/100 Autosensing; 2 powered cash  
drawer ports; 1 parallel port; 2 RS-232 ports;  
2 RS-485 I/O ports



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