



Symbol & IBM A Powerful Combination

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The Symbol/IBM Global Services Alliance



Symbol & IBM Global Services

- ✓ "The Most Important Relationship in Wireless E-Business" Renee Burns, IBM Executive Alliance Owner
- Portfolio of Point Solutions for Wireless Infrastructure
- ✓ Teaming Agreement for Training of Symbol and IBM Sales and Support Teams
- Solutions Across Industries

Symbol/IBM RSS Joint Solutions Fit Here







Symbol/IBM RSS Joint Innovation Team





Alliance Model - Joint Venture Team

- → Jointly Investigate, Jointly Execute New Ideas
- → Solution Focus
- → Store of the Future Focus
- → Analysis of Current Products in the Pipeline for Potential Solution Offerings
- → The Team
 - → Business/Technical Mix
 - → Meet Quarterly



Alliance Model - Output



- → Define the Customer Problems
- Fill the Pipeline with New Concept Projects & Facilitate Concurrent Development
- → Develop Scenarios & Prototypes
- Marketing Mindshare Potential
- Goal of Seamless Solution Integration





Mobile POS Solution







MarketPlace

Environment Analysis

- ► Increase In Requests for Mobile POS Solutions From RSS Customers
- ► Interest in Seeing Joint Symbol/IBM Solution (Wireless Infrastructure Leader and POS Leader)
- ► To Date This Market Has Not Matured Due to High Technology Costs and Lack of Infrastructure

Customer Analysis

- ▶ Increasing Consumer Demand for Customer Service and Fast Checkout is Driving the Requirement for Wireless Mobile POS Checkout
- Retailers Moving Toward Wireless Infrastructures are Seeking Other Value Propositions in Support of this Costly Infrastructure

Competitor Analysis

- ► Symbol Holds a Commanding Market Share Position in NA
- ► Symbol Holds an Attractive, Although Not Leadership, Market Share Position in Europe of 27%
- Market Share Leadership in the Rest of The World is Currently Available for the Taking



Market Drivers Lead To ROI

- → Increasing Demand for "Remote" Payment
- → Customer Desire for Prompt Checkout Service
- Greater Functionality Compared to Standard Terminals
- → Growing Acceptance of Debit Cards WW (PIN)
- → Increased Customer Service Efficiency
- Greater Flexibility of POS Location
- → Established WLAN Infrastructure





ROI For Retailer's Business Problems (Dept, Specialty, Grocery, Drug, MM)

Scenario: Queue Busting

Prevent Lost Sales Due to Frustrated Customer Walk-Outs Increased Capacity To Checkout Means Increased Sales

Scenario: Credit Authorization for Store Brand Credit Cards

Increase Volume Of Brand Credit Cards By Approving Credit While Customers Shop Vs. Additional Time at Checkout

Scenario: Price Check

Prevent Lost Sales Due to Lack Of Price Knowledge

Scenario: Special Events

Drive Increased Sales At Special Events Locations Because of Ease of Checkout (i.e. book signing, sidewalk sale)





A Powerful Combination of Competencies

Wireless Store Solutions

<u>Symbol</u>

- ApplicationSpecificDevices
 - MobileComputing



<u>IBM</u>

- ► Systems Architecture
- SolutionSupport
- Services

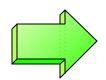






What To Tell Your Customers

- → IBM Working on a Solution For Mobile POS
- → Positioned as HW/SW Solution Sell
- → Available as Raleigh Briefing Center Topic
- → Stand-Alone Demos Will Be Available for Shipment To Customers For On-Site Demonstration
- Symbol/IBM Marketing Available for "Information" Conference Calls



Additional Information:

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