

Enhancing retail POS systems with access to critical business information



IBM Data Integration Facility



standard data formats can be easily integrated into your existing store technology environment, facilitating realtime exchange of all types of information with the point of sale.

Data Integration Facility is a key component of the IBM Store Integration Framework. And since it connects with IBM WebSphere® Business Integration software, you're able to use POS transaction data across the enterprise.

Transferring data with a standard message-based infrastructure for improved access

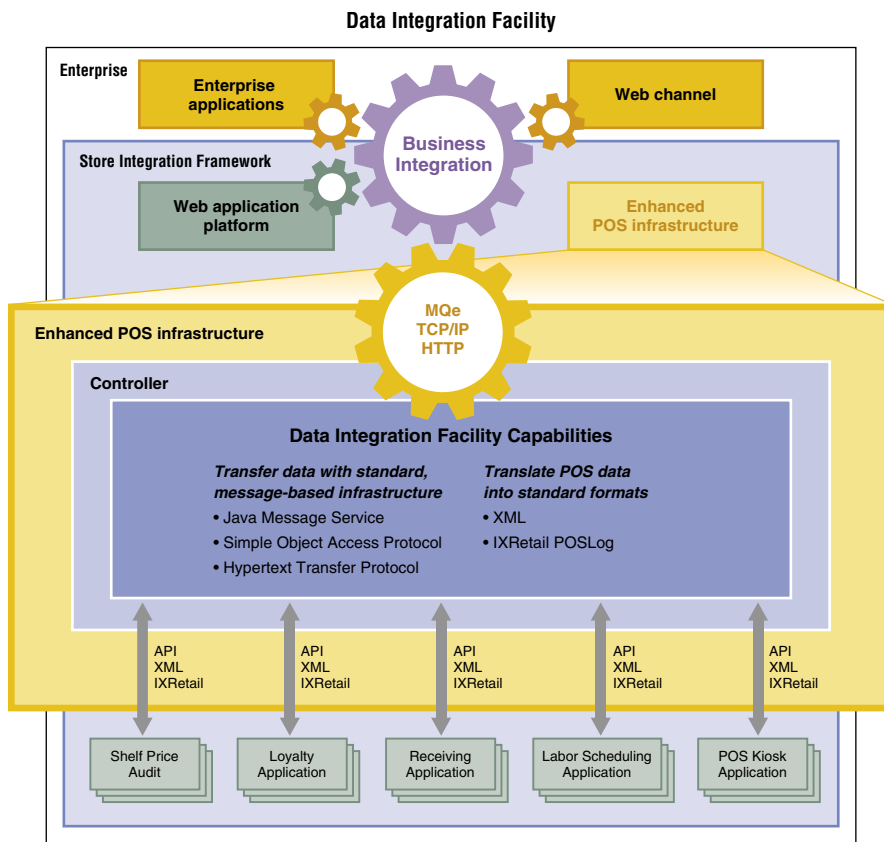
Data integration in today's complex technical environment requires a flexible message-based system for sharing information. In contrast to a file-based solution, the message-based Data Integration Facility provides an infrastructure to access POS data using standard messaging structures. Thus, you can simplify new application deployment and choose from several options for realtime data exchange. And IBM WebSphere MQ

Highlights

- ***Uses open-standard formats to enable point-of-sale data to be shared across diverse applications***
- ***Enables easy integration among critical store systems***
- ***Provides the opportunity to leverage data for multiple purposes throughout the enterprise and the store***

Unlocking point-of-sale information

A wealth of data is collected at the point of sale, but using that data within store applications has been difficult—until now. IBM Data Integration Facility is designed to help unlock point-of-sale (POS) information by providing transfer and translation tools to support open standards, which are compatible with existing and future store systems. As a result, applications based on Extensible Markup Language (XML) and International XML Retail Cooperative (IXRetail)



Everyplace® helps support fast, reliable message delivery with the following choice of message protocols:

- *Java™ Message Service (JMS): a J2EE-standard Java application program interface (API) that allows applications to create, send, receive and read messages*
- *Simple Object Access Protocol (SOAP): an XML-based protocol for exchange of information between applications and the basis for Web service communication*
- *Hypertext Transfer Protocol*

(HTTP): an object-oriented application-level protocol for distributing data, widely used for Web applications.

Translating data into easy-to-integrate standard forms

Data Integration Facility also encompasses tools designed to convert POS information into a variety of open-standard formats, including XML and IXRetail. In addition, it translates IBM POS transaction logs (TLOGs) to IXRetail POSLog format—a defined XML schema for retail transaction data.

The XML standard is widely used by application providers—on the Web, across the enterprise and in the store. SOAP messages utilize XML to share data in distributed, heterogeneous environments. By providing XML messages via SOAP, Data Integration Facility provides flexibility and ease of integration, and enables the addition of new applications in the store without building hard-and-fast data bridges. Therefore, retailers can implement new store applications quickly with reduced integration costs.

POSLog, an IXRetail standard from the Association for Retail Technology Standards (ARTS), makes it simpler for retailers to deliver solutions to stores. By participating in the IXRetail Technical Committee, IBM has been actively involved in creating this standard in collaboration with leading application providers and retailers. The POSLog standard helps applications access POS information quickly, thus enabling retailers to integrate new applications more efficiently. By converting IBM TLOG format into POSLog, the Data Integration Facility enables transaction log data to flow easily across a flexible, extensible architecture—helping retailers leverage critical sales data for realtime systemwide analysis.

IBM Data Integration Facility at a glance

Hardware requirements

- POS Controllers with a minimum of 667 MHz processors (P3 or equivalent) with 256 of RAM and a hard disk

Software requirements

Operating system supported¹ • IBM 4690 Operating System V3R2 with 160 MB of free memory

Development environment • Java 2 Standard Edition Runtime Environment (J2SE 1.3.x or later)

Messaging protocol • WebSphere MQ Everyplace 2.0.0.7 or later 2.0.0.X versions

Applications supported

- IBM 4680-4690 Supermarket Application
- IBM 4680-4690 General Sales Application
- IBM SurePOS™ ACE V2 for 4690 OS

¹An operating system is not included and can be purchased separately.

Improving store operations using critical transaction data

Data Integration Facility helps retailers improve the customer shopping experience with realtime visibility of transaction data. It allows you to streamline operations and reduce operational costs by using a variety of open-standard formats to share data between applications.

This advanced visibility can allow you to take advantage of best practices at the store level to help shorten product replenishment times, maintain suitable product assortment and monitor the effectiveness of marketing promotions. For example, Data Integration Facility can be utilized with price synchronization software to quickly and easily

synchronize price changes across the store by distributing price information from the POS to other applications, enabling you to respond rapidly to sales results or changes in competitors' pricing. Additionally, customer relationship management data from the enterprise can be made available at the point of sale, helping you deliver improved customer service with consumer-targeted POS initiatives.

Relying on IBM retail expertise

When you work with IBM to implement the Data Integration Facility tool, you tap into comprehensive retail industry knowledge and e-business on demand™ leadership. IBM provides a tested and reliable software portfolio designed for e-business on demand

in retail. In addition, we bring a track record forged through 30 years of global experience—and nearly two million POS terminal installations worldwide—in the retail sector.

For more information

To learn more about the IBM Data Integration Facility and other IBM retail solutions, please contact your local IBM representative, call 1 800 IBM CALL (1 800 426-2255) or +1 770 863-1000 outside the U.S. and Canada, or visit:

ibm.com/industries/retail/store



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IBM Retail Store Solutions
PO Box 12195, 3039 Cornwallis Road
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Printed in the United States of America
11-03

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