



Enable e-business at the store level



## *IBM StoreFlow Version 1.4*



# StoreFlow

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## Highlights

### **Energises the point of sale**

- Multi-format solution can be configured for a wide variety of global retail environments
- Single, scalable system comfortably handles any size store so retailers can reduce management costs
- Makes it easier to manage special promotions and loyalty programmes that improve sales and help enhance customer satisfaction

### **Protects your investment**

- Suitable for a wide range of proven point-of-sale (POS) hardware, so you can run StoreFlow® on virtually any equipment you have in place today
- Robust POS application offers a dynamic touch graphical user interface (GUI) with the IBM SurePoint™ Solution and the IBM 4695 Point-of-Sale Integrated/Distributed Touch Terminals
- POS application also runs on DOS in traditional 2x20 configurations to help maximise current hardware investment

### **Deploys on a variety of retail platforms**

- POS application runs on DOS, as well as Microsoft® Windows® for touch-screen, GUI and 2x20 implementations
- StoreFlow solution also includes a server component that supports databases for Windows or AIX®, plus a sales manager workstation for Windows
- Operates on proven POS hardware, as well as emerging POS solutions, including the IBM SurePOS™ 700 Series

*Prepare your enterprise for total integration*

Take the next step toward a more agile, integrated retail enterprise with IBM StoreFlow Version 1.4. This dynamic solution includes a powerful point-of-sale (POS) application, a server software with database support, and a sales manager component. StoreFlow delivers all the functionality you need to handle customer transactions efficiently – with the tools to manage promotions, loyalty programmes and customised reporting. It runs in almost any retail environment on Microsoft Windows and other platforms and the POS application supports touch-screen or traditional 2x20 display options. As part of the ongoing evolution of IBM StoreFlow, it also positions your business for true “post to host” integration across the enterprise.

### **Multi-format versatility plus scalability**

StoreFlow is a robust, multi-format solution that can adapt to virtually any type of retail environment, from supermarkets and hypermarkets to department stores and speciality stores. It also supports multiple languages, international currencies including the Euro, and several fiscal implementations.

In addition, StoreFlow comfortably accommodates shops of any size. It can scale from a speciality store with a single footprint all the way up to vast department stores and supermarkets. Combined with StoreFlow’s multi-format advantages, this enables retailers to use StoreFlow as the core application for every store world-wide, so you can maximise simplicity and reduce management costs.

### **Comprehensive POS capabilities**

With an exhaustive portfolio of functions, StoreFlow includes the capabilities your operators need to process customer transactions quickly and efficiently, which reduces waiting time and improves shopper satisfaction. It offers a fully functional offline mode, so your POS stations can keep running if the server goes down. It also enables Electronic Funds Transfer with an open interface that works with proven and new solutions from leading providers. Transactions can be conducted in cashier, salesperson or operator mode, and sales can be monitored periodically or continuously. In addition, a security system controls clearances and monitors unusual activities.



### **Built-in promotional tools and loyalty programmes**

StoreFlow provides promotions and loyalty programmes that are designed to help you generate more revenue per customer. Both functions are built into the StoreFlow solution, so they are easy to initiate and manage.

Item numbers and item maintenance tables are simple to access. You can quickly link related items – such as all the ingredients in a meal, or all the clothing in an outfit – for discount pricing. It also allows retailers to try new promotions, then fine-tune or replace them without lag-time.

The StoreFlow loyalty component simplifies campaign setup, so you can register frequent shoppers, assign points to select items, and define rewards with minimal effort. With the programme in place, you can give your best customers special attention. This can lead to higher sales and better overall customer satisfaction.

### **Standard and customised reporting**

StoreFlow includes many reporting options to make sure you have the information you need to make profitable business decisions. The first option is a standard package of store management and store-level reports, in graphical and text-only formats. The second option is an easy-to-use report generator, which lets you customise reports for your operation's specific needs. You also have the flexibility to choose off-the-shelf reporting tools.



## Adaptability that protects your investment

Perhaps the most remarkable aspect of StoreFlow is the adaptability of its interface. You can use StoreFlow in three different configurations, depending on your specific needs.

For retailers who depend on touch-screen technology at the POS – or want to use touch technology soon – the StoreFlow POS application supports touch capabilities on IBM hardware, such as the IBM SurePoint Solution and the IBM point-of-sale integrated/distributed touch terminals.

For retailers who do not require touch technology, StoreFlow can operate as a straight-forward GUI. Working in concert with display hardware from IBM, StoreFlow uses high-resolution colour graphics to create an intuitive front-end that is easy to operate and is attractive to customers.

Retailers can even run the StoreFlow POS application on conventional 2x20 displays using Windows or DOS. If you choose Windows, you can keep your existing 2x20 hardware at checkout, then place GUI workstations where they add value, such as customer service. The ability to mix and match gives retailers a cost-effective way to deploy Windows selectively, where it adds value. So, you can purchase exactly what you need today, then change as your needs evolve.

StoreFlow has similar flexibility with respect to POS hardware. It works on many existing platforms, as well as new options such as the IBM SurePOS 700 Series. So, you can take advantage of StoreFlow immediately, regardless of the hardware you have in place today.

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### IBM StoreFlow V 1.4 at a glance

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	POS Application	Store Manager Application	Application Server
<b>Hardware Supported</b>	<ul style="list-style-type: none"><li>• IBM SurePOS 4694 Systems</li><li>• IBM SurePOS 700 Series</li><li>• Other compatible systems</li></ul>	<ul style="list-style-type: none"><li>• Microsoft Windows-capable machine with 166 MHz Intel® Pentium® processor (or higher)</li></ul>	<ul style="list-style-type: none"><li>• PII350 for Windows NT® 4.0</li><li>• RISC System/6000® 44P, Models 170/270 for AIX</li></ul>
<b>Operating Systems Supported</b>	<ul style="list-style-type: none"><li>• Windows 98</li><li>• Windows NT 4.0 with SP5</li><li>• IBM PC DOS 7.0</li></ul>	<ul style="list-style-type: none"><li>• Windows NT 4.0 with SP5</li></ul>	<ul style="list-style-type: none"><li>• Windows NT 4.0 with SP5</li><li>• AIX 4.2.1</li></ul>
<b>Memory Required</b>	<ul style="list-style-type: none"><li>• 64 MB RAM (Windows)</li><li>• 16 MB RAM (DOS)</li></ul>	<ul style="list-style-type: none"><li>• 64 MB</li></ul>	<ul style="list-style-type: none"><li>• 128 MB RAM for Windows NT 4.0</li><li>• 256 MB RAM for AIX</li></ul>
<b>Hard Drive</b>	2 GB	2 GB	4 GB minimum
<b>Databases Supported</b>	–	–	<ul style="list-style-type: none"><li>• Oracle 8i™ (release 8.1.6) for Windows NT 4.0 or AIX</li><li>• Informix® Dynamic Server™ (7.3 TC7) for Windows NT 4.0</li><li>• SQL 7.0 for Windows NT 4.0</li></ul>
<b>User Interface</b>	<ul style="list-style-type: none"><li>• 50-key POS keyboard</li><li>• IBM SurePoint Solution (for Windows)</li></ul>	–	–

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## **POS Application Highlights**

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<b>Flexible Sales Functions</b>	Core sales functions include sale by item, department or velocity code, plus line item actions such as returns, voids, discounts and repeat last item. Operator authorisation profiles, as well as optional manager override and reason codes, provide extensive control. Common payment methods are supported, including credit, debit, cheque and foreign currency.
<b>Terminal Offline Support</b>	StoreFlow maintains full functionality when offline from the server. Sales transactions performed offline are automatically restored to the server when communications are restored. Depending on the nature of the offline, credit/debit processing can continue using offline floor limits or a back-up EFT server.
<b>Suspend/Retrieve</b>	Transactions can be suspended, then resumed later, in order to make the POS terminal available for serving other customers.
<b>Training Mode</b>	All standard POS functions are available in training mode.
<b>Accounting</b>	Terminal accounting and floating cashier modes are supported, together with loans, withdrawals and cash counts.
<b>EFT</b>	An open, published EFT interface in the POS terminal supports easy integration with third-party EFT solutions.
<b>Cashier Connect/Disconnect</b>	Floating cashier mode supports the movement of a cashier among POS terminals, allowing the cashier's accounting details to be communicated among terminals as well.
<b>Receipt Reprint</b>	Details of the last sales transaction can be reprinted on demand.
<b>Inquiry Functions</b>	Sales inquiries can be made by store, department, operator shift or sales floor area. Other inquiries include price, currency exchange rate and payment methods.
<b>Weigh Scales</b>	StoreFlow supports scales attached directly to the POS terminal, as well as separate scales subsystems (including those typically used in delicatessens).
<b>Lock/Unlock</b>	The POS terminal can be temporarily locked for security purposes, then unlocked with a password.
<b>Void Transaction</b>	Completed sales transactions can be voided from the system by users with appropriate authority.
<b>Paid In/Paid Out</b>	StoreFlow supports recording of non-sales-related cash movements, such as postage or customer accommodations.
<b>Security Alert</b>	Alerts can be generated in response to security incidents, such as suspected shoplifters.
<b>Password Change</b>	Operators can change their passwords at the POS terminal.
<b>Euro Support</b>	StoreFlow supports the Euro currency.
<b>Calculator Mode</b>	The POS terminal can be used in basic calculator mode.
<b>Add EAN Code</b>	Missing item codes can be entered at the POS terminal, and the update can be distributed to other POS terminals.
<b>Price Change</b>	In offline mode, operators can initiate a temporary price change.
<b>Replacement of Consumables</b>	Replacement of consumable supplies, such as printer rolls and ribbons, can be recorded at the POS for reporting and analysis.
<b>Fiscal Support</b>	Fiscal support covers Argentina, Brazil and Chile. Additional fiscal support will be made available in the future.
<b>NLS Languages</b>	English, French, German, Portuguese and Spanish translations are provided, including user documentation.

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## **Store Manager Workstation Highlights**

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<b>Sales Management</b>	Enables access to management and reporting functions through an intuitive, graphical browser-style environment for better ease of use and may help lower training costs.
<b>Daily Operations</b>	Supports common tasks, such as store open/close and data transmissions to/from headquarters.
<b>System Configuration / Personalisation</b>	Customises StoreFlow to match specific aspects of the store, such as employee details, authorisation profiles, POS terminal configuration, local tax details and tender types.
<b>Item Management</b>	Updates item prices, associates EAN codes with internal item codes, associates shelf edge labels, defines velocity codes, sets applicable tax rates, enables department/family/item associations.
<b>Customer Management</b>	Enrolls new customers to the loyalty programme, defines personal details, such as name, address, customer type and options such as default sales document type (e.g. VAT invoice).
<b>Special Offers and Promotions</b>	Launches special offers, such as percentage discounts, threshold pricing and special basket deals based on items purchased, as well as promotions for a range of rewards based on transaction value.
<b>Loyalty Programme Management</b>	Defines/reviews/modifies details of loyalty campaigns, manages customer data, reports customer points totals, tracks purchase/reward claim history.
<b>Weigh Scales Subsystem</b>	Supports scales attached directly to the POS and separate scales subsystems, such as those typically used at deli counters.
<b>Cash Office</b>	Manages cash-handling requirements, including loans, withdrawals, cash counts, accounting period definition, reporting and balancing.
<b>Integrated Shelf Label Printing</b>	Function-rich shelf label print management system integrates fully with StoreFlow's item/price management processes.
<b>Price Checker</b>	Fully integrated price check system helps to improve customer service. Also allows reporting on system usage and management of promotional messages displayed to customers.
<b>Report Generator</b>	Includes standard reports, plus an easy-to-use report generation tool that allows custom reporting based on individual store requirements.
<b>Electronic Journal</b>	Keeps a detailed audit trail of store sales history, and includes many search capabilities for quick access to transactions in question.

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### Find out more today

With decades of hands-on retail experience, IBM understands what retailers need to move forward in a rapidly changing marketplace. We developed the comprehensive IBM StoreFlow solution to meet this need. To learn more about how StoreFlow can help you increase sales, loyalty and efficiency, contact your IBM representative. For more details about StoreFlow and the full range of IBM solutions for retail, find us on the Web at

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

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