A flexible, open solution for
enterprise-wide data integration

IBM

IBM StoreFlow

Highlights

Transform information into a competitive edge

IBM StoreFlow® helps integrate your retail operation from the POS to the back-office to the enterprise level, so you can access the critical information you need to improve customer service and increase sales across the enterprise. StoreFlow also helps retailers customise reports and applications faster and more easily, so you can manage information more effectively and add the capabilities your customers demand.

Multi-format, scalable, global

StoreFlow scales to virtually any number of terminals with ease, so you can expand your business from a single point of control. It works with thin-client and thick-client models. And it supports many lines of business, so retailers can handle several formats within the store, create new formats or launch new sales channels – such as an online store – while keeping current systems intact. For global retailers, the StoreFlow architecture also offers a common way to access data from virtually any location around the world.

Protect your investment, today and tomorrow

Use StoreFlow's feature-rich, built-in application at the POS or keep proven IBM 4690 Operating System applications. To preserve your existing POS hardware, StoreFlow runs on many existing platforms, as well as new solutions, including the IBM SurePOS™ 700 Series. For the back-office or enterprise level, pick from a wide range of best-of-breed, StoreFlow-enabled applications. Select a Microsoft® Windows NT® or AIX ® server platform today, or add a Java™ environment in the future. Choose a Microsoft SQL, Oracle or Informix database now, or IBM DB2 ® later.

StoreFlow is a proven, multi-format, totally scalable store system. StoreFlow delivers a function-rich set of store-level applications combined with a strong focus on vertical integration with the enterprise, offering a true "host to post" solution for the modern retailer.

In its initial release, the StoreFlow solution was installed in several hundred locations throughout Europe and Latin America. Today, IBM Retail Store Solutions is building on this foundation of success, refreshing StoreFlow with the tools and technologies retailers need to improve integration across the enterprise, drive e-business strategies for a dynamic marketplace, and manage rapid growth on a global scale. To share this vision with retailers – and show how StoreFlow will provide the architecture you need to increase sales, loyalty and efficiency – we have prepared the following information.

A flexible innovation for seamless integration

In a saturated marketplace, capturing consumer attention – and turning it into sales – is a constant battle. To win, many retailers are innovating in strategic areas such as multi-channel selling, loyalty cards, supply chain management and other capabilities.

No matter what strategy you choose, integration is critical. In an integrated environment, systems can work together. Teams can collaborate. And you can access profitable data from anywhere across the enterprise, then use it to maximise sales, build loyalty and streamline operations.

That's why we developed the IBM StoreFlow architecture. This comprehensive, scalable store management system makes it easy and affordable for retailers to integrate point-of-sale (POS), back-office and enterprise-level systems. Its open architecture allows you to grow your business at a pace that makes sense, with the right combination of platform, database, computing model and applications.

The immediate advantages of integration

For retailers moving to a multichannel approach, IBM StoreFlow allows you to integrate customer information from the POS, back-office and the enterprise level. With a consolidated view of the customer base, you can recognise your most valuable shoppers no matter where they buy, as well as provide consistent, high-quality service across multiple channels.

The StoreFlow architecture also helps you add functions to current systems faster and more cost-effectively than ever before. With data integrated within a single, relational database, software developers can create new applications or modify existing ones using a consistent data model. This lets retailers choose from a larger pool of applications that can be easily integrated, and provides a common base for integration.

Enable enterprise-wide information access

With StoreFlow, retailers can access information about customers, products, market trends and other critical factors from virtually anywhere in the enterprise. The StoreFlow architecture can integrate a browser to acquire data from the back-office, an enterprise host or even a vendor database. In the back-office, the ARTS data model will let you extract transaction log data quickly and easily for analysis. And the Java-based StoreFlow application will extend the power of the Internet down to the POS level.

A multi-format, scalable and global solution

Whether you manage a chain of grocery stores in Argentina, a sporting goods store in Amsterdam or a line of department stores across Asia, StoreFlow can help your business get where it needs to go. It scales to virtually any number of terminals and supports the thin-client model as well as thick-client computing. It supports multiple lines of business. So, it is an ideal solution for multi-format retailers, as well as retailers who want to take advantage of e-business applications, explore alternate channels or expand to new formats while keeping current systems intact. With StoreFlow, retailers can add a coffee bar in a department store, install kiosks for gift registry, launch an e-commerce Web site or build extranets to suppliers – without creating isolated pockets of information. Global retailers will appreciate a single back-office, which gives every store in the enterprise a common link to valuable decision-making data. StoreFlow supports multiple languages, several currencies including the Euro, and many fiscal implementations, so you will be able to use the same core solution in almost every store worldwide.

Lower total cost of ownership

StoreFlow supports traditional thick-client computing, and it will also deliver lower total cost of ownership by enabling the thin-client model, as well as super-thin, diskless computing. In a thin-client environment, terminals receive applications and other data from a central server, which simplifies systems management and provides exceptional cost advantages. In addition, StoreFlow will allow retailers to take advantage of intuitive, touch-screen graphical user interfaces. These easy-to-use solutions can lower the risk of operator error and dramatically reduce the time and cost of employee training.

Protect your technology investment

StoreFlow is an open system that helps protect your technology investment now and in the future. At the application level, retailers can implement StoreFlow's extremely robust, feature-rich POS application. Or you can continue using proven IBM 4690 OS applications, while you migrate to StoreFlow in affordable, low-risk phases. You also gain access to a growing portfolio of StoreFlow-enabled applications for the back-office and the enterprise level.

To preserve most current POS hardware, we developed StoreFlow to run on a long list of existing platforms, as well as emerging hardware offerings, including the IBM SurePOS 700 Series.

StoreFlow runs on Microsoft Windows NT or DOS platforms for the POS, and either Windows NT or AIX platforms at the server level, with options for server backup that deliver high availability and data integrity. Future releases of StoreFlow will enable retailers to add Java environments at both the POS and server levels.

You can also select the relational database that best aligns with your overall business strategy. Choose a Microsoft SQL, Oracle or Informix database today, or the IBM DB2 solution when it becomes available.

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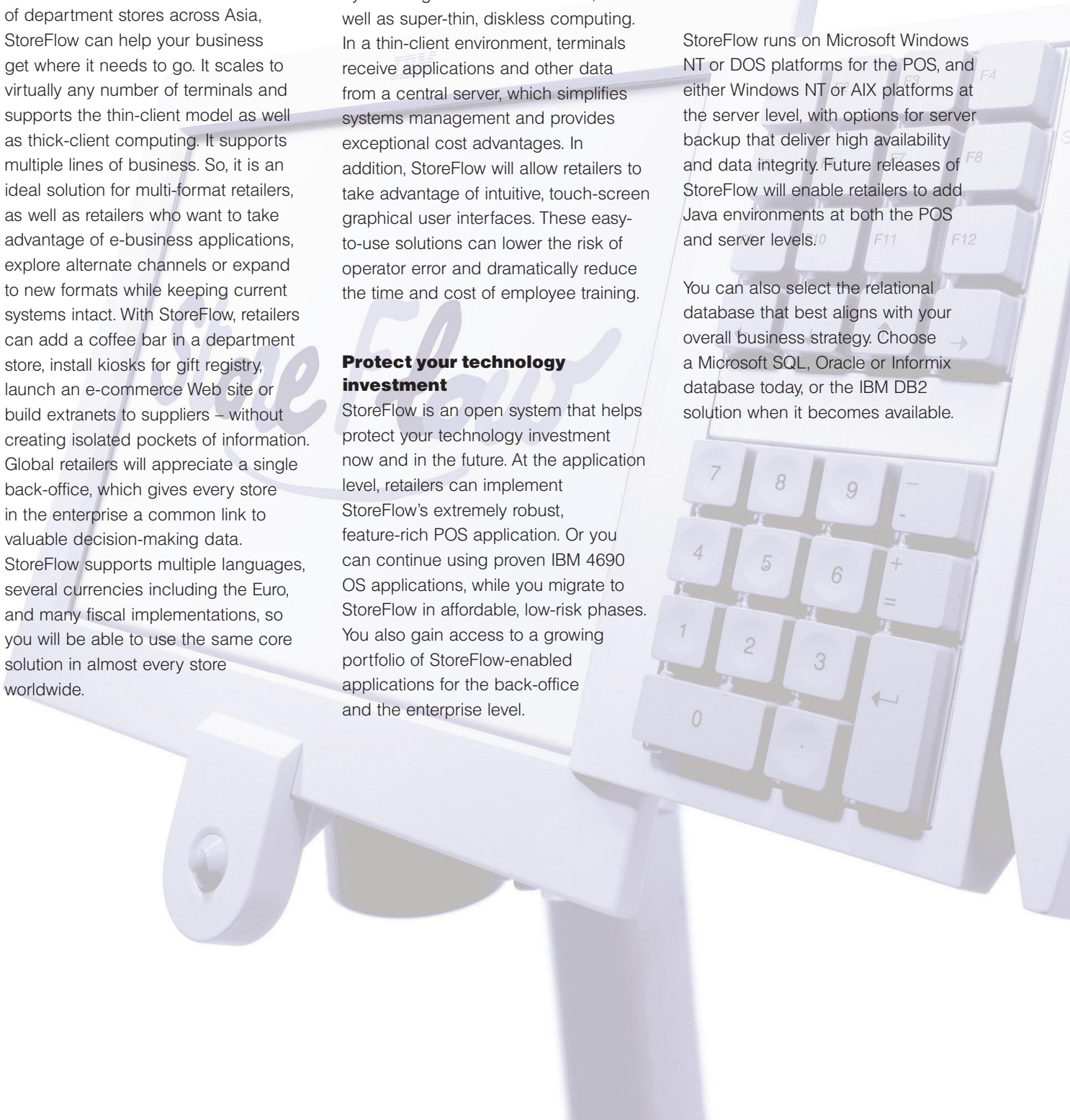
Descubra mais ainda hoje.

Com décadas de experiência prática em varejo, a IBM sabe do que os varejistas precisam para progredir em um mercado em constante transformação. Nós desenvolvemos o completo sistema de gerenciamento de lojas IBM StoreFlow para atender a essas necessidades. Para conhecer mais sobre como o StoreFlow pode ajudá-lo a aumentar as vendas, a conquistar a fidelidade dos clientes e a obter maior eficácia, consulte seu representante IBM. Para mais detalhes sobre a a ampla variedade de soluções IBM para o varejo, visite-nos na Web: www.ibm.com/solutions/retail