**IBM**

# IBM General Sales Application

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## *Highlights*

- *Gives you better control of your business—at an individual store or from a central site—by providing powerful sales and administrative features*

- *Provides international support through foreign and multiple-base currency capability, and is one of the first retail applications to be "Euro Ready"*

- *Allows easy updating of merchandise prices in the store through the optional Price Management feature, improving your bottom line*

- *Provides and maintains detailed sales summary information to assist you in preparing complete records for accounting, layaway tracking and inventory ordering*

- *Presents easy-to-read, uncluttered transaction information on full-size video displays*

- *Processes sales transactions efficiently during peak hours, helping you to give your customers faster, more accurate service at the point of sale*

- *Quickly verifies customer accounts for charge/check transactions*

- *Prevents checkout traffic delays through suspend transaction capability, enabling the sales associate to put a particular transaction on hold and continue with other transactions*

- *Helps you reach more customers through buyer promotions and other special events*

- *Offers security features that control access to selected terminal or controller functions*

## Superior performance at the point of sale

GSA can speed transactions and reduce errors at the same time—with special functions designed to improve checkout processing. Item price lookup and validation features assure accurate sales totals. Shipping fee tables automatically calculate fees based on ZIP code and weight.

## Easy integration with other applications

GSA is designed to complement your other store applications, including Windows NT® applications. For instance, you can integrate GSA item movement with data in your item record file. And if you use special credit/check verification programs, GSA can be adapted to work with them. The item record can be expanded to include data needed by these other applications.

## Strategic decision support

The IBM General Sales Application gives you powerful sales and administrative features for greater control of your business.

Watch your profit margin improve with GSA reports. Comprehensive store reports for department totals, item movement, operator performance, and terminal productivity give you the information you need to make informed financial decisions. GSA helps you do just that. You'll quickly be able to determine which sales associates are best at making sales, which store terminal locations are most effective, and what items are moving well.

## Full-screen sales support

This function opens a whole new world of efficiency and service possibilities to your sales associates, enabling them to:

- View transaction information, as it is entered, on an easy-to-read, full-size video display
- Void an entire transaction as it is entered, or void a previously entered item while viewing the line item on the display
- Obtain immediate online help any time it's needed
- Display store policy or store procedure information within a transaction
- Display promotional messages when the terminal is not in use

## Up to 36 tender types

Because GSA supports as many as 36 different currencies, you can easily handle all types of tenders. Each tender type can be customized to meet store policy requirements.

## Operator performance and terminal productivity reports

Assess sales associate proficiency and the effectiveness of specific terminals or departments—GSA reports give you the information you need.

## Suspend transaction capability

Prevent checkout traffic delays by putting a sales transaction on hold while a customer, for example, goes to look for another item. GSA allows other transactions to be processed in the meantime. When the customer returns, the sales associate can retrieve and complete the original transaction.

## Customer account verification

Customer accounts for charge/check transactions can be verified at the point of sale quickly and safely with GSA using in-store files. Host credit processing is also offered.

## Foreign currency definition

GSA allows you to define and accept foreign currencies. Conversion to the domestic currency is based on the exchange rate that you define.

## Sales summaries

GSA maintains detailed sales summary information to assist you in preparing complete records for accounting, layaway tracking and inventory ordering.

## Full price lookup at the point of sale

Sales proceed more smoothly when accurate price information is immediately available. That's what GSA supplies.

## Multiple item pricing levels

GSA lets you adjust prices for different types of sales events, promotional deals and brands of merchandise. This gives you the price flexibility you need to maintain your competitive edge.

## Data maintenance functions

You need to be sure that your store data is always reliable. That's why GSA always keeps item records, operator records and credit authorization records active and updated.

## Security facilities

GSA makes it simple to control access to selected terminal or controller functions.

## Capability to customize

You can easily modify GSA program options and descriptors to a format that best meets your store's needs.

## Numerous user exits

GSA offers many user exits—places where your routines can take control. As a result, modifying functions to meet unique requirements is a simpler process overall. Also, user exits can be enabled/disabled by function or individually to speedily isolate any problems that may arise.

## Expanded item record

The item record in GSA can be expanded to any size, up to 508 bytes, enabling you to keep additional data in the record for your own use.

## Optional features (can be ordered separately)

*Multiple Currency Feature*
This feature enables the General Sales Application to support multiple currencies for any tender type that you need to use. It also lets you specify which currencies you want to support. The feature provides the functionality you need to support multiple-base currencies and has specific design elements for support of the new European currency—the euro.

*Price Management Feature*
This feature helps you to improve your bottom line by providing extensive methods to easily manage merchandise prices in the store.

| **Description** | A comprehensive set of sales and support functions for optimal management of your retail or mass-merchandising   environment |
| --- | --- |
| **Operating  systems** | • IBM 4690 Operating System Version 1<br>• IBM 4680 Operating System Version 2 or 4<br>• Microsoft® Windows NT via Terminal Services |
| **Hardware requirements** | • IBM 4690 and 4680 Store Systems based on recommended IBM Personal Computer models and Netfinity® Servers<br>• IBM 4693 POS Terminals, IBM 4683 POS Terminals, the IBM 4684 System, or the IBM 4694 System |

*Terminal Off-Line Feature*

This feature provides terminal backup for price lookup in a single controller configuration. It maintains accurate item prices in the terminal—and also maintains a transaction log in the terminal when the controller is unavailable. The feature automatically resends its transactions when the controller becomes  available.

*4610 Printer Support*

The 4610 printer support function provides post-transaction printing and clean receipt options. It allows you to take advantage of the printer's quiet operation, improved printing speed, open interfaces and exceptional  usability.

*Electronic Journal function*

The IBM Electronic Journal function captures the journal data at the POS register during the transaction and stores it on the POS controller. The journal data is an exact electronic copy of the POS journal tape and is available for future display on a system terminal. This function also allows you to electronically review POS journal entries for a variety of purposes.

**Wide variety of support services**

The latest version of the General Sales Application is supported through the Store Systems Support Family of Services. Support Family offers a wide variety of services created to meet your particular  requirements.

**Warranty**

IBM General Sales Application is designed to meet IBM's high standards of quality and reliability.
The software is backed by IBM's Program Product Warranty and has a two-month test period allowance. For specific information, contact your IBM representative.

**For more information**

To find out more about IBM GSA, contact your IBM representative or call IBM Direct at 1 800 IBM-CALL
(1 800 426-2255). You can also access IBM Retail at *www.disu.ibm.com.*

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