

**Versatile solutions
for food service
and hospitality**

Today's customers want more

Choose a solution provider that knows food service

Without question, food service is one of the toughest, most competitive segments in the retail industry. Workloads are intense. Employee turnover is constant. Physical conditions can be demanding. And whether you operate a single bistro or a string of coffee bars, customers expect fast, flawless service and a pleasant dining experience.

That's a lot to ask of any food service operator – but IBM can help you get there. We have point-of-sale (POS) systems that work hard and are built to last. Our Business Partners write software specifically for food service. And we have the services to put it all together, from planning to installation to support. Most importantly, we understand the nuances of food service – from fine dining to fast food to pubs and bars – and we can customize our solutions specifically for you.

By working with IBM Retail Store Solutions, food service operators can meet five critical objectives:

- 1. Run smoothly.** Maximize uptime at the POS.
- 2. Look good.** Create a consistently enjoyable atmosphere.
- 3. Train faster.** Combat high employee turnover.
- 4. Sell more.** Generate new streams of revenue.
- 5. Save money.** Protect your technology investment.

Ensure rock-solid reliability

Food service customers hate to wait. That's why IBM POS systems process transactions quickly *and* deliver outstanding reliability – so you can maximize uptime and minimize the risk of interruptions. We also offer flexible choices for platforms, peripherals and software, so you can select the ideal solution for your restaurant, bar, pub or café.

- *Retail-hardened systems withstand food, grease, smoke and dust*
- *Spill-resistant construction protects against liquids*
- *Cooling-pipe technology vents POS systems without exposing electronics to airborne contaminants*
- *POS systems are stress-tested for heavy-duty operation*
- *Microsoft® Windows® 98, Windows NT®, Windows 2000 or DOS 2000 operating system support*
- *Multiple options for printers, displays, cash drawers and MSRs*
- *Proven applications for table service, fast food, fine dining and others*

Create a pleasant dining experience

To keep customers coming back, it's important to create a comfortable, engaging atmosphere with the right ambiance for your establishment. IBM offers sleek, attractive POS systems that complement the décor of your restaurant. Plus, we provide more advanced interactive technology that can capture customers' attention and increase your sales.

- *Web-enabled POS allows customers to place takeout orders, review menus or make reservations online*
- *Kiosks help customers check e-mail, surf the Web or place orders – right from the table*
- *High-quality thermal printers can produce receipts quickly and quietly – in color, with special messages or coupons*
- *Wireless POS technology lets you add terminals during rush periods without recabling, or use PDAs to serve customers while they wait*



Provide world-class service

Attentive, personalized service helps set your restaurant apart. But it's difficult to achieve – especially when employee turnover is high and the labor pool requires significant training. IBM delivers what you need to accelerate training and enable your staff to provide exceptional service.

- *Multimedia and touchscreen technology at the POS help you train employees faster and reduce total training costs*
- *Easy-to-use POS systems reduce the risk of transaction errors and allow servers to focus on the customer*
- *GUI applications guide employees through common tasks*
- *Web-enabled POS systems can download training information and other updates, quickly and easily*
- *Kiosks allow customers to place their own orders*

Increase revenue-per-customer

Because food service customers are a relatively captive audience, they are ideal candidates for in-store promotions, loyalty programs and other e-business applications. With retail store solutions from IBM, you can take advantage of these revenue-generating opportunities immediately.

- *Add a second display at the POS to sell advertising space to vendors*
- *Use the same display to promote new items or automate upselling*
- *Run multimedia advertisements at free-standing or table-side kiosks*
- *Start a frequent diner program or other CRM application*
- *Issue e-gift certificates and deliver promotions with Web-enabled POS solutions*
- *Send personalized thank-you notes to customers via e-mail*

Protect your budget

IBM understands that investment protection is a top priority for food service operators. That's why we offer competitively priced POS solutions and give you a variety of ways to grow your business without compromising your budget.

- *Scalable POS systems feature expansion options – for memory, ports, peripherals and wireless LAN – to grow with your business*
- *Flexible POS systems let you easily migrate to the latest software*
- *Special financing options*
- *IBM StoreProven™ software from IBM Business Partners speed the implementation process*
- *ASP support through IBM Business Partners*
- *Repair parts available several years after system end-of-life*
- *IBM POS systems have high residual value*

The right partner for food service operators

IBM is a clear global leader in POS and retail e-business. We have 27 years of retail experience – including 15 years in food service – and we have amassed more than 100 POS patents in the last 20 years. We couple this with superior technology, a vast service organization, and a network of Business Partners – so you have one convenient, cost-effective source for hardware, software, services, consulting, roll-out and maintenance. With our global presence, it's easy to specify the same solution for every store worldwide. Most importantly, we know what it takes to grow and thrive in the food service marketplace.

*Contact IBM
today*

ibm.com/industries/retail/store



Powerful options for food service and hospitality operators



IBM SurePOS 500 Series



IBM SurePOS 300



IBM Kiosk



IBM SureMark Printer

IBM SurePOS 500 Series

Engineered for food service and hospitality, the IBM SurePOS™ 500 Series delivers an ideal combination of affordability and performance. It is Web-enabled to support sales tracking, loyalty programs or supply chain management. Its retail-hardened construction can withstand harsh environments. And it is enabled for remote systems management.

- *Sleek, space-saving design suits any food service environment*
- *Increases speed, performance and reliability at the POS*
- *Improves ease-of-use through integrated touchscreen display*

IBM SurePOS 300

The value-priced IBM SurePOS 300 features fast processing power, design flexibility and the reliability you expect from IBM.

- *Thin-client or thick-client configurations meet your unique POS needs*
- *Distributed design and open platform offer maximum versatility*
- *Compact system unit fits in small places*

IBM Kiosk

The IBM Kiosk provides the e-business answer to demanding customers by giving you the ability to provide enhanced customer service, build loyalty and deliver more value.

- *Improve customer satisfaction by offering self-service*
- *Increase revenue by extending product offerings*
- *Retain customers through loyalty programs*

IBM SureMark Printer

IBM SureMark™ single-station thermal printers can deliver up to 52 lines per second (lps) for Single Byte Character Set (SBCS) output and up to 50 lps for Double Byte Character Set (DBCS) output.

- *Small footprint with flexible mounting options*
- *Proportional and scalable fonts*
- *Supports color thermal paper printing*

IBM Systems Management

IBM System Management software provides system control functions to upgrade, repair, probe and perform maintenance to lower your total cost of ownership (TCO).

- *Centrally manage individual workstations, or thousands, on a variety of platforms*
- *Minimizes system maintenance downtime*
- *Lowers labor costs on repairs*

IBM Business Partners

We maintain a diverse global network of authorized IBM Business Partners who can deliver the customized software and services many food service operators need to compete effectively.

- *Access to a huge variety of software and services*
- *Look for IBM StoreProven software for added reliability*
- *Local, face-to-face support*

IBM Technical Support

Whether you have an urgent situation or need routine maintenance, our service engineers provide fast, responsive assistance that keeps your operation running smoothly.

- *Traditional break-fix*
- *Single point of contact for technical support*
- *Service agreements available*

IBM Global Services

This vast team of retail-focused specialists can deliver the upfront planning as well as play a key role in the execution of incredibly varied and complex e-business solutions for your restaurant.

- *Security and privacy*
- *Rapid infrastructure design*
- *Application management services*

IBM Global Financing

IBM Global Financing is an attractive option for food service operators who need to overcome budget constraints. We can help you reduce the initial capital outlay and afford a more comprehensive solution.

- *Pay over time to help reduce operating costs*
- *Leasing and loan agreements cover IBM and non-IBM components*
- *Simple contracts and easy paperwork for total convenience*



For more information

To learn more about IBM Retail Store Solutions and IBM POS solutions, contact your local IBM representative or find us on the Web at:

ibm.com/industries/retail/store

To place an order, call 1 800 IBM-CALL (1 800 426-2255) or 1 770 863-1000 outside the U.S. and Canada.

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