IBM Retail Store Solutions

IBM

**Powerful solutions
for grocery retailers**

Today's customers want more

Choose a solution provider who knows grocery

Grocery retailers compete in one of the industry's toughest, most competitive segments. Customers expect low prices, fast checkout and flawless service. Margins are small and shrinking. Employee turnover is high. And new competitors threaten your market share every day. To thrive in these conditions, you need reliable point-of-sale (POS) systems that work harder and last longer than other industries. You need software designed for grocery stores. And you need a solution provider who can put it all together, from planning and installation to customisation and technical support.

IBM Retail Store Solutions is the right choice. Whether you run an independent market, an international chain or anything in between, IBM understands the needs and priorities of grocery retailers. When you work with IBM, we can help you meet five critical objectives:

1. **Sell more.** Increase sales and generate new streams of revenue.
2. **Run smoothly.** Increase uptime and customer service.
3. **Work smarter.** Maximise employee productivity and retention.
4. **Control costs.** Protect your investment and reduce expenditure over time.
5. **Get stronger.** Deploy advanced technology to boost market share.

Increase sales and generate new streams of revenue

Working with IBM, grocery retailers can implement proven strategies for increasing sales. For example, we make it easy to create a loyalty programme that rewards your best customers, builds a customer database, helps you provide personalised service at the POS, attracts new customers and improves retention. Other strategies include:

- *Analysing consumer data to make better inventory, merchandising and pricing decisions*
- *Integrating the POS with CPFR (Collaborative Planning Forecasting and Replenishment) to help reduce the risk of selling out and overstocking*
- *Using a customer-facing display to sell advertising to CPG suppliers, promote in-store specials and deliver messages to loyalty cardholders*
- *Extending your business by integrating fuel sales and POS to execute loyalty programmes at fuel pumps*

### Increase uptime and customer service

More than any other customer in retail, the shopper with a full shopping trolley hates to wait. That's why IBM offers reliable hardware, software and peripherals which help eliminate the risk of downtime as well as self-checkout solutions that permit customers to put their shopping through the checkout themselves.

- *Retail-hardened POS systems are designed to withstand dirt, dust, food hazards, spills, vibration and rough handling*
- *Fast thermal printers and powerful POS processors speed checkout*
- *Intuitive POS interfaces allow cashiers to focus on delivering friendly, attentive customer service*
- *Proven IBM 4690 Operating System, designed to excel in high-volume retail environments, increases enterprise-wide uptime*

Maximise employee productivity and retention

When higher throughput means higher sales, it's essential for your entire workforce to operate at peak efficiency. IBM can deliver the technology you need to help maximise cashier productivity, deliver training quickly and efficiently, and reduce employee turnover.

- *Accelerate cashier training by using video modules at the sales outlet*
- *Increase cashiers' job satisfaction with easy-to-use POS systems that minimise errors and improve performance*
- *Run back-office and other applications at the POS, making store managers more available to customers and cashiers*
- *Manage your labour pool more effectively by drawing time-and-attendance and automated scheduling data from the POS*
- *Broadcast updates about items, endcaps and displays via the Web*
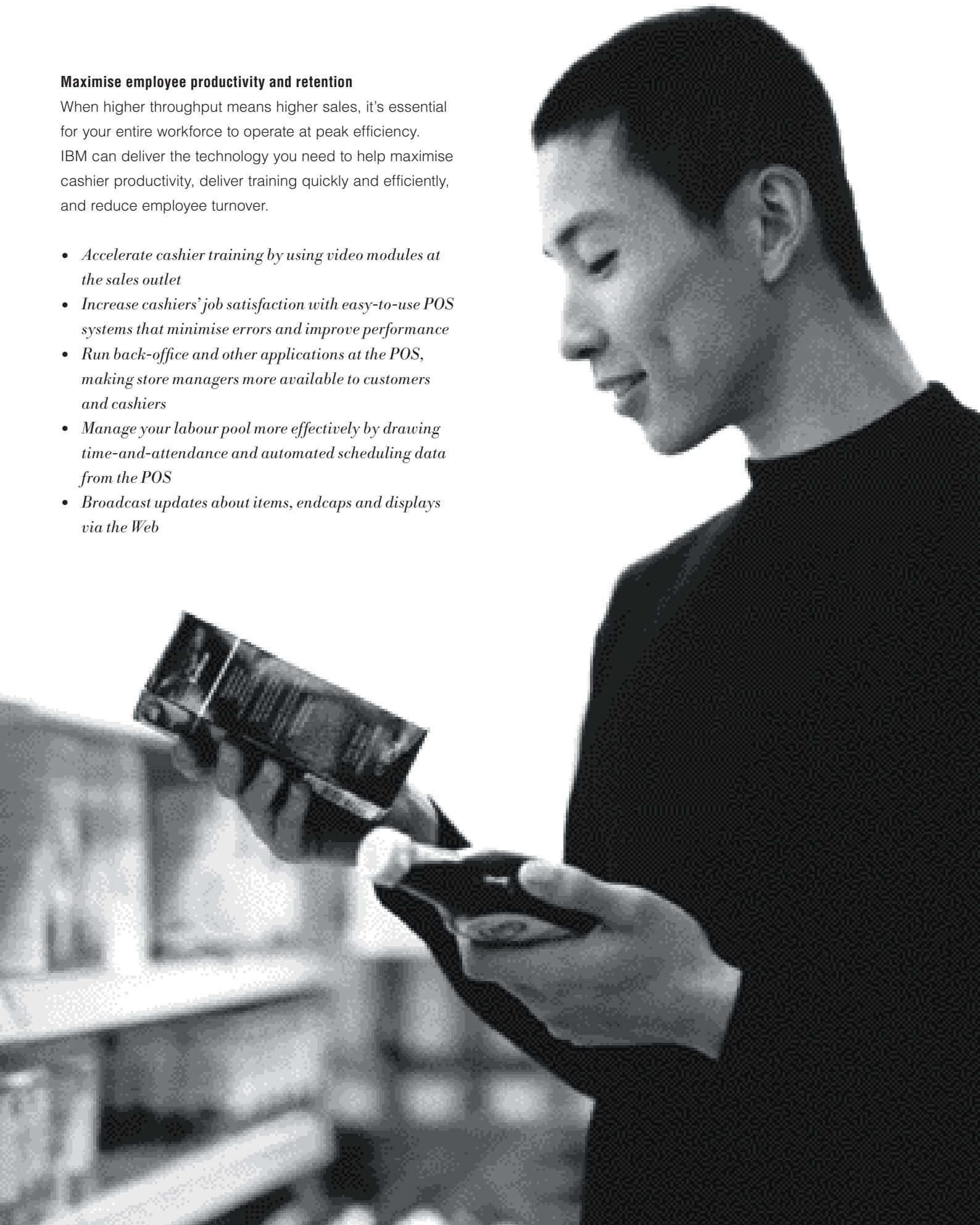
Protect your investment and reduce expenditure over time

IBM understands that grocery retailers need to control costs now and in the future. That's why we offer you so many ways to help reduce the total cost of ownership (TCO), protect your technology investment and improve long-term ROI.

- *Using the same store architecture across the enterprise can lower IT costs*
- *Open systems let you choose the most affordable platform, operating system and POS applications for your stores*
- *Upgradeable POS solutions feature expansion options for memory, ports, peripherals and wireless capabilities to grow with your business*
- *Flexible POS systems help enable smooth migration to new software*
- *Advanced systems management tools can reduce operating costs*
- *IBM retail hardware traditionally offers high residual value*
- *Affordable pricing and financing options*

Deploy advanced technology to boost market share

Many grocery retailers use multiple channels to reach customers – they deliver personalised shopping lists over the Web, place interactive kiosks in the store, and offer access through wireless devices. That's why IBM has developed the MerchantReach™ portfolio – a comprehensive set of hardware, software and service designed to help you achieve the full potential of multichannel retailing and get the e-business edge on competitors.

- *Kiosks deliver detailed information about gourmet items or specials*
- *Self-checkout helps reduce operating costs and improves customer service*
- *Wireless POS lets you add checkstands during peak periods without recabling the store*
- *Wireless shopping applications allow customers to scan items with handheld devices*
- *IBM e-business solutions enable you to become partners with online grocers, integrate Web-based marketing*

and take advantage of the opportunities offered by the Internet

The right partner for grocery retailers

IBM is a clear global leader in POS and retail e-business. Our experience spans nearly 30 years, during which we revolutionised the industry with patented innovations like the barcode. We provide advanced technology, a vast service organisation, and a network of IBM Business Partners – so you have one convenient, cost-effective source of hardware, software, services, consulting, rollout and maintenance. Most importantly, we know what it takes to grow and thrive in grocery retail around the world. Our customers include grocery retailers from more than 80 countries, and our solutions accommodate local language requirements. In addition, with our global presence, we can help you specify the same solution for every store worldwide or develop a tailored solution for a specific market or region.

Contact IBM today

ibm.com/industries/retail/store

The right technology for grocery retail

IBM SurePOS 700 Series

IBM SurePOS 4694 System

IBM Kiosk

IBM VisualStore Electronic Point-of-Sale Solution

IBM VisualStore is a grocery-specific, function-rich software solution with a user-friendly interface, open platform and low hardware requirements – all of which help keep the total cost of ownership down.

- *Includes promotion and customer loyalty*
- *A unique combination of functionality and flexibility*

IBM 4680-4690 Supermarket Application

The IBM 4680-4690 Supermarket Application (SA) delivers the supermarket-specific features retailers want to help increase checkout efficiency and improve access to information.

- *Optional Java™ GUIs available for touchscreen or wireless POS*
- *Ideal for multinational grocery chains*
- *Processes high volume transactions quickly*

IBM 4690 Operating System

Created specifically for retail, the IBM 4690 Operating System provides a solid foundation for grocery store functions and a wide range of e-business strategies. It is also designed to run unattended, allowing you to shift systems maintenance tasks from stores to a central site.

- *High performance with data integrity*
- *Outstanding reliability and availability*

IBM SurePOS 700 Series

The IBM SurePOS™ 700 Series gives grocery retailers the power to speed checkout and drive e-business at the POS today and tomorrow. It runs the IBM 4690 OS as open systems.

- *Supports CRM and multichannel retailing*
- *Fully exploits the latest technologies, including powered USB, DVI video, PCI and DVD*
- *Battery backup keeps the POS running even during power failures*

IBM SurePOS 4694 System

With more than one million units placed worldwide, the IBM SurePOS 4694 System delivers the consistency and reliability to help keep busy grocery stores running smoothly.

- *Flexible choices for keyboards, displays, cash drawers*
- *RS-232 and RS-485 connectivity let you keep existing peripherals*
- *Runs DOS plus new applications for 4690 OS, Microsoft® Windows® OS, and Linux*

IBM SurePOS 300

The IBM SurePOS 300 delivers the performance grocery retailers expect from IBM at a remarkably affordable price. Thin-client or thick-client configurations maximise opportunities for POS, point-of-service and back-office functionality.

- *Runs today's software and new applications for Windows and Linux*
- *Compact system unit takes up very little space*
- *Distributed design increases choices for software and peripherals*

IBM SureOne

The IBM SureOne® system is an affordable POS platform with an integrated, countertop design engineered for budget-conscious grocery retailers, as well as those that operate in areas where space is limited.

- *Eliminates the need for complex integration*
- *Familiar PC technology is easy to use and affordable*

IBM SureMark Printer

IBM SureMark™ thermal printers can reduce customer wait-time by delivering up to 52 lines per second (lps) for Single Byte Character Set output and up to 50 lps for Double Byte Character Set output in the receipt station.

- *Deliver targeted messages on receipts*
- *Scalable fonts and colour printing increase readability*

IBM Kiosk

This powerful, Web-enabled kiosk is e-business ready and optimised for multichannel retailing. It features retail-hardened core technology and a modular, open-platform design.

- *Print receipts, deli tickets, loyalty promotions*
- *Enable upselling and cross-selling*
- *Combine menu planning with special offers*

IBM Technical Support

Whether you have an urgent situation or need routine maintenance, our service engineers provide fast, responsive assistance to help keep your grocery store operating at peak productivity.

- *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 implementation of incredibly varied and complex e-business solutions for your store.

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

IBM Global Financing

IBM Global Financing is an attractive option for grocery retailers that need to overcome budget constraints. We can help you reduce initial capital outlay and afford a more comprehensive solution.

- *Pay over time to help reduce operating costs*
- *Easy paperwork for total convenience*

IBM Business Partners

We maintain a diverse global network of authorised IBM Business Partners who can deliver the customised software and services many grocery retailers need to compete effectively.

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

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.

For Position Only

G507-0629-01