

Transforming grocery retail
for an on demand world



@business on demand

Retail on demand

A clear vision for your success

Every retailer has competition.

Grocery retailers know how to compete.

In your world, customers want lower prices, faster checkout, and expert service. Web-savvy shoppers want to order online, while frequent visitors expect incentives. New competitors include hybrid mass merchandisers and convenience stores. Meanwhile, you have important technology decisions to make – whether it's fixing the fundamentals or improving the in-store experience – and the options are overwhelming. Yet it's critical to find solutions which feel right today and can grow with your store. Because economic uncertainty makes long-term investment protection essential.

So how do you set yourself apart?

You upgrade your store before your competitors do. You equip your workforce with the skills and knowledge they need to deliver flawless customer service. You set a higher standard for reliability and uptime. And you take an integrated approach to technology, linking the store with the enterprise. Big-picture thinking is crucial, because it helps minimise cost and risk, and enables you to adopt new solutions – in a single store, across multiple stores, or throughout the supply chain.

Now you need a game plan.

Retail on demand helps deliver a clear, concise vision of how grocery retailers can accomplish these objectives without losing focus on the fundamentals. It is designed to help show how your store can evolve to meet the challenges of an on demand world, and offers a detailed technology roadmap for how to get there. Retail on demand is a powerful catalyst for change – one that is designed to help grocery retailers become *more responsive* to customers, *more variable* and agile in your operations, *more focussed* on what you do best, and *more resilient* in the face of change.



Envisioning the future of



grocery retail

In an on demand world, grocery retailers face four main challenges.

1. Create a dynamic, customer-focussed shopping environment.

Creating a superior shopping experience can help build loyalty and motivate customers to spend more in your store. To do this, on demand grocery retailers learn what customers want. With this information, you can respond quickly with new brands, specials, and in-store services. You can identify your best customers and market directly to them. And you can deploy technology designed to help meet customers' most pressing needs.

For example, *wireless kiosks* can deliver targeted incentives for loyalty card holders. Trolley-mounted *Web tablets* can allow customers to place a deli order remotely and receive notice

when it is ready for picking up. Handheld *personal shopping devices* can help customers locate items. *Self-checkout* lanes let customers serve themselves, while high-powered *point-of-sale (POS) systems* can help improve checkout speed.

To find software which can help improve the shopping experience, on demand retailers can select fast, flexible IBM *applications designed for grocery*, or tap into applications from a vast global network of *IBM Business Partners*. With these offerings, you can use customer data to get hot sellers on the shelf at the right time, in the right quantities. You can also help improve customer convenience by extending the POS to include new applications which improve efficiency and increase service options, such as fuel sales or photo processing orders.

2. Maximise efficiency to help minimise costs

Driving down costs requires you to manage your store, your workforce, and your inventory with maximum efficiency. On demand retailers achieve this through a common framework for store and enterprise-level management. *IBM Store Integration Framework* can help provide a complete infrastructure for streamlining business processes in retail. It is designed to enable you to integrate multiple points of service, including pervasive, consumer-focussed systems driven by wireless technology. The Framework helps establish an easy, unified way to manage data in real time. So you can make faster, more informed store management decisions. On demand retailers can also help reduce total cost of ownership with *upgradeable POS platforms*, which are designed to expand as your business grows and can help you add POS capabilities in the future without always having to repurchase hardware.



3. Equip employees to deliver outstanding service.

Demanding customers insist on fast, high-quality service. But high employee turnover often makes it difficult for grocery retailers to keep well-trained teams in the lanes and aisles at all times. That's why the on demand roadmap includes technology designed to help maximise employee productivity, make it easier for your teams to deliver attentive and responsive customer service, and minimise the time and money you spend on training.

On demand retailers can help reduce labour costs through *self-checkout* systems which enable you to serve customers more efficiently.

On demand retailers can help employees focus on customer service by off-loading time-consuming tasks – such as item location – to *Web-ready kiosks*. And you can notify managers about schedule conflicts or stock-outs through *realtime messages* to handheld devices.

Touchscreen technology and intuitive *graphical user interfaces (GUIs)* can help make training sessions shorter and reduce errors at the POS, promoting employee job satisfaction.

4. Operate a resilient enterprise.

Grocery retailers know better than anyone that every minute of down time represents lost revenue and declining loyalty. On demand retailers are equipped with in-store solutions designed to withstand the physical and operational rigours of grocery retailing. It starts with *retail-hardened POS* systems. Next you can establish an *open infrastructure*, adding new components and replacing current technologies easily and cost-effectively. To help ensure *security of information*, on demand retailers can deploy store-based and Web-based tools which help safeguard personal transaction data. *Systems management tools* help you monitor enterprise-wide operations and route alerts automatically, reducing the burden on IT teams.

Operational resilience also depends on choosing an experienced technology partner. With IBM, you can rely on a *proven track record in grocery retail*, combined with world-class service and support. Our grocery customers include large, global brands as well as smaller chains and single-store operations, proof that IBM understands the needs of all grocery retailers. In fact, IBM is a worldwide market leader in retail POS with more than two million systems installed in 100 countries.

IBM Retail Store Solutions



portfolio

The building blocks of the retail on demand vision are found in this portfolio of retail-hardened POS products and next-generation store technologies from IBM Retail Store Solutions and authorised IBM Business Partners.





IBM VisualStore

IBM VisualStore is a POS application designed for supermarkets and hypermarkets. In addition to core grocery functions, this application offers a built-in promotions engine and runs on multiple OS platforms, including Linux.

IBM Supermarket Application

The IBM 4680-4690 Supermarket Application (SA) is a POS application engineered for international and multinational supermarket and hypermarket retailers. It runs on IBM 4690 OS and Microsoft® Windows® 2000.

IBM 4690 GUI ASTRA

IBM 4690 GUI ASTRA allows retailers to create a Java™-based GUI – for touchscreen operation, Web connectivity or e-business integration – on 4690-based POS applications from IBM, even if they are highly customised.

IBM 4690 Operating System

Designed specifically for retail, the IBM 4690 OS is considered one of the most reliable operating systems available. It provides a solid, reliable and functional foundation for POS, back-office and e-business applications.

IBM Retail Environment for SuSE Linux

The IBM Retail Environment for SuSE Linux (IRES) is a Linux offering from IBM which is based on the SuSE Linux operating system. It is optimised for retail, including a support and maintenance model, and designed to work with IBM SurePOS and IBM @server xSeries systems and select IBM middleware.

IBM Store Integration Framework

IBM Store Integration Framework provides a reliable store-level Web services architecture which helps connect consumers and employees to critical information in real time. Based on open industry standards and the proven capability of WebSphere, the Framework provides the integration infrastructure for adding new software and hardware in the store.

IBM Store Integrator

IBM Store Integrator, a component of the Store Integration Framework, helps extend and enhance the capability of 4690 OS POS applications using Java tools. By opening the POS platform for extensions and business logic sharing, retailers can leverage the capability of their existing POS solutions to deliver unique and differentiating customer service on fixed or mobile devices.

IBM Data Integration Facility

IBM Data Integration Facility, a component of the Store Integration Framework, allows retailers to leverage real-time sales data for systemwide analysis.

IBM Business Partner Applications

IBM Business Partners provide expertise and specific knowledge sets required to develop highly customised and targeted software for grocery retailers worldwide. These applications enable retailers to integrate a wide range of capabilities at the POS to help increase customer satisfaction, improve information capture, and reduce customer waiting time. They also include Ready for IBM Retail Store Innovations solutions for use with IBM POS and IBM Kiosk technologies.



Hardware



1



2



3

1. IBM SurePOS 700 Series

With processor speeds up to 2.4GHz and Intel® technology, the IBM SurePOS 700 Series delivers the speed and power to help grocery retailers support e-business, drive customer relationship management (CRM), accelerate training and captivate customers. It offers a range of choices in speed, size, colour and connectivity, and runs IBM 4690 OS, Linux, IBM PC DOS 2000 and Microsoft Windows.

2. IBM SurePOS 300 Series

The IBM SurePOS 300 Series is the most cost-effective distributed POS system in the IBM portfolio. With processing power up to 1.2GHz, this space-saving system features thick-client or thin-client configurations, storage media options, high-bandwidth Ethernet and an open platform for OS and application software.

3. IBM SureOne

The IBM SureOne system is a totally integrated POS system designed for budget-conscious retailers, and those who operate in areas where space is limited. Its compact, all-in-one design includes the tools retailers need to run a store, eliminating the need for complex systems integration.

Realise the retail on demand vision with **IBM self service**



4. IBM Kiosk

The IBM Kiosk provides a rugged, Web-enabled platform for self service. It can help grocery retailers enhance the shopping experience, attract new customers to your store, and help improve customer traffic.

IBM SureMark Printers

These fast, quiet, high-quality thermal receipt printers help retailers reduce transaction times, customise receipts with marketing messages, and maximise POS uptime.



5. IBM Self Checkout

This flexible and complete line of IBM Self Checkout systems helps grocery retailers improve customer satisfaction, reduce costs through flexible labour management, and meet a growing demand for self service.

IBM SurePoint Solution

IBM touchscreen displays incorporate infrared technology to help improve image quality and maximise accuracy in user interaction. Because the touchscreen's fixed optical alignment lasts throughout the life of the display, no time-consuming recalibration is necessary. These products are durable and sealed to help protect against the inevitable dust and spills in retail. You can also choose 12" or 15" non-touch flat-panel colour displays.

Enabling customers to serve themselves will be critical in the on demand world. IBM Retail Store Solutions provides two ways for retailers to meet this growing need and take a powerful step toward the retail on demand vision.

IBM Self Checkout systems give shoppers control over item scanning, allowing you to keep more lanes open and reduce waiting time for all customers. With the IBM Kiosk, you can print coupons, offer price comparisons, explain loyalty card benefits and promote specials. Both of these solutions help transform the in-store experience and attract new customers. And they help take out costs by enabling you to increase throughput and offer new services without adding employees.

Service and Support



National Retail Services Centre

The National Retail Services Centre (NRSC) is a services group within IBM Retail Store Solutions which can help retailers implement the retail on demand vision and roadmap while helping minimise the time and risk typically associated with customisation and complex solution integration. The NRSC specialises in integrating and implementing store-level solutions delivered through IBM and IBM Business Partners.

IBM Technical Support

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

IBM Global Services

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

IBM Global Financing

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

IBM Business Partners

A diverse global network of authorised IBM Business Partners delivers the customised software and services many grocery retailers need to compete effectively.

IBM is a worldwide market leader
in retail POS





Experience it right now

To learn more about the retail on demand vision and how the IBM Retail Store Solutions portfolio can empower your grocery enterprise to become more responsive, variable, focussed, and resilient, please contact your local IBM representative or visit:

ibm.com/industries/retail/store

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