



IBM Advanced POS Solutions

Pointing the way to increased profitability



Your POS system is already the lifeblood of your enterprise, tying critical front-end customer information with back-end operations and sharing it across your organization.

Now imagine making your linchpin system even more powerful. You can with IBM advanced POS solutions.

Our innovative new solutions put the power of Java™ at your point of sale by adding a graphical user interface and multifunction display to your existing IBM 4690 POS system.

Whether you need a total solution today or want to build it over time, IBM advanced POS solutions provide the power – to help you reduce operating costs, improve customer satisfaction, increase sales and improve your overall profitability.

Highlights

Helps protect and extend your existing investment

- Extends the functionality of your IBM 4690 system
- Allows you to further reap cost benefits from thin-client computing
- Based on industry standards to provide hardware flexibility and options.

Can reduce POS operator training time and costs

- Eliminates the need to memorize keystroke sequences
- Customizable for languages and graphics
- Easier to learn than other non-touch POS solutions.

Helps improve operator efficiency and accuracy

- Touch screen optimizes eye-hand coordination to speed operation
- Only valid keys are available, to reduce errors
- Supports multiple input devices, so operators can choose their preferred input method.

Can increase sales

- Improved productivity speeds checkout
- Enhanced service can increase customer satisfaction and spending
- Allows for on-the-spot promotional prompts.

Reinforces your industry position

- Offers one of the most advanced total POS solutions available today
- Provides a highly visible customer service advantage
- Reinforces your image as a progressive industry leader.



SunMark Entry

ENTER TENDER
AMT DUE 2.99

STORE NAME
1 CASE-1 1207 0001 003
UPC-E 1N
TOTAL 2.99
2.99

Cash

MasterCard

Gift Cert.

Chg Plan 1

Total:
Amount Due: 2.99
2.99

Tender 1 Tender 2 Miscellaneous

Help Sign Off

Item Entry

SunMark

TYPE 4000
SER. 4180113

TYPE 4000
SER. 4180113



We can directly provide the services and support you need to expand your current applications, or you can work with a valued IBM Business Partner or customer to make the modifications.

IBM advanced POS solutions at a glance

JavaPOS Compliance

All the elements of our newest POS solution are JavaPOS compliant, so you can mix and match our elements with existing JavaPOS-compliant equipment you may have from other manufacturers.

IBM 4690 Operating System Version 2 Release 2

Our latest release of the retail industry's number one operating system gives you the ability to run state-of-the-art, Java-based checkout and back-office applications. We combined the proven ruggedness of the 4690 OS with a Java RunTime Environment (JRE), so you can add graphics to your front end without altering the underlying business logic of your existing programs. And 100 percent-Java applications can be written once and run on multiple platforms – to make expansion more cost effective. With just a standard upgrade package, you can transform your existing 4690 OS into a more powerful POS tool.

POS Terminal

We developed our advanced solution with the IBM 4694 POS Terminal in mind. The 4694 is built to handle today's powerful Java applications without sacrificing network speed. And it has one of the smallest footprints in our terminal family to save valuable checkstand real estate. Our IBM advanced POS solutions will also work with select other systems you may have in place today.

POS Application

You don't need to purchase a new POS application to take advantage of today's powerful new technologies. Our advanced POS solutions are designed to work with your existing IBM 4690 application – even with most upgrades and customizations.

Java Graphical User Interface (GUI)

A GUI provides the power to graphically interpret your POS application for touch screens. Our Java GUI services solutions are among the most flexible on the market, so they can be customized to meet your specific business requirements. Our solutions significantly extend the functionality of your terminals, allowing you to accommodate multiple audiences – from checkout operators to customer service reps to customers themselves – using the same hardware and software platform.

IBM SurePoint Solution

To accommodate Java applications and today's more productive graphic interfaces, we developed a new high-resolution, full-color display. It's designed for the rugged demands of the checkstand, with a spill-resistant exterior, hidden cabling and small 10.4" footprint with 12.1" screen that provides a viewing area comparable to larger CRTs. SurePoint delivers more value than standard displays because it accommodates multiple interface options. You can choose from touch screens, keypads, magnetic stripe readers and an innovative, space-saving pointing device that makes it possible for users to browse your Web site and the Internet without a mouse.

Can leverage the power of Java

Java is redefining retail computing. It's portable, so you can run Java applications in almost any environment, on almost any platform – critical in today's era of acquisitions and expansions. Java is easy to use, so application development is usually faster and less costly. And Java lets you fully realize the thin-client computing capabilities of your IBM 4690, since Java applications and supporting software can be maintained on the 4690 server and automatically loaded onto store clients.

Can gain immediate economic impact and long-term capital savings

IBM advanced solutions can be built around most existing POS applications, so you can maximize existing investments and quickly start to realize productivity and service gains. And because our newest POS interface and display can accommodate multiple functions – like graphics, touch screens, pointing devices and standard keyboards – you won't need to purchase separate technologies.

Long term, we help protect your investments. The architecture behind our solutions is based on industry standards like Java, JavaPOS™, JFC and HTML, so you can enhance as your needs expand, no matter which JavaPOS-compliant hardware or software you use.

Can reduce training time with intuitive touch technology

With retail turnover rates at an all-time high, a reduction in training time can translate into significant savings. Touch technology has been known to cut training time as much as 50 percent for some retailers. Touch is more intuitive, so it's easier to learn than other input methods. Plus, you can customize the interface to accommodate universal symbols, making your program even more user-friendly and cost-effective on a global basis.

Can increase operator productivity and accuracy

Most store 'shrinkage' is the direct result of operator inaccuracy at the point of sale. Studies have shown that well-defined touch screens can improve accuracy rates. That's because eye-hand coordination is optimized, only valid options are presented, operators are prompted through the sequence and screens provide visual feedback. With additional integrated services, you can customize the interface to create individual user profiles for each sales associate – to help further improve their performance. Our interface can accommodate customized features such as color, language, icons and left- or right-handed orientation.

Can speed checkout to help increase sales

With the improved productivity of touch screens, you can increase throughput at checkout to reduce customer wait times and increase sales. Studies conducted by IBM Human Factors researchers showed that even fairly simple tasks like cash tendering can be done up to 40 percent faster using a well-designed touch screen versus a standard screen/keyboard device.

Can personalize the POS experience to engage customers

One-to-one marketing is quickly becoming a reality thanks to sophisticated database programs. While most database marketing efforts have focused on direct mail, you can deliver targeted messages at the point of sale, too.

With additional integration services, your system can deliver detailed customer information to sales associates so they can tailor messages and offer on-the-spot promotions. For example, a customer's typical additional purchases – often overlooked – can be entered into the system so the sales associate can offer a reminder. The customer will appreciate the personal service and you'll have gained additional revenue.

Can improve customer service with self-serve kiosks

With our advanced solutions and additional services, your POS terminals can also serve as powerful marketing tools like self-checkout stations and customer service kiosks. The intuitive touch interface makes your system easy for customers to use. And we designed our solutions so they can be customized for multiple languages, video and Web access.



For more information

To learn more about IBM retail products and services, please contact your IBM representative or call IBM Direct at 1 800 IBM CALL (1 800 436-2255).

Note: Not all devices are available in all countries. See your IBM Marketing representative or an authorized dealer for information.

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Raleigh, NC 27609

Printed in the United States of America
10-99

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