IBM

IBM Printing Solutions for Retail

For Position Only

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e-business

Implement a new retail business model with intelligent printing solutions that can improve your productivity.

The face of retail is changing
With the proliferation of multi-channel selling, retailers are operating in a fast-changing environment. Customers now are more demanding and selective — they know what they want, they know how much is a fair price, and they want it delivered or serviced to suit their time-pressured agendas. To compete, you must effectively manage the growing amounts of information that are driving your business.

Your ability to manage, manipulate and distribute information, or output, affects directly the success of front- and back-office operations, customer relationship management, supply chain management and more.

IBM® printing solutions deliver the flexibility, reliability and performance you need to improve operational efficiency, promote revenue opportunities and reduce costs across all retail channels.

IBM provides one of the broadest printing product lines in the industry, from workgroup laser printers to high-speed, digital color printers. All are integrated with leading-edge software that serves as the backbone for information delivery.

Are you ready for e-business?
Share information. IBM printers and open standards support multiple concurrent connections and print data streams so you can share information easily among mainframe, client-server and network environments and applications.

Get connected. Take advantage of e-tailing opportunities with Internet-ready printers that help simplify Web set-up, configuration and administration.

Redefine efficiency for front- and back-office operations
Minimize downtime. Maintain the availability of mission-critical output related to inventory, accounting, payroll and daily POS reports with reliable, high-speed printers.

Provide just-in-time information. Produce high-quality output in the form of promotional materials, shelf labels, pharmacy labels, bar codes, hang tags and more. Keep your customers updated and enhance their visit to your store.

Manage information electronically. Advanced print management capabilities help ensure job integrity from the first to the last page. Full error recovery at the page level helps ensure that print exceptions are processed automatically to help eliminate job re-sends. Remote printer and job management can help prevent potential delays and user dissatisfaction. Pager or email notification lets operators know when they need to attend to a printer.

Enhance revenue opportunities
Make every customer contact or "touchpoint" a positive experience with high-impact messages, compelling offers and variable customized information.

Create personalized output in the store. Impress customers with attractive gift registry cards printed from convenient kiosk locations. Maximize your efficiency while minimizing customer wait times.

Develop 1:1 marketing materials. Enhance customer intimacy by creating flyers, brochures, coupons and catalogs tuned to their preferences. Promote customer loyalty and consistency with multi-channel marketing.

Reduce the total cost of print
IBM printers operate efficiently without compromising speed and reliability. Utilize powerful software features that control and complete jobs while reducing the need for human intervention. Count the savings associated with advanced engineering that can stretch toner life, automate many routine functions and reduce supply usage.

Meet every retail output requirement
IBM's extensive research, development and testing produce integrated solutions that perform reliably in the most demanding environments:

- Printer speeds of eight to over 1000 pages per minute

- Thermal, impact and laser technologies with cut sheet or high-speed continuous forms printing

- High-quality black and white, highlight color or full color output

- Output distribution via hardcopy, fax, email and Internet

- Software that helps you coordinate and manage jobs and output devices.

Rely on Global Service, Support and Supplies
Retail never sleeps, and neither does IBM. Obtain 24x7x365 worldwide service and support. IBM's service professionals evaluate your environment, then recommend and implement the right solution, including any required customization. Use IBM supplies with IBM printers for maximum compatibility and results.

Face the future confidently
The reliable delivery of information — in the store and behind the scenes — is critical to your success. Choose an output strategy that sustains your business momentum and allows you to compete confidently.

Versatile printing solutions from IBM can help you improve productivity and customer service, enhance revenue opportunities and reduce costs.

For more information on IBM printing solutions, contact your local IBM representative or the Printer Selection Center at (800) 358-6661, option 3. You may also visit our Web site at **ibm.com**/printers.

Optimize the output of e-business.