IBM SurePOS 500 4851-514 and 4951-514 Express Bundle

IBM Customer Presentation

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- (A) Introduction
- (A) IBM Point Of Sale Market
- (A) SurePOS 500 514 New
- (A) Express Portfolio
- (A) IBM Business Partners
- (A) Getting Started

FLOOR 1

Introduction

The Challenge

IBM

What are your challenges?

- **Improve your clients' experience**
- **Optimize your value net**
- **Drive product and service differentiation**
- **Improve employee productivity**
- **Analyze and use information to make better business decisions**
- **Increase business flexibility**
- **Get the most out of your IT investments**
- **Enhance IT security, dependability and compliance**

For companies, staying ahead isn't easy. Our research indicates that these are the top challenges for Hospitality, Food Service and Retail Businesses.

Meeting these challenges is what becoming an **On Demand Business** is all about.

What is On Demand Business?

Becoming an On Demand Business can give your company the competitive edge it needs in today's dynamic, responsiveness-driven marketplace.

An On Demand Business is a company whose **business processes —**

integrated end-to-end across the company and with key partners,

suppliers and customers — can **respond with speed** to any customer

demand, market opportunity or external threat.

On Demand Business – quickly, easily and affordably.

IBM

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FLOOR 2

IBM

Committed to POS:

Food Service, Hospitality

and Retail

for 30 Years and more!

IBM POS Hardware Leads the Industry

- Reliability
  - o **Acknowledged leader**

- Investment Protection
  - o **30 years of evolution**

- Technology
  - o **First totally industry standard POS terminal**
  - o **First Powered USB interface**
  - o **Smallest, Smartest, Fast POS printer**
  - o **First integrated MICR reader & check flipper**
  - o **Industry leader in patents and inventions, from the bar code to the IBM SurePOS™ 700 Series**

RSS Market Share

IBM is the POS shipment and install base leader WW by wide margins. IBM gained shipments WW over the period 1998 to 2002 while all major worldwide POS competitors' shipments declined.
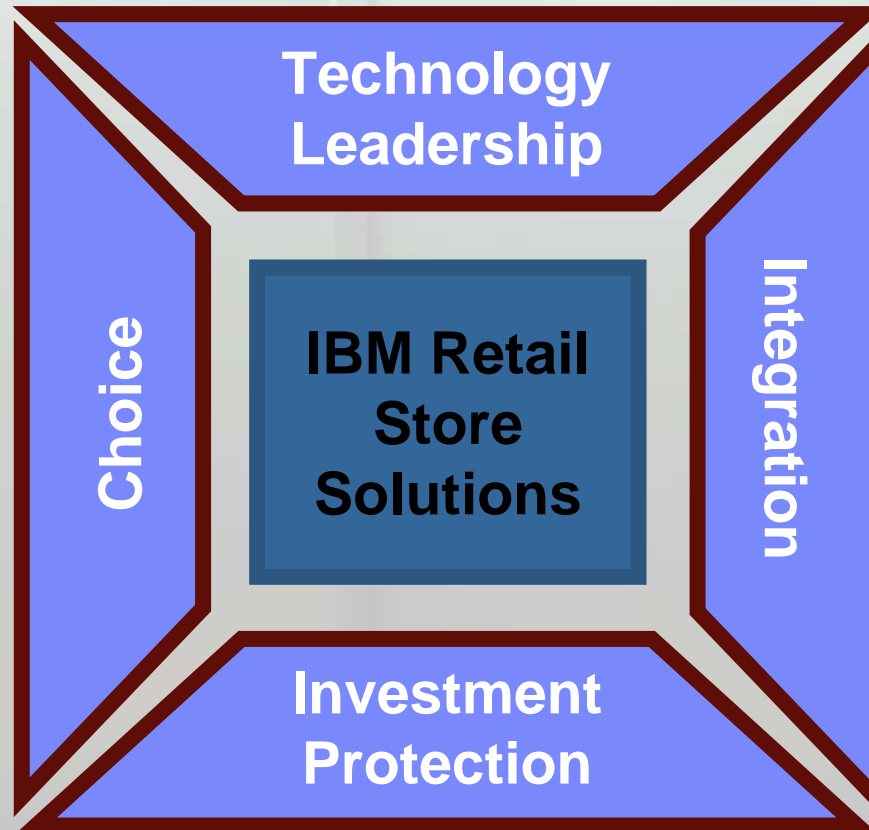
EPOS Installed Base Worldwide (K units)
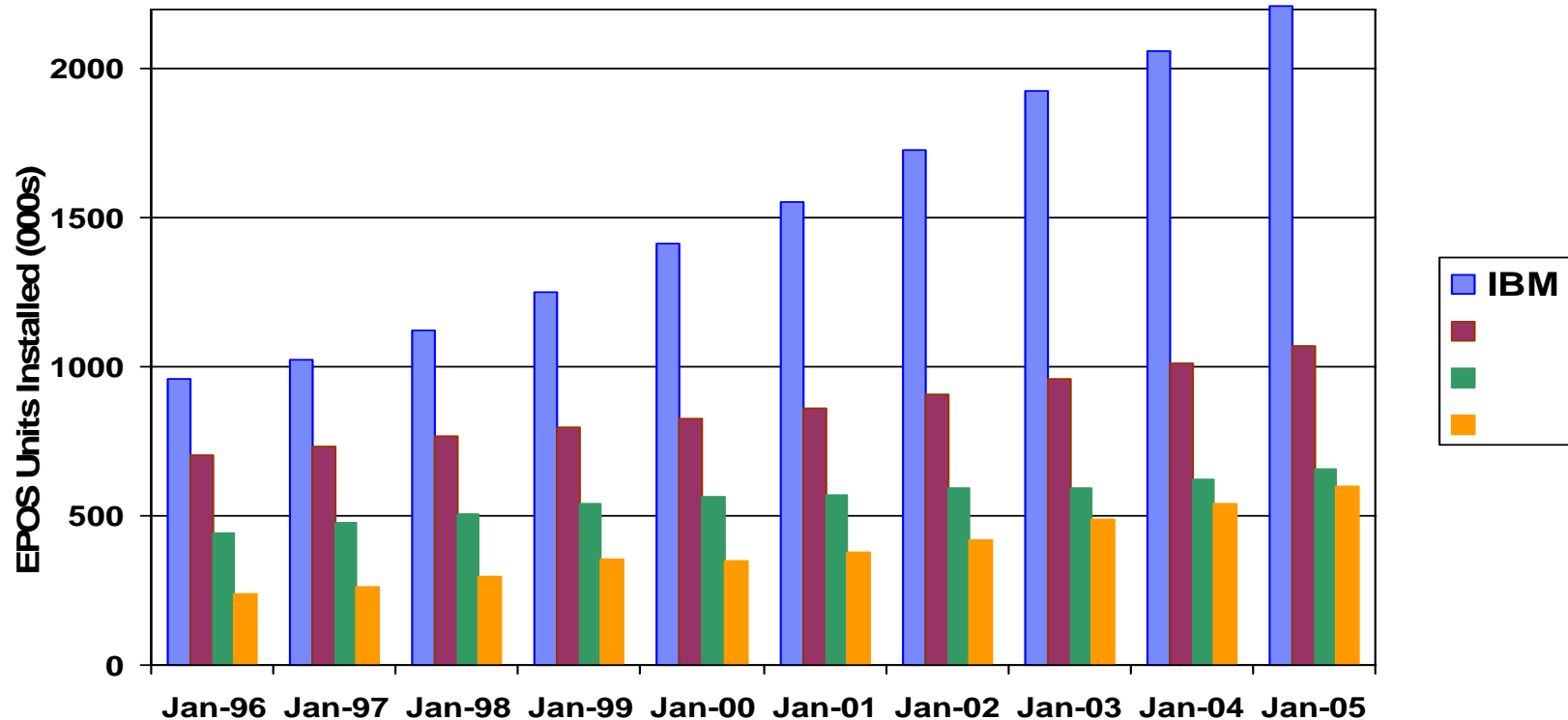
IBM Value

- ➢ Innovation with retail hardening
- ➢ Providing technology solutions to real business problems

- ➢ Enable multiple platforms
- ➢ Allow retailer to choose best solution to solve business problem

Technology Leadership

Choice

IBM Retail Store Solutions

Integration

- ➢ IBM Services
- ➢ Business Partners
- ➢ Providing complete solutions

Investment Protection

- ➢ Build on existing assets: Integration rather than replacement
- ➢ Provide new capability with new technology

IBM Retail Store Solutions

Trusted by more retailers because we provide:

Expertise / Experience
IBM has over 30 years experience in point of sale

A Long Term Commitment to our customers
IBM has 65% of the worlds top retailers as customers

Industry leadership
IBM is the undisputed world wide leader in POS with over 2 million installed in over 100 countries. In the US, IBM out-ships its 3 nearest competitors – combined!

Technology leadership
IBM RSS has consistently led and revolutionized the retail POS industry

Product and Solution Reliability
IBM POS solutions are proven in the marketplace

Investment Protection
IBM POS solutions grow with retailers and allows them to upgrade at a pace that makes sense for their business

Open solutions / Choice
IBM POS hardware is based on open technology and can run virtually any
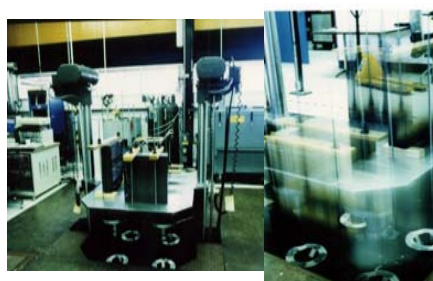
application in any environment.

Reliability → Retail Hardening

Acoustical Compliance

Environmental, Thermal & Humidity

Operational/Vibration

Electrostatic Discharge

Radio Frequency Susceptibility

What Being #1 Means To Our Customers/ YOU?…

➢ **Most installed POS = most proven POS**

➢ **Installed in the widest variety of environments and store formats**

➢ **Have developed expertise in many sub segments of retail**

➢ **Able to recognize and capitalize on market trends**

➢ **Largest Business Partner and Solution Provider network**

➢ **Many business / industry opportunities available to IBM customers**

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FLOOR 3

SurePOS 500 Family

New Member

"514"

IBM SurePOS System Hardware

Integrated Form Factor   **Modular Form Factor**

Premium

SurePOS 500

Value

SurePOS 700

Basic

SurePOS 500 514 *New!*
SurePOS 500 532 Replaced

SureOne
(AP only)

SurePOS 300

Together, Better Than Ever   Oct 4 , 2005   © 2005 IBM Corporation

SurePOS 500 Family Models

October 4, 2005 Announcement

Model 4840-573
- •17" Quad Bulb Display Active Screen
- •Multimedia, Presence Sensor

Model 4840-563
- •12.1" Dual Bulb High Brite Display Active Screen IR
- •15" Dual Bulb High Brite Display Active Screen IR Option
- •Multimedia, Presence Sensor
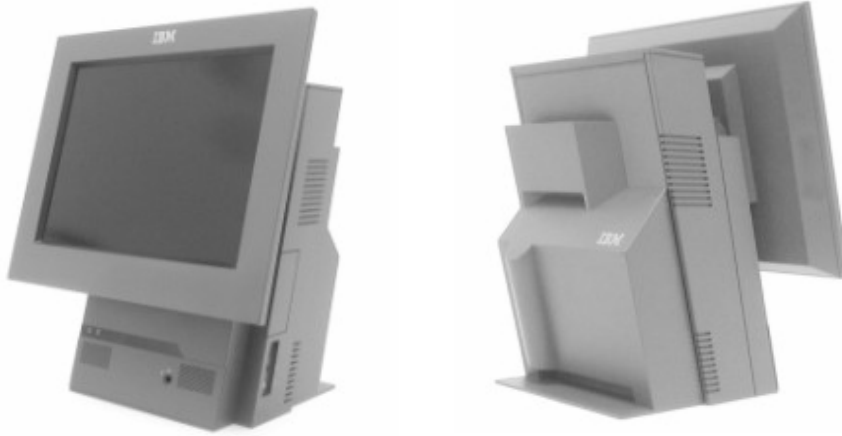- •PC Card slot

Model 4840-543
- •12.1" Dual Bulb High Brite Active Screen IR

Model 4851-514   4951-514 Express
- •12.1" Dual Bulb Resistive Active Screen

The SurePOS 500 - 543, 563 and 573

- ➢ Exciting New Look
- ➢ Innovative Space-Saving Design
- ➢ Superior Touch Technology
- ➢ Retail Hardened
- ➢ IBM Quality & Reliability

- ➢ 2.0Ghz Processor

- ➢ Infrared Touch Technology

- ➢ Improved I/O

- ➢ Innovative Compact Design

- ➢ Open Systems

Designed from scratch with usability in mind….

▪**Shorter height allows cashier better customer view over 5x2 models**

- Smaller footprint (20%) provides more counter space

Designed from scratch with usability in mind….

- **Extensive use of CRUs for quick customer self-service**

- **Half the number of screws for from 5X2 for quick & easy service/upgrades**

- **Easy migration from RS232 to USB and powered-USB**

SurePOS 500 NEW Model 514

Next Generation POS
- Supports wireless, and remote systems management
- Fast Industry-standard processor
- Improved MSR
  - Programmable
  - Foil cards
- Improved BIOS and Driver Support

Purpose Optimized Design Retail Hardening
- Spill Resistant
- Directed airflow Cooling Tunnel reduces contaminants across planar and key components

Touch Technology
- Resistive 5 Wire
- High Reliability and Durability
- High Accuracy
- Finger, Gloved Hand, Stylus, nails...no force
- 12" Display

Innovative Space-Saving Design
- Sleek, compact, stylish
- Minimized footprint and shorter height
- Fits more environments
- Fits directly on top of Cash Drawer w/foot
- Backward compatible to current SP500 trays

IBM Quality & Reliability
- New improved technology
- Enhanced interior design allows improved cooling

Easy to Use
- Intuitive touch
- Integrated design works, no assembly,plug in I/O cables & power and go
- Enhanced Cable Management simplifies installation process and provides more room for large hands

Easy Expandability
- Easy to Connect
- Legacy migration (RS232 to USB & Powered USB)
- New Non-cable Tailgate
  - Tailgate plugs directly to mother board which eliminates 5 cable

SurePOS 500
4851-514
4951-514 **Express Bundle!**

SurePOS 500 4851-514 System Unit

4840 – 532 Old	4851-514
Intel 1.2GHz	VIA C3 1.2GHz
National Ethernet	VIA Ethernet
IDE HDD	SATA HDD
Resistive Touch	Improved Resistive Touch
PC USB	1 24V USB Plus 4 Std USB (2 Rear 2 Tablet Chin)
Front/Rear Keyboard Mouse connector Splitter cable	Rear connections Keyboard Port Mouse port
5X2 Industrial Design	5X3 Industrial Design

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FLOOR 4

Retail Store Solutions Enhances the IBM Express Portfolio

➤Exciting New Look

➤Innovative Space-Saving Design

➤Superior Touch Technology

➤Retail Hardened

➤IBM Quality & Reliability

… all at an affordable price!

SurePOS 500 Express Key Features

Benefits

Award-winning, compact design

- ➢ New! Design takes up nearly 20% less counterpace, offering more room to display impulse-buy or promotional items
- ➢ Creates an attractive appearance for diverse POS environments

New! More options for customization

- ➢ Optimized wireless connectivity
- ➢ Powered USB for improved cable management,
- ➢ More connections for printers, scanners, PIN pads, cameras, biometrics and wireless communications for a customized POS environment

Tested, retail-hardened construction

- ➢ Protects electronics against environmental contaminants ranging from dust and dirt to liquid spills and humidity
- ➢ New! Improved screen visibility. Dual bulb, active matrix, touchscreen display

Open standards-based foundation

- ➢ Supports a broad range of third-party applications
- ➢ Offers a flexible migration path to next-generation applications, such as loyalty and multichannel retailing

IBM

"Our competitive edge is that we grow and sell our own plants. But the IBM Express portfolio of solutions allows us to provide better, faster service, and that's been a critical advantage for us in competing against the big garden chains."

— *Ken Vande Vrede, General Manager, Gro-Rite*

Mid-sized companies require a unique technological approach to their business challenges – a need that the IBM Express Portfolio™ is designed to meet.

IBM Express Portfolio Success Story

1 IBM

Offerings and expertise

+

IBM Business Partners

Systems Technology Group

Unique value-add

=

Customer

Gro-Rite

The best of all worlds

- It includes 11 IBM SurePOS 500 Express workstations and Suremark printers, installed in two retail stores,

- And linked to a central bank of 7 IBM xSeries 235 servers deployed in administrative offices.

- Faster customer transactions led to higher customer satisfaction levels

- Increases repeat business and improves profitability

- Fast, complete installation in three days

"*You have to .nd a niche. Ours is great service, and one area we concentrate on is the checkout lane, where we make sure our customers don't have to wait in line.*"

— *Ken Vande Vrede, General Manager,, Gro-Rtie*

Together, Better Than Ever

Oct 4 , 2005

SurePOS 500 Express, Machine type 4951-514

- **SurePOS Model 514***

  - **12.1 Inch Integrated LCD**

  - **1.2G C3 VIA Processor**

  - **Resistive Touch Technology**

  - **256Mb base memory (2G)**

  - **40GB SATA HDD**

- **SureMark Single Station Printer**

- **Cash Drawer**

- **MSR**

* Configuration and Price may vary by country!

$2,499* **or as low as $69/month**

➢ Announce Oct 4, 2005

➢ GA Nov 18, 2005

** IBM Global Financing terms and conditions and other restrictions may apply. Monthly payments provided are for planning purposes only and may vary based on customer credit and other factors. Rates and offerings are subject to change, extension or withdrawal without notice.

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FLOOR 5

IBM Business Partners
and the Express Portfolio:
Greater than the sum

IBM and Business Partners: A powerful team for a demanding industry!

IBM **+** IBM Business Partners = **Customer Value**

Offerings and expertise   *Unique value-add*   *The best of all worlds*

- Comprehensive IBM Express Portfolio offerings for mid-sized businesses	- Local client support	- Complete best-of-breed solutions that combine IBM offerings with IBM Business Partner value-add to address specific mid-market business challenges
- Simple multivendor financing	- Application Software	
- Award-winning technical support and tools	- Partner Ecosystem	
- Enhanced Business Partner enablement tools	- Implementation Services	
- Over 90,000 IBM Business Partners worldwide	- Systems Integration Expertise	
	- Industry and Solution Expertise	
	- Application Design	
	- Over 2,500 ISV applications produced and enabled for the IBM Express Portfolio	
	- More than 150 dedicated Built On IBM Express Portfolio offerings	

IBM & our World Class Business Partners can help you satisfy your needs by:

Improve your clients' experience

- ➤ Transform the customer experience to a personalized experience
- ➤ Provide a more flexible experience, giving customers more ways to shop
- ➤ Save valuable counter space with a smaller POS footprint.

Improve employee productivity

- ➤ Improve productivity of sales force
- ➤ Improve operational efficiency for the supply chain — having the right products at the right places at the right times

Increasing business flexibility

- ➤ Provide services and offerings including loyalty programs
- ➤ Leverage existing infrastructures to assist in deploying innovations flexibly, quickly and securely

Built On IBM Express Portfolio

Built On

IBM | Express Portfolio

Mid-sized companies around the world are achieving success using Built On IBM Express Portfolio solutions. The stories on the next few pages show how IBM Business Partners employ the IBM Express Portfolio™ to help companies like yours reach their business goals.

Qualified

The Built On IBM Express Portfolio mark indicates that qualified IBM Business Partner solutions or services have been built on IBM offerings designed specifically for mid-sized businesses.

Proven

IBM Business Partners using the Built On IBM Express Portfolio mark have proven that their solutions or services have been successfully implemented in a customer environment.

Competitive offerings

Built On IBM Express solutions leverage IBM offerings that must meet specific mid-sized business criteria and are designed to give customers a competitive business advantage in an on demand world.

The IBM Financing Advantage Program

IBM Global Financing's response to the needs of customers, IBM Business Partners, and IBM Sellers who said "make financing simpler and faster"

One program, worldwide. **Specifically designed for the small- to mid-sized marketplace. A suite of selected IGF products, services, offerings and promotions for you, enabled by processes and tools for IBM Business Partners.**

Rapid financing – simple, fast (**ONE HOUR**) financing process for transactions valued at less than US$300,000

Auto quote – automatic credit review and quote for sales in the pipeline with dynamic PDF contract

Client pre-approval – IGF can pre-approve your company for a credit line

*Prices stated are based on U.S. list prices current as of August 9, 2005, exclude applicable taxes, and are subject to change by IBM without notice.

Web resources for mid-sized business

See the latest Express offerings for mid-sized businesses at the award-winning **IBM ExpressPortfolio Web site:** ibm.com/businesscenter/xpress-portfolio

Directory

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IBM Point Of Sale Market

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Getting Started

FLOOR 6

Getting Started:
Web resources,
IBM financing
and contact info

Contact IBM

Have a question? Need Support?
http://www.ibm.com/solutions/retail/store/support

IBM offers several other options for support
for our clients. For online assistance and a
complete list of contact options, go to:
ibm.com/businesscenter/smb/us/en/index

For specific information on the IBM Express
Portfolio, view details on the Express offerings:
ibm.com**/businesscenter/expressportfolio**

1 888 IBM-5800 ext. SMB. All general inquiry
calls are answered at 1 800 IBM-4YOU. TTY
service 1 800 IBM-3383 (within North America).