

Overview

The IBM SurePOS™ 700 is the world's premier point of sale solution for large retailers who demand maximum performance, manageability and adaptability to transform their business to a highly differentiated and customer-focused enterprise. Cost-cutting service features and remote management help reduce solution cost and complexity while the rugged and scalable design enables retailers to operate an efficient and resilient business.

Target Audience

Target Retail Segments:

- Grocery, General Merchant, Mass Merchant and Specialty

Client Size:

- Large enterprise and mid-sized to smaller retailers

Typical Title:

- Executives: CEO, CIO, Owner
- Line of Business: Store Operations
- IT Professionals: Director of IT, IT Manager

Client Value Proposition

For large and mid-sized retailers who demand maximum performance and manageability, IBM provides the SurePOS 700 with unique features that are easy to service, easy to manage and eco friendly—all through innovative design. Unlike NCR, Wincor, Fujitsu, DigiPOS and HP that offer sometimes proprietary and/or costly system management solutions, IBM provides open offerings like Remote Management Agent and IBM Director at no charge with purchase of IBM hardware. IBM is in the unique position to offer innovative end-to-end business & technology solutions in the retail space that retailers trust to help them manage growth, complexity and risk.

New Product Highlights

Easy to Manage

- Light-Path Management provides an interface to industry standard SMBIOS and CIM to allow proactive monitoring of systems
- Fast 1 GB Ethernet enables employees to link with enterprise applications

Easy to Service

- Light-Path Management's system of LEDs provide element fault isolation for easy diagnosis to help reduce downtime
- Virtually tool-free design and secure front access reduce service time and cost
- Secure keylock access to hard drive enables self maintenance and avoids unnecessary service cost
- IBM hardware maintenance pricing has been reduced up to 20%
- Monitoring of environmental variables enables proactive servicing and maintenance to reduce down time

Eco-Friendly

- Energy efficient processor and chipset choices reduce power consumption
- Front vents promote airflow and eliminate additional internal fans to reduce heat and increase reliability

Innovative Design

- Intel® Core™ 2 Duo processor technology handles the most advanced applications at blazing speeds.
- Dual video display capability delivers a superior customer experience
- Trusted Platform Management provides password encryption for added security

Pain Points

Create customer value

- Create a compelling shopping experience in a market where customer buying patterns fluctuate, and shoppers prefer "channel surfing" over loyalty.
- Build a customer base with unique services, products and customer relationships

Improve store operations

- Increase the effectiveness of inventory management and employee productivity with a core operation that is fast and flexible.
- Contain service and management costs to gain optimum profitability.

Overcome technology constraints

- Operate an enterprise with open architecture and standards-based technology.
- Enable POS platform to grow with your business, simplify your systems and reduce cost at the same time.

Benefits

Create customer value

- Ensure fast checkout.
- Share customer information delivering a seamless experience (single view) with better service quality.
- Make product and pricing information easy to find and insure just-in-time merchandise availability.

Improve store operations

- Increase the effectiveness and capabilities of POS beyond day-to-day operations. Example: loyalty, gift registry and loss prevention functions
- Increase sales by adding up-sell and cross-sell functionalities
- Help minimize IT costs, including travel, resource and time, with innovative POS service features

Overcome technology constraints

- Increase the simplicity of store systems while gaining scalability
- Take advantage of advanced remote management

Cross-Selling Elements

Link to:
www-03.ibm.com/products/retail/index.html

IBM SureMark™ Printers; IBM SurePoint™ Displays; IBM 4690 Operating System; IBM System x™ servers; IBM SurePOS ACE for 4690 OS; IBM General Sales Application; IBM 4680-4690 Supermarket Application; IBM AnyPlace Kiosk™; IBM Self Checkout Systems

Key Questions

1. How much are you spending on service for your POS?
2. What is your understanding of the benefits of remote management of your POS?
3. Are you running the same POS hardware you bought 7 years ago? 10 years ago? Why?
4. Are you running the same OS and application you ran 5 years ago? 10 years ago? Why?
5. What green initiatives are you following for your stores? How green are your POS systems?

Average Deal Size/Pricing

Small Up to \$250K	Medium \$250K to \$500K	Large Over \$500K
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Competitive Differentiators

Key Competitors:

- Traditional: NCR, Fujitsu, Wincor
- Emerging: DigiPOS, HP, Dell

Top reasons why IBM is better:

- Experience—RSS dedicated to POS since 1972, 40% staff average 10 + years retail experience
- Resources—Over 500 people focused on development, sales, and support. Commitment to reliability and open standards. The breadth of the IBM portfolio provides total store solutions for grocery retailers from one reliable source.
- Presence—Over two million POS shipped & installed, WW network of business partners, 65% of top 100 retailers use IBM, operating in 107 countries

Client References

For more references, see Additional Information Section below.

w3: <https://w3retail.boulder.ibm.com/rss/rsscmt.nsf/vwAllContentLookup/Sales+resources~~Customer+references>

PartnerWorld: www-1.ibm.com/partnerworld/pwhome.nsf/weblook/index_us.html

Seller Call-to-Action

SurePOS 700 replacement or new opportunity

- Retailers with 4683, 4694, 4694, SurePOS 700 or competitive installations of NCR RealPOS 80, Fujitsu TeamPOS, Wincor Nixdorf Beetle, or DigiPOS Retail Blade
- Use the SurePOS 700 segment sales sheets to identify key differentiators for the segment.

Lead Passing Guidelines

Follow established IOT/IMT guidelines

Platform

IBM Retail Environment for SUSE Linux® V2.1.5 (mid 2008)
IBM 4690 OS, V5 R2 or later (early 2008)
Microsoft® Windows® XP Professional Edition with Service Pack 2
Microsoft Windows Vista™ Business Edition (by year end 2007)
Microsoft Windows Embedded for Point of Service V1.1 or later (preloaded on E23, E43 and E83)

Additional Information

Web Based Support—Support Page and Knowledge base:

Submit a technical or configuration question to:
ibm.com/solutions/retail/store/support/

Publications: **ibm.com**/solutions/retail/store/support/html/pubs.html

Sales Support and Competitive Materials:

Internal: w3.ibm.com/systemstechnology/rss

Partners: **ibm.com**/partners