IBM

CVS Deploys IBM SurePOS 700 Point-of-Sale Terminals

Overview

■ *The Challenge*
Aging POS systems needed to be replaced with new cutting-edge technology

■ *The Solution*
IBM SurePOS™ 700 with SurePoint™ Solution, SureMark™ printers, IBM 4690 Operating System V2 R3 with 4680 Chain Drug Sales Application and a custom Java™ graphical user interface (GUI) based on IBM SureVision

■ *The Benefit*
Offers wide choice of future applications, faster and more efficient service, increased staff and customer satisfaction

CVS achieves speedier throughput and increased customer satisfaction
CVS/pharmacy®, one of the largest drugstore chains in the United States, has invested in the IBM SurePOS 700 system coupled with the IBM SurePoint Solution and IBM SureMark Printer for increased transaction speeds at the point of sale and a wide choice of future applications.

CVS has 4,100 stores and operates in 32 states. In 2000, the chain exeeded $20 billion a year in sales and employed an estimated 100,000 people selling pharmaceuticals and a wide variety of merchandise.

Asked what makes CVS such a successful organization, Raymond Auger, Director of Application Development, replies, "Our number one success factor is customer service."

"In order to maintain that success we need the right technology; the touchscreen capability of the IBM SurePOS 700 point-of-sale system allows us to provide our customers with the best possible customer service."

e business

"The purchase of this configuration was our first step towards cutting edge thin client POS technology. In terms of implementation, performance and development, it has exceeded our expectations."

"One of the great benefits of the IBM SurePOS terminal is fast transaction speed. With improved throughput, we can increase customer satisfaction by reducing waiting times at the checkout."

For CVS, the migration to the SurePOS 700 Series with the 4690 Operating System was a significant and logical technology move.

Auger comments, "The purchase of this configuration was our first step towards cutting edge thin client POS technology. In terms of implementation, performance and development, it has exceeded our expectations."

Tried and tested technology
CVS upgraded to the IBM SurePOS 700 systems with SurePoint touchscreens and SureMark thermal printers. Having evaluated four different solutions from various vendors, the IBM solution was clearly the most beneficial for CVS.

Auger explains why: "The SurePOS 700 came out on top on all counts. The key point was that the supplier had to provide a logical migration strategy, great value for the money and increased functionality over our previous POS systems. We wanted a radical change that would give us far more functionality in the future."

One of the biggest advantages of the IBM SurePOS 700 system is that it has allowed CVS to retain its existing infrastructure and applications. Auger says, "The new system allows us to utilize touchscreen as well as browser-based technology when required. The great advantage, however, is that we can use our existing thin client applications and simply add a presentation layer on top of them, simplifying migration and cutting down on costs, which is a big win for us."

"What's more, we are seeing an improvement in overall maintenance costs as we are not having to service the new systems as frequently."

The presentation layer, IBM SureVision GUI for 4690 applications, is a custom Java-based GUI developed for CVS by IBM Global Services. The architecture of SureVison provides a touch GUI as an extension to the existing thin client 4690 POS application, protecting the retailer's investment and providing a foundation for future functionality.

Auger explains, "CVS credits the new touch GUI with significantly reducing our POS training costs and improving the overall speed of our POS transactions."

"The SureMark thermal printers have also impressed Auger who says: "The thermal printer is a lot faster than our previous dot matrix and has significantly improved transaction time. It will allow us far more flexibility with regards to relationship marketing campaigns as well as being far easier to maintain. Overall, it saves CVS a lot of time."

Increased functionality

The flexibility of the IBM SurePOS 700 with the SurePoint solution will allow CVS to increase security and add new functionality as the need arises. Auger explains, "The SurePOS 700 allows for alphanumeric inputs which enhance check security and enable CVS to enter driver license details into the system."

"Our touchscreen can be dynamically remapped to allow for this type of entry, whereas our previous keyboards would require wholesale replacement. The new SurePoint Solution allows CVS to remap the touchscreen to suit our needs without installing any new hardware which is a great cost-benefit."

Long-term benefits

The IBM SurePOS 700 system could possibly increase sales for CVS, allowing a cashier to cross-reference merchandise and see what other items the customer may be able to buy to complement their purchase. Auger concludes, "In the future, if somebody buys something that requires batteries, the register prompts the cashier to ask if the customer has picked up their batteries and so on. We could get better value out of a purchase in this way."

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ibm.com/industries/retail/store

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