IBM

IBM StoreProven™ offering: competitive advantages for Independent Software Vendors

IBM created the StoreProven offering to minimize – and potentially eliminate – the issues that can arise when independent software vendors (ISV's) roll out new software solutions for retailers.

With StoreProven, ISVs have an easy way to test their solutions on IBM point-of-sale (POS) platforms before they go to market. Solutions that meet the IBM compatibility checklist can be marked with the 'StoreProven' emblem. So, ISVs can not only find potential compatibility issues before rollout, they can help their offerings stand out in a crowded marketplace.

Overall, the StoreProven program helps ISVs:

• Leverage the IBM StoreProven emblem. StoreProven gives you the opportunity to leverage the attractive IBM StoreProven emblem in your marketing communications. This helps differentiate your solutions, and gives you a tangible competitive edge. Current and potential IBM customers alike will easily recognize that your solutions meet the compatibility criteria for specific IBM platforms.

• Increase exposure to retail customers. Qualifying for StoreProven allows you to increase market visibility through IBM marketing promotions, including links from IBM Web sites to your site. Plus, IBM's promotion of the StoreProven offering will likely encourage retailers to purchase third party solutions that bear the StoreProven emblem.

- Improve customer service. The testing process should help you uncover potential compatibility issues – and resolve them – before your solutions reach retail customers. This leads to fewer issues during customer rollout, and can improve retailers' overall satisfaction with your solutions.

- Take advantage of IBM testing resources. Participating in the StoreProven offering gives you access to the information, equipment and personnel you need from IBM to help you meet compatibility requirements. IBM test lab personnel can answer your questions about the checklist or about IBM platforms, which improves efficiency and keeps your testing costs down.

- Optimize solution performance. The StoreProven program includes a comprehensive checklist you can use to help ensure compatibility with IBM POS platforms. So, you can maximize the performance of your offering for specific IBM equipment configurations.

- Save time and money. When you verify compatibility on the front end, it means fewer help desk calls down the line, and helps eliminate the need for last-minute changes that may cause support issues in the long term.

StoreProven can improve retailer satisfaction

The StoreProven offering also holds benefits for retail customers. They will be able to use the StoreProven emblem to identify solutions tested for compatibility quickly and easily. Plus, they can purchase your solutions with more confidence and expect a smooth, timely rollout.

Help retailers find your solutions online

The IBM Retail Store Solutions Web site (www.ibm.com/solutions/retail) offers a direct link to the IBM StoreProven site. There, retail customers can find a comprehensive list of StoreProven solutions and providers. Retailers can browse by hardware platform or solution area. Once they find your solution, customers can link to your site immediately for more details.

Discover the StoreProven advantage

Taking advantage of the StoreProven program is simple. In fact, you can participate free of charge if you are a member of PartnerWorld for Developers (www.developer.ibm.com), IBM's worldwide service and support program for software developers.

If you are not yet a member, you will need to join PartnerWorld for Developers with a commercial membership. Then, choose whether to test your application software on an IBM configuration at your site or an IBM site.

Next, use your member ID and password to reach the StoreProven site's member pages and download the compatibility checklist. Then complete and submit the online test checklist for approval. Upon approval, sign the online license agreement and IBM will supply you with:

- The IBM StoreProven compatibility emblem to use in marketing materials

- A link to your Web site from IBM StoreProven online directory

- Marketing lead generation through the Global Solutions Directory.

For complete information on how to participate, click to:
**www.developer.ibm.com/retail.
storeproven.html**

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