

Specialty retail for the
on demand world

Retail on demand

A new vision for transforming your store





Every retailer competes.

Specialty retailers have to excel.

In your world, customers expect a wider selection, a compelling shopping environment, and expert service. They appreciate being recognized whether they're in the store, on your Web site, or ordering by phone. You're up against online retailers, department stores with exclusive brands, mass merchants and discount stores. And if you want to stay ahead of them, you have important technology decisions to make. But the options are overwhelming, and it's critical to find solutions that can grow with your store – so you can protect profitability no matter how much consumers are spending.

So how do you set yourself apart?

You create in-store environments that offer exceptional selection, style and service. You equip your workforce to absorb new information quickly and use it to make customers happy. You set a higher standard for uptime. And you take an integrated approach to technology, linking the store with the enterprise. Big-picture thinking is crucial, because it helps minimize cost and risk, and enables you to adopt new solutions – in a single store, across multiple stores, or throughout the supply chain.

Now you need a game plan.

Retail on demand helps deliver a clear, concise vision of how specialty retailers can accomplish these objectives without losing focus on the fundamentals. It is designed to help show how your store can evolve to meet the challenges of an on demand world, and offers a detailed technology roadmap for how to get there. Retail on demand is a powerful catalyst for change – one that is designed to help specialty retailers become *more responsive* to customers, *more variable* and agile in your operations, *more focused* on what you do best, and *more resilient* in the face of change.

Envisioning the future of



specialty retail

In an on demand world, specialty retailers face four key challenges.

1. Energize the customer experience from end to end.

Creating a dynamic, exciting sales environment can help build loyalty to your brand and motivate customer spending. On demand specialty retailers start by learning customer preferences through all the ways they interact with your business. You can identify your best customers and market directly to them in multiple channels. When they visit your store, they can receive personalized assistance and one-to-one promotions. Your inventory caters to their needs, and you can deploy new technologies designed to make the in-store experience memorable.

For example, *Web-enabled, point-of-sale (POS) systems* can help maintain a single view of the customer in a multichannel environment. Customers can find product details or search 'virtual inventory' through a *wireless kiosk*. Handheld *personal shopping devices* can help customers locate complementary products and accessories. You can also add *self-checkout* lanes to offer customers a fast, engaging way to purchase their items.

To find software that can help improve the in-store experience, on demand retailers can tap into applications from a vast global network of authorized *IBM Business Partners*. These applications can enable customer data analysis that helps you put hot sellers on the shelf at the right time, at the right price point.

2. Improve back-end efficiency to help reduce bottom-line costs.

Minimizing costs requires you to manage your store, your workforce, and your assortment with maximum efficiency. On demand retailers achieve this through a common framework for store and enterprise-level management. *IBM Store Integration Framework* can help provide a complete infrastructure for streamlining business processes in retail. It is designed to enable you to integrate multiple points of service, including pervasive, consumer-focused systems driven by wireless technology. The Framework helps establish an easy, unified way to manage data in realtime. So you can make faster, more informed store management decisions. You can also help reduce total cost of ownership with *upgradeable POS platforms*, which are designed to expand as your business grows and can help you add POS capabilities in the future without always having to repurchase hardware.



3. Empower your employees to raise the standard of service.

Demanding customers insist on high-quality service. But high employee turnover often makes it difficult for specialty retailers to keep well-trained teams on the sales floor at all times. That's why the on demand roadmap includes technology designed to help maximize employee productivity, make it easier for your teams to deliver attentive and responsive customer service, and minimize the time and money you spend on training.

On demand retailers help employees focus on customer service by offloading time-consuming tasks – such as gift registry – to *Web-ready kiosks*. You can also use kiosks to broadcast updates to employees about important changes in store layout. And you can notify managers of schedule conflicts or gaps in inventory via *realtime messages* to handheld devices.

Touchscreen technology and intuitive *graphical user interfaces (GUIs)* can help make training sessions shorter, so you can deal with high turnover periods more easily. They also improve ease of use at the POS, which promotes job satisfaction.

4. Operate a resilient enterprise.

As a specialty retailer, you understand that every minute of downtime can erode loyalty and reduce revenue. On demand retailers are equipped with in-store solutions designed to withstand the operational rigors of specialty retailing – even in the most demanding environments. It all starts with *retail-hardened POS* systems.

Next you can establish an *open infrastructure*, adding new components and replacing current technologies easily and cost-effectively. To help ensure *security of information*, on demand retailers can deploy store-based and Web-based tools that help safeguard personal transaction data. *Systems management tools* help you monitor enterprise-wide operations and route alerts automatically, reducing the burden on IT teams.

Operational resilience also depends on choosing an experienced technology partner. With IBM, you can rely on a *proven track record in specialty retail*, combined with world-class service and support. We work with a wide range of specialty retailers, from global brands to smaller chains and individual boutiques, so IBM understands the full range of needs in specialty retail. In fact, IBM is a worldwide market leader in retail POS with more than two million systems installed in 100 countries.



IBM Retail Store Solutions

portfolio

The building blocks of the retail on demand vision are found in this portfolio of retail-hardened POS products and next-generation store technologies from IBM Retail Store Solutions and authorized IBM Business Partners.





1. IBM SurePOS 300 Series

The IBM SurePOS 300 Series is the most cost-effective distributed POS system in the IBM portfolio. With processing power up to 1.2GHz, this space-saving system features thick-client or thin-client configurations, storage media options, high-bandwidth Ethernet and an open platform for OS and application software.

2. IBM SurePOS 500 Series

The IBM SurePOS 500 Series offers the performance, compact design and durability specialty retailers require. Offered with innovative infrared touchscreen technology, the system features a 2GHz Intel® processor and broad OS support that includes Linux, Microsoft® Windows® and IBM PC DOS 2000. Flexible configurations with a wide choice of options look good in any décor.

IBM SureMark Printers

These fast, quiet, high-quality thermal receipt printers help retailers reduce transaction times, customize receipts with marketing messages, and maximize POS uptime.

3. IBM SurePOS 700 Series

With processor speeds up to 2.4GHz and Intel technology, the IBM SurePOS 700 Series delivers the speed and power to help specialty retailers support e-business, drive customer relationship manager (CRM), accelerate training and captivate customers. It offers a range of choices in speed, size, color and connectivity, and runs IBM 4690 OS, Linux, Microsoft Windows and IBM PC DOS 2000.

4. IBM SureOne

The IBM SureOne system is a totally integrated POS system designed for budget-conscious retailers and those who operate in areas where space is limited. Its compact, all-in-one design includes all the tools retailers need to run a store, eliminating the need for complex systems integration.

Realize the retail on demand vision with **IBM self service**



5. IBM Kiosk

The IBM Kiosk provides a unique platform for self service that can help specialty retailers enhance the shopping experience, attract new customers and improve customer traffic. Inside, it is Web-enabled and multimedia-ready, with ample processing power and multiple peripheral options. Outside, it features a sleek, durable enclosure and touchscreen display.

IBM SurePoint Solution

IBM touchscreen displays incorporate infrared technology to help improve image quality and maximize accuracy in user interaction. Because the

touchscreen's fixed optical alignment lasts throughout the life of the display, no time-consuming recalibration is necessary. These products are durable and sealed to protect against the inevitable dust and spills in retail. You can also choose 12" or 15" non-touch flat-panel color displays.

6. IBM Self Checkout

This flexible and complete line of IBM Self Checkout systems helps specialty retailers improve customer satisfaction, reduce costs through flexible labor management, and meet a growing demand for fast self service.

Enabling customers to serve themselves is a hallmark of on demand retailers. IBM Retail Store Solutions provides several ways for retailers to meet this growing need and take a powerful step toward the retail on demand vision. For example, IBM Self Checkout systems give shoppers control over item scanning, allowing you to keep more points-of-sale open and reduce wait-time for all customers. With the IBM Kiosk, you can offer more choices without stocking extra inventory, perform price comparisons, explain loyalty card benefits and highlight merchandise promotions. Both of these solutions help transform the in-store experience and attract new customers. And they help take out costs by enabling you to increase throughput and offer new services, such as gift registry, without adding employees.

Software



IBM Business Partner Applications

IBM Business Partners provide expertise and specific knowledge sets required to develop highly customized and targeted software for specialty retailers worldwide. These applications enable you to integrate a wide range of capabilities at the POS to help increase customer satisfaction, improve information capture, and reduce customer wait-time. They also include Ready for IBM Retail Store Innovations solutions pretested for use with IBM POS and IBM Kiosk technologies.



IBM Retail Environment for SuSE Linux

The IBM Retail Environment for SuSE Linux (IRES) is a Linux offering from IBM that is based on the SuSE Linux operating system. It is optimized for retail, including a support and maintenance model, and designed to work with IBM SurePOS and IBM @server xSeries systems and select IBM middleware.

IBM Store Integration Framework

IBM Store Integration Framework provides a reliable store-level Web services architecture that helps connect consumers and employees to critical information in realtime. Based on open industry standards and the proven capability of WebSphere, the Framework provides the integration infrastructure for adding new software and hardware in the store.

IBM Store Integrator

IBM Store Integrator, a component of the Store Integration Framework, helps extend and enhance the capability of 4690 OS POS applications using Java™ tools. By opening the POS platform for extensions and business logic sharing, retailers can leverage the capability of their existing POS solutions to deliver unique and differentiating customer service on fixed or mobile devices.

IBM Data Integration Facility

IBM Data Integration Facility, a component of the Store Integration Framework, allows retailers to leverage realtime sales data for systemwide analysis.

IBM 4690 Operating System

Designed specifically for retail, the IBM 4690 OS is considered one of the most reliable operating systems available. It provides a solid, reliable and functional foundation for POS, back-office and e-business applications.

Service and Support



National Retail Services Center

The National Retail Services Center (NRSC) is a services group within IBM Retail Store Solutions that can help retailers implement the retail on demand vision and roadmap while helping minimize the time and risk typically associated with customization and complex solution integration. The NRSC specializes in integrating and implementing store-level solutions delivered through IBM and IBM Business Partners.

IBM Technical Support

Whether you have an urgent situation or need routine maintenance, our service engineers provide fast, responsive assistance that can help keep your specialty store operating at peak productivity.

IBM Global Services

This team of retail-focused specialists can deliver the upfront planning as well as play a key role in the execution of incredibly varied and complex e-business solutions in your stores.

IBM Global Financing

IBM Global Financing is an attractive option for specialty retailers that need to overcome budget constraints. This group can help you reduce initial capital outlay and afford a more comprehensive solution.

IBM Business Partners

A diverse global network of authorized IBM Business Partners delivers the customized software and services many specialty retailers need to compete effectively.

IBM is a worldwide market leader
in retail POS





Experience it right now

To learn more about the retail on demand vision and how the IBM Retail Store Solutions portfolio can empower your specialty stores to become more responsive, variable, focused, and resilient, please contact your local IBM representative or visit:

ibm.com/industries/retail/store

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 Printed on recycled paper containing 10% recovered post-consumer fiber.

Printed in the United States of America
02-04

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