

*A comprehensive, feature-rich application specifically designed for supermarket and hypermarket retailers*



## IBM VisualStore Version 3 Release 1



### Highlights

- *Offers a wide range of checkout features, plus support for standard 2x20 or touchscreen GUI displays*
- *Powerful built-in promotions engine enables retailers to set up marketing campaigns quickly and easily*
- *Low hardware requirements and open-platform design help minimize total cost of ownership*

### **Ideal software for supermarkets and hypermarkets**

IBM VisualStore Version 3 Release 1 (V3 R1) provides the features and functions that supermarket and hypermarket retailers need to help increase throughput at the point of sale (POS), maintain high uptime and help maximize profitability. This powerful, versatile application includes a long list of checkout functions, including electronic journaling, barcoded receipts and multiple options for discounts, promotions and loyalty campaigns. Features include standards-based XML data exchange, an open EFT Application Programming Interface (API) and support for 14-digit EANs. Plus, VisualStore supports conventional 2x20 displays as well as easy-to-use touchscreen GUI displays that improve operator productivity and help retailers train more operators in less time at a lower total cost.

### **Built-in promotions engine**

VisualStore comes standard with a flexible, rules-based promotions engine that gives retailers a distinct competitive advantage. It allows you to set up and roll out special offers, loyalty points programs, discounts and other promotions quickly and easily – without having to write any code. So, you can bring new marketing strategies to your stores fast, which is critical for maximizing sales opportunities in the ultra-competitive grocery industry. This engine can be managed centrally to ensure store-to-store consistency, or locally to engage specific regional competitors.

### **Low total cost of ownership**

VisualStore helps minimize total cost of ownership in two ways. It has low requirements for POS hardware in terms of memory and processor speed, which is designed to help customers install it without having to replace existing hardware and peripherals from IBM. VisualStore is also an open platform solution that runs on the low-cost Linux operating system at the POS. It can also run on DOS at the POS, and supports Microsoft® Windows® in the back-office. To protect your investment even more, VisualStore offers a choice of a DB2® Information Management Software platform or an Oracle9i Database.



## Competitive advantages for your store

Integrated customer loyalty program rewards repeat customers to help increase sales

Touchscreen GUI display reduces training time and helps operators work faster and more accurately

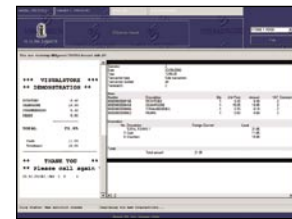
Scales subsystem integration accelerates checkout for weighed items and helps minimize shrinkage

Customizable operator interface enables retailers to tailor the operator GUI for store-specific needs

Automatic software maintenance helps to reduce systems management costs



Installation wizard provides an intuitive graphical tool to configure POS terminals and peripherals



Electronic journaling offers access to historical transaction data, helps to reduce audit costs and eliminate the need to store journal tape

### Industry standard data exchange

VisualStore includes an XML data exchange facility that gives retailers an open, industry-standard way to integrate the software with other enterprise systems. This helps reduce the time and expense of enterprise integration. It also supports realtime exchange of transaction data among systems, according to the IXRetail format.

### Country-specific customization

With dynamic national language support in the back-office, VisualStore makes it easy for users to switch the language of the software. This helps reduce training time and improve productivity, especially in stores near national borders or in other multilingual environments. Today, VisualStore is available in English, French, German, Italian and Spanish. The software also features an API for EFT, so IBM or authorized IBM Business Partners can easily develop an EFT solution for your country.

### Supermarket-specific functionality

VisualStore offers several features to promote smooth operations in supermarkets and hypermarkets. Rolling accountability allows flexible definitions of operator accounting periods to suit individual work patterns. Barcoded receipts promote quick retrieval of suspended or completed transactions, improving throughput at the POS. VisualStore also sends item updates to the POS and scales subsystem simultaneously, so weighed items can be bagged immediately, yet their details can be retrieved at checkout. This reduces customer wait-time and helps prevent shrinkage.

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## IBM VisualStore V3 R1 at a glance

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### Hardware supported

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|         |  |
|---------|--|
| Servers | <ul style="list-style-type: none"><li>• Pentium™ III or higher machines capable of running Windows 2000 with minimum 256MB memory. Minimum recommendation is 2 x RAID 9GB hard disk drives</li></ul> |
| Clients | <ul style="list-style-type: none"><li>• IBM 4694 (minimum 4MB memory, 160MB hard drive and 66MHz processor)</li></ul>  |

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### Operating systems supported

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|--------|--|
| Server | <ul style="list-style-type: none"><li>• Windows 2000 Server or Professional with Service Pack 3<sup>1</sup></li></ul>                                      |
| Client | <ul style="list-style-type: none"><li>• PC DOS 7.0 or 2000 on 4694 Models 106 and above</li><li>• Linux Red Hat 7.3 on 4694 Models 205 and above</li></ul> |

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### Relational database systems supported

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- UDB/DB2 Information Management Software Version 7.2 Workgroup or Personal Edition
  - Oracle9i Database Release 2
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### Peripherals (optional)

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|--------------------|---|
| Displays           | <ul style="list-style-type: none"><li>• Customer display – 2x20 alphanumeric display or full-screen video</li><li>• Operator display – 2x20 alphanumeric display or full-screen touch</li><li>• 4820-46T touch display (4694)</li><li>• 4820-46D flat panel display (4694)</li><li>• Supported screen resolutions: 640 x 480, 800 x 600</li></ul> |
| Scanners           | <ul style="list-style-type: none"><li>• Handheld or flatbed</li></ul>   |
| Keyboards          | <ul style="list-style-type: none"><li>• 50-key POS keyboard with/without operator display</li><li>• 1/2/3 track keyboard magnetic stripe reader (MSR)</li></ul>   |
| Printers           | <ul style="list-style-type: none"><li>• 4610 SureMark™ POS printer models T11, T12, T13, T14, TM6</li><li>• Model 4 POS printer</li></ul>   |
| Additional options | <ul style="list-style-type: none"><li>• Cash drawer</li><li>• RS-232 checkout scales – dialog 6 protocol</li><li>• LAN-attached department scales</li></ul>   |

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### Services

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|                   |  |
|-------------------|--|
| Technical support | <ul style="list-style-type: none"><li>• Single point of contact for technical support</li><li>• Service agreements available</li></ul> |
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<sup>1</sup> Windows 2000 Server and DB2 Information Management Software Workgroup Edition are required if there is more than one back-office client. Otherwise, Windows 2000 Professional and DB2 Information Management Software Personal Edition are sufficient.

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## IBM VisualStore V3 R1 highlights

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|                                      |   |
|--------------------------------------|---|
| <b>Built-in promotions engine</b>    | Rewards repeat customers, builds customer loyalty.  |
| <b>XML data exchange</b>             | Provides an open standards method for integrating VisualStore with enterprise systems.  |
| <b>Linux support</b>                 | Makes it easier for retailers to migrate to the Linux operating system and take advantage of its lower total cost of ownership. |
| <b>Internet-based reporting</b>      | Allows area and regional management to access store performance figures and improve decision-making.                            |
| <b>Full offline capability</b>       | Maintains checkout operations in the event of a server or LAN failure.  |
| <b>Electronic funds transfer API</b> | Enables IBM and IBM Business Partners to develop EFT solutions for individual countries using a standard API.                   |
| <b>14-digit EANs</b>                 | Helps retailers quickly implement new barcode standards.  |
| <b>HTML-based help function</b>      | Allows text to be changed once centrally and distributed to all stores.   |

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### For more information

To learn more about IBM VisualStore V3 R1 and other retail store solutions from IBM, please contact your local representative or find us on the Web at: **ibm.com/industries/retail/store**.

To place an order, send an e-mail to [rssemea@uk.ibm.com](mailto:rssemea@uk.ibm.com), or contact your local representative.

*Front cover shows IBM SurePoint™ Solution with IBM VisualStore sales transaction display.*

*Page 2 shows IBM SurePoint Solution with IBM VisualStore sales transaction display.*

*Screen images show IBM VisualStore installation wizard and electronic journal feature.*



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