

## **Sell —and win—against generic PC cash drawer solutions**

### **IDC Reports IBM POS systems offer better TCO over generic PCCD solutions**

Leading IT market research and advisory firm, IDC, in their white paper completed January 10, 2003 researched both IBM point-of-sale solutions versus generic PC Cash drawer solutions and found that IBM POS solutions have, in general, a lower total cost of ownership. The finding is detailed in a total cost of ownership (TCO) white paper completed by IDC (January 10, 2003), now available for download on [ftp://ftp.pc.ibm.com/pub/pccwww/ww/rss/pos\\_v\\_pccd.pdf](ftp://ftp.pc.ibm.com/pub/pccwww/ww/rss/pos_v_pccd.pdf) . In addition to lower TCO, the study found that customers of IBM POS reported better customer service, reliability of service, and longer system performance than they did with the generic PCCD solutions. To compare the PCCD and electronic POS check-out systems, a quantitative survey of retailers, TCO modeling and analysis, and in-depth interviews with IBM Business Partners and executives in North America and EMEA were conducted by IDC. The model was designed to match costs against the benefits businesses receive from POS and PCCD, aiming to gain a deeper understanding of the costs and the implications of investment in either option. The paper concludes: “Over the life of the systems, these cost differences have a major impact on the bottom line.”

The “Total Cost of Ownership for POS and PC Cash Drawer Solutions: A Comparative Analysis of Retail Check-out Environments” white paper was presented at the 2003 IBM Retail Store Solutions Education Conference. A CD-ROM version is also available which is an entertaining, graphic, and informative representation of the findings of the white paper, targeted to customers. If you have specific questions about the white paper or CD, or would like more help positioning IBM systems with PCCD customers, please contact Anthony Miller at [amiller3@us.ibm.com](mailto:amiller3@us.ibm.com).