



Retail Store Solutions

# IBM SurePOS 500 4851-514 and 4951-514 Express Bundle



IBM Customer Presentation

## Directory



Introduction



IBM Point Of Sale Market



SurePOS 500 514 New



Express Portfolio



IBM Business Partners



Getting Started

## FLOOR 1

Introduction

The Challenge

## What are your challenges?

For companies, staying ahead isn't easy. Our research indicates that these are the top challenges for Hospitality, Food Service and Retail Businesses.

Meeting these challenges is what becoming an **On Demand Business** is all about.

- ▶ Improve your clients' experience
- ▶ Optimize your value net
- ▶ Drive product and service differentiation
- ▶ Improve employee productivity
- ▶ Analyze and use information to make better business decisions
- ▶ Increase business flexibility
- ▶ Get the most out of your IT investments
- ▶ Enhance IT security, dependability and compliance

## What is On Demand Business?

Becoming an **On Demand Business** can give your company the competitive edge it needs in today's dynamic, responsiveness-driven marketplace.

An On Demand Business is a company whose **business processes** — **integrated end-to-end** across the company and with key partners, suppliers and customers — can **respond with speed** to any customer demand, market opportunity or external threat.

**On Demand Business** – quickly, easily and affordably.

## Directory



Introduction



IBM Point Of Sale Market



SurePOS 500 514 New



Express Portfolio



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Getting Started

## FLOOR 2

IBM

Committed to POS:  
Food Service, Hospitality  
and Retail  
for 30 Years and more!

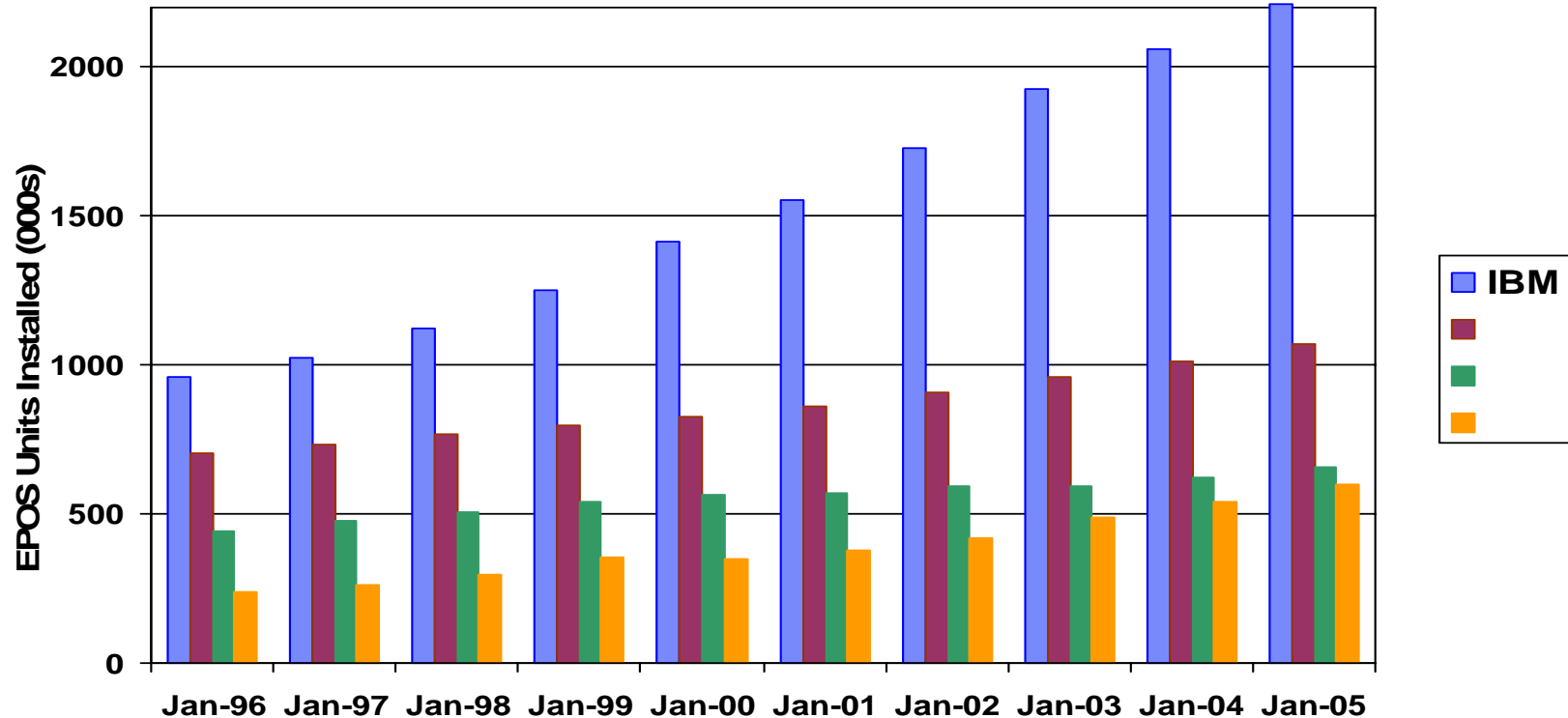
# IBM POS Hardware Leads the Industry

- Reliability
  - **Acknowledged leader**
- Investment Protection
  - **30 years of evolution**
- Technology
  - **First totally industry standard POS terminal**
  - **First Powered USB interface**
  - **Smallest, Smartest, Fast POS printer**
  - **First integrated MICR reader & check flipper**
  - **Industry leader in patents and inventions, from the bar code to the IBM SurePOS™ 700 Series**

# RSS Market Share

IBM is the POS shipment and install base leader WW by wide margins. IBM gained shipments WW over the period 1998 to 2002 while all major worldwide POS competitors' shipments declined.

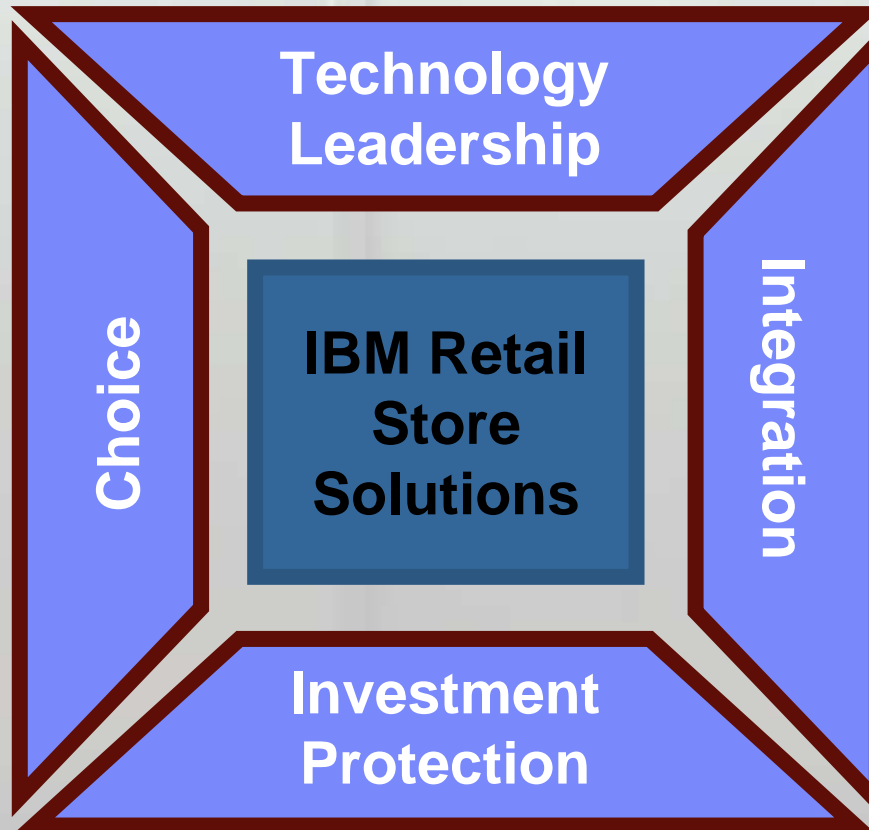
**EPOS Installed Base Worldwide (K units)**



## IBM Value

- Innovation with retail hardening
- Providing technology solutions to real business problems

- Enable multiple platforms
- Allow retailer to choose best solution to solve business problem



- IBM Services
- Business Partners
- Providing complete solutions

- Build on existing assets: Integration rather than replacement
- Provide new capability with new technology



# IBM Retail Store Solutions

*Trusted by more retailers because we provide:*

## **Expertise / Experience**

IBM has over 30 years experience in point of sale

## **A Long Term Commitment to our customers**

IBM has 65% of the worlds top retailers as customers

## **Industry leadership**

IBM is the undisputed world wide leader in POS with over 2 million installed in over 100 countries. In the US, IBM out-ships its 3 nearest competitors – combined!

## **Technology leadership**

IBM RSS has consistently led and revolutionized the retail POS industry

## **Product and Solution Reliability**

IBM POS solutions are proven in the marketplace

## **Investment Protection**

IBM POS solutions grow with retailers and allows them to upgrade at a pace that makes sense for their business

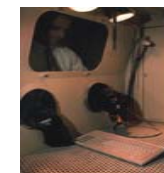
## **Open solutions / Choice**

IBM POS hardware is based on open technology and can run virtually any application in any environment.

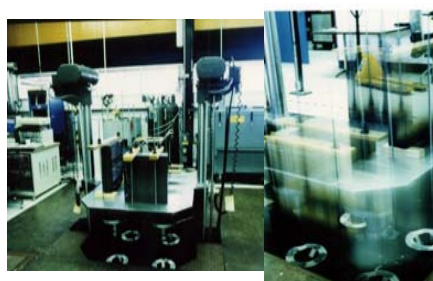
# Reliability → Retail Hardening



Acoustical Compliance



Environmental, Thermal & Humidity



Operational/Vibration



Electrostatic Discharge



Radio Frequency Susceptibility



# What Being #1 Means To Our Customers/ YOU?...

- **Most installed POS = most proven POS**
- **Installed in the widest variety of environments and store formats**
- **Have developed expertise in many sub segments of retail**
- **Able to recognize and capitalize on market trends**
- **Largest Business Partner and Solution Provider network**
- **Many business / industry opportunities available to IBM customers**

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- Ⓐ Express Portfolio
- Ⓐ IBM Business Partners
- Ⓐ Getting Started

**FLOOR 3**  
**SurePOS 500 Family**  
**New Member**  
**“514”**

# IBM SurePOS System Hardware

## Integrated Form Factor

## Modular Form Factor



**SurePOS 500**

Premium



**SurePOS 700**

Value



**SurePOS 500 514 New!**  
**SurePOS 500 532 Replaced (AP only)**



**SureOne**

Basic



**SurePOS 300**

# SurePOS 500 Family Models

**October 4, 2005 Announcement**



## Model 4840-573

- 17" Quad Bulb Display Active Screen
- Multimedia, Presence Sensor

## Model 4840-563

- 12.1" Dual Bulb High Brite Display Active Screen IR
- 15" Dual Bulb High Brite Display Active Screen IR Option
- Multimedia, Presence Sensor
- PC Card slot

## Model 4840-543

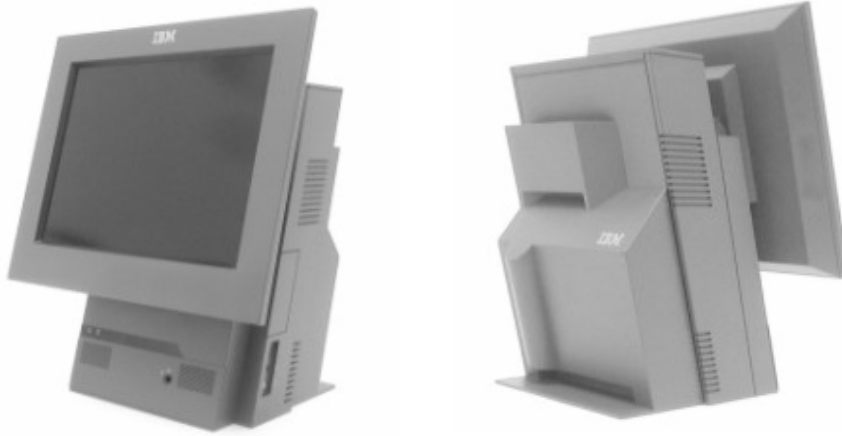
- 12.1" Dual Bulb High Brite Active Screen IR

## Model 485★514      4951-514 Express

- 12.1" Dual Bulb Resistive Active Screen



## The SurePOS 500 - 543, 563 and 573



- Exciting New Look
- Innovative Space-Saving Design
- Superior Touch Technology
- Retail Hardened
- IBM Quality & Reliability

- 2.0Ghz Processor
- Infrared Touch Technology
- Improved I/O
- Innovative Compact Design
- Open Systems



# Designed from scratch with usability in mind....



- Shorter height allows cashier better customer view over 5x2 models



- Smaller footprint (20%) provides more counter space





## Designed from scratch with usability in mind....

- Extensive use of CRUs for quick customer self-service
- Half the number of screws for from 5X2 for quick & easy service/upgrades
- Easy migration from RS232 to USB and powered-USB



# SurePOS 500 NEW Model 514

## Next Generation POS

- Supports wireless, and remote systems management
- Fast Industry-standard processor
- Improved MSR
  - Programmable
  - Foil cards
- Improved BIOS and Driver Support

## Purpose Optimized Design Retail Hardening

- Spill Resistant
- Directed airflow Cooling Tunnel reduces contaminants across planar and key components

## Touch Technology

- Resistive 5 Wire
- High Reliability and Durability
- High Accuracy
- Finger, Gloved Hand, Stylus, nails...no force
- 12" Display

## Innovative Space-Saving Design

- Sleek, compact, stylish
- Minimized footprint and shorter height
- Fits more environments
- Fits directly on top of Cash Drawer w/foot
- Backward compatible to current SP500 trays



SurePOS 500  
4851-514  
4951-514 **Express Bundle!**

## Easy to Use

- Intuitive touch
- Integrated design works, no assembly, plug in I/O cables & power and go
- Enhanced Cable Management simplifies installation process and provides more room for large hands

## Easy Expandability

- Easy to Connect
- Legacy migration (RS232 to USB & Powered USB)
- New Non-cable Tailgate
  - Tailgate plugs directly to mother board which eliminates 5 cable

## IBM Quality & Reliability

- New improved technology
- Enhanced interior design allows improved cooling



# SurePOS 500 4851-514 System Unit

<b>4840 – 532 Old</b>	<b>4851-514</b>
<b>Intel 1.2GHz</b>	<b>VIA C3 1.2GHz</b>
<b>National Ethernet</b>	<b>VIA Ethernet</b>
<b>IDE HDD</b>	<b>SATA HDD</b>
<b>Resistive Touch</b>	<b>Improved Resistive Touch</b>
<b>PC USB</b>	<b>1 24V USB Plus 4 Std USB ( 2 Rear 2 Tablet Chin)</b>
<b>Front/Rear Keyboard Mouse connector Splitter cable</b>	<b>Rear connections Keyboard Port Mouse port</b>
<b>5X2 Industrial Design</b>	<b>5X3 Industrial Design</b>

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## FLOOR 4

### Retail Store Solutions Enhances the IBM Express Portfolio

- Exciting New Look
  - Innovative Space-Saving Design
  - Superior Touch Technology
  - Retail Hardened
  - IBM Quality & Reliability
- ... all at an affordable price!



# SurePOS 500 Express

## Key Features

▶ **Award-winning, compact design**

▶ **New! More options for customization**

▶ **Tested, retail-hardened construction**

▶ **Open standards-based foundation**

## Benefits

- New! Design takes up nearly 20% less counterpace, offering more room to display impulse-buy or promotional items
- Creates an attractive appearance for diverse POS environments

- Optimized wireless connectivity
- Powered USB for improved cable management,
- More connections for printers, scanners, PIN pads, cameras, biometrics and wireless communications for a customized POS environment

- Protects electronics against environmental contaminants ranging from dust and dirt to liquid spills and humidity
- New! Improved screen visibility. Dual bulb, active matrix, touchscreen display

- Supports a broad range of third-party applications
- Offers a flexible migration path to next-generation applications, such as loyalty and multichannel retailing

*“Our competitive edge is that we grow and sell our own plants. But the IBM Express portfolio of solutions allows us to provide better, faster service, and that’s been a critical advantage for us in competing against the big garden chains.”*

— *Ken Vande Vrede, General Manager,  
Gro-Rite*

**Mid-sized companies require a unique technological approach to their business challenges – a need that the **IBM Express Portfolio™** is designed to meet.**

Not to be used until customer Authorizes Internal only!!

# IBM Express Portfolio Success Story

## Bosselman



*STG Logo  
here*



Gro-Rite Value

- IBM Express Runtime – integrated IBM WebSphere® Application Server Express and IBM DB2® Express
- Tools delivering streamlined installation, simplified administration and application development
- Industry insights from IBM PartnerWorld® Industry Networks
- Multiplatform support including IBM @server® iSeries™

- Faster customer transactions led to higher customer satisfaction levels
- Increases repeat business and improves profitability
- Fast, complete installation in

*“You have to find a niche. Ours is great service, and one area we concentrate on is the checkout lane, where we make sure our customers don't have to wait in line.”*

*— Ken Vande Vrede, General Manager, Gro-Rite*

Need final authorization before using in public



# SurePOS 500 Express, Machine type 4951-514

- **SurePOS Model 514**
  - 12.1 Inch Integrated LCD
  - 1.2G C3 VIA Processor
  - Resistive Touch Technology
  - 256Mb base memory (2G)
  - 40GB SATA HDD
- SureMark Single Station Printer
- Cash Drawer
- MSR



**\$2,499\*** or as low as  
**\$69/month**

Announce Oct 4, 2005

GA Nov 18, 2005

Configuration and Price may vary by country!

Please validate both before presenting!



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## FLOOR 5

IBM Business Partners  
and the Express Portfolio:  
Greater than the sum

# IBM and Business Partners: A powerful team for a demanding industry!

# 1



*Offerings and expertise*

+

# 1

**IBM Business Partners**

*Unique value-add*

=

# 3

**Customer Value**

*The best of all worlds*

- Comprehensive IBM Express Portfolio offerings for mid-sized businesses
- Simple multivendor financing
- Award-winning technical support and tools
- Enhanced Business Partner enablement tools
- Over 90,000 IBM Business Partners worldwide

- Local client support
- Application Software
- Partner Ecosystem
- Implementation Services
- Systems Integration Expertise
- Industry and Solution Expertise
- Application Design
- Over 2,500 ISV applications produced and enabled for the IBM Express Portfolio
- More than 150 dedicated Built On IBM Express Portfolio offerings

- Complete best-of-breed solutions that combine IBM offerings with IBM Business Partner value-add to address specific mid-market business challenges

# IBM & our World Class Business Partners can help you satisfy your needs by:

▶ **Improve your clients' experience**

- Transform the customer experience to a personalized experience
- Provide a more flexible experience, giving customers more ways to shop
- Save valuable counter space with a smaller POS footprint.

▶ **Improve employee productivity**

- Improve productivity of sales force
- Improve operational efficiency for the supply chain — having the right products at the right places at the right times

▶ **Increasing business flexibility**

- Provide services and offerings including loyalty programs
- Leverage existing infrastructures to assist in deploying innovations flexibly, quickly and securely

## Built On IBM Express Portfolio



Mid-sized companies around the world are achieving success using **Built On IBM Express Portfolio** solutions. The stories on the next few pages show how IBM Business Partners employ the IBM Express Portfolio™ to help companies like yours reach their business goals.

### **Qualified**

The Built On IBM Express Portfolio mark indicates that qualified IBM Business Partner solutions or services have been built on IBM offerings designed specifically for mid-sized businesses.

### **Proven**

IBM Business Partners using the Built On IBM Express Portfolio mark have proven that their solutions or services have been successfully implemented in a customer environment.

### **Competitive offerings**

Built On IBM Express solutions leverage IBM offerings that must meet specific mid-sized business criteria and are designed to give customers a competitive business advantage in an on demand world.



## The IBM Financing Advantage Program

IBM Global Financing's response to the needs of customers, IBM Business Partners, and IBM Sellers who said "make financing simpler and faster"

*One program, worldwide. Specifically designed for the small- to mid-sized marketplace. A suite of selected IGF products, services, offerings and promotions for you, enabled by processes and tools for IBM Business Partners.*

**Rapid financing** – simple, fast (**ONE HOUR**) financing process for transactions valued at less than US\$300,000

**Auto quote** – automatic credit review and quote for sales in the pipeline with dynamic PDF contract

**Client pre-approval** – IGF can pre-approve your company for a credit line

\*Prices stated are based on U.S. list prices current as of August 9, 2005, exclude applicable taxes, and are subject to change by IBM without notice.



## Directory



Introduction



IBM Point Of Sale Market



SurePOS 500 514 New



Express Portfolio



IBM Business Partners



Getting Started

## FLOOR 6

Getting Started:  
Web resources,  
IBM financing  
and contact info

# Web resources for mid-sized business

**Offerings to help:**  
Improve your customers' experience

IBM EXPRESS PORTFOLIO BUILT ON IBM EXPRESS PORTFOLIO  
1-9 of 14

- Retail Industry Overview
- IBM Express Services for Digital Media
- IBM SurePOS Express Portfolio
- Includes SurePOS Express 300 and SurePOS Express 500

**MATCH WEBSHOP**

- IBM WebSphere Application Server - Express
- IBM eServer p5 Express Family
- IBM Infoprint Express
- IBM DB2 Universal Database Express Edition
- IBM Express Managed Hosting - performance services, Akamai

**IBM SurePOS Express Portfolio**

ADD TO OFFERINGS MANAGER

IBM SurePOS Express Portfolio

**OVERVIEW** ADVANTAGES BENEFITS

IBM SurePOS Express point-of-sale solutions give mid-sized retailers a fast, affordable way to gain a competitive edge in an on demand world. Designed with your business needs in mind, IBM SurePOS Express can help build stronger relationships with customers, increase employee productivity, and enhance business flexibility. Take your business to the next level with IBM technology.

- Reliable and dependable
- Designed exclusively for the retail world

NEXT STEPS CALL ME NOW FINANCING PRINT OVERVIEW (PDF)

See the latest Express offerings for mid-sized businesses at the award-winning **IBM ExpressPortfolio Web site:**

[ibm.com/businesscenter/xpress-portfolio](http://ibm.com/businesscenter/xpress-portfolio)

United States | change | Terms of use

Home Products Services & solutions Support & downloads My account

Small & Medium Business

Products Solutions Industries Services Resources Customer support Site map Contact us

**IBM Express Portfolio™**

**The right direction**

The IBM Express Portfolio of products and services are designed to deploy quickly and grow as you need. Priced right for mid-sized businesses.

- SHOP THE IBM EXPRESS PORTFOLIO OF PRODUCTS AND SERVICES
- EXPLORE THE IBM EXPRESS PORTFOLIO
  - FLASH VERSION
  - NON-FLASH VERSION

We're here to help

- Call me now
- Chat online
- Request a quote

or call 1-888-IBM-5800  
Priority code: 6N3AGW2R

About IBM | Privacy | Contact

See the latest Retail Express offerings for mid-sized businesses at the award-winning **IBM ExpressPortfolio Web site:**  
Add retail url here.

## Contact IBM

**Have a question? Need Support?**

**<http://www.ibm.com/solutions/retail/store/support>**

**IBM offers several other options for support for our clients. For online assistance and a complete list of contact options, go to:**  
**[ibm.com/businesscenter/smb/us/en/index](http://ibm.com/businesscenter/smb/us/en/index)**

**For specific information on the IBM Express Portfolio, view details on the Express offerings:**  
**[ibm.com/businesscenter/expressportfolio](http://ibm.com/businesscenter/expressportfolio)**

**1 888 IBM-5800 ext. SMB. All general inquiry calls are answered at 1 800 IBM-4YOU. TTY service 1 800 IBM-3383 (within North America).**

