

Introduction

Today customers expect a higher level of satisfaction, better service, better prices, better quality, convenience.

Retailers must deliver a smarter customer experience that creates new advocates and increases sales.

Access to product information and fast accurate transactions completed by informed employees are vital to a positive experience and help promote customer loyalty.

If customers have to wait for information and service they'll leave without purchasing.

Studies show that customers will wait in line at dept. stores 6 minutes, specialty clothing stores 5 minutes, and 3 minutes at convenience stores before leaving w/o buying anything.

IBM can help with the IBM SurePOS 500, the ultimate point of sale tool to help you build a dynamic infrastructure, that will enable you to improve customer service, and reduce checkout time all while it helps you reduce costs and manage risk.

Chapter 1

Energize the customer experience with fast accurate checkouts.

With high contrast and intuitive touch technology, integrated into the SurePOS 500 you can speed transaction time by improving cashier accuracy.

And the industry-leading integrated infrared (IR) touch screen never needs recalibrating, so there's less downtime.

Tightly sealed displays make the SurePOS 500 ideal for food service and other areas where drink spills and other such mishaps may be common.

The SurePOS 500 fits in small spaces where other point of sales units look clunky and out of place.

The high performance POS makes it easy for you to deliver superior customer service. The system captures real-time information that enables you to drive sales promotions and loyalty programs and ensure the right product is in stock at the right time, giving customers the retail experience they demand.

Chapter Two:

IBM SurePOS 500 has an energy efficient processor and power supply along with deep-sleep automation that can save retailers up to 47% on energy bills and that adds up fast

when you consider a dollar saved in energy costs means \$6-\$8 in overall operational savings (* IBM Project Big Green)

Features like Remote Management Agent, tool-free service access and light-path management lower costs too.

With the average cost of a single service dispatch rising, easy service features can mean big savings.

IBM Remote Management Agent provides proactive monitoring that can dramatically reduce services costs and downtime.

Aided by a tool free design and IBM light path management visual indicators, qualified on-site staff can easily perform simple maintenance tasks.

Protecting customer data is essential for today's retailers.

With security options like a biometric fingerprint reader, retailers can provide advanced security for managers functions and operator log-on's and log-off's.

The IBM SurePOS 500 helps protect customer data from unauthorized system access which is important to consumers who will terminate their relationship with a company they perceive responsible for the security breach.

Security updates can be installed automatically via IBM Remote Management Agent and trusted platform management enables hardware encryption to protect locally stored data.

No other point of sale solution can match the value of IBM SurePOS 500 and only IBM can help your business build a dynamic infrastructure to improve service, reduce cost and manage risk from the store front to the enterprise.

IBM SurePOS Point of Sale solutions - smarter shopping, smarter operations. The technology is here. The opportunity is now. Let's build a smarter planet.