

## IBM SurePOS 700 Solutions for Specialty Retail



*“It’s the future vision of POS—creating a unique customer experience, minimizing environmental impact, optimizing investment and controlling costs.”*

Specialty retailers compete in a market where consumers expect absolute satisfaction across the total shopping experience—broader product selections, dynamic store environments and savvy, knowledgeable sales associates. They go head to head with an aggressive world of online retailers, department stores, mass merchants and discount stores with massive inventories and deep pockets.

IBM understands the demands of specialty stores and sells more POS systems to retailers than any other company in the world. Retailers turn to IBM and IBM Business Partners for their total store needs, including retail-hardened hardware, leading applications and integration software and a variety of support services.

**The innovative SurePOS 700 Series is the new vision for specialty retail.**

**Enhances the total customer experience** by integrating checkout functions with product, customer and supply chain information. Associates are empowered to raise the standard of service—being provided inventory visibility across channels and stores, managing returns efficiently and even furnishing creative product suggestions and information. The high performance SurePOS 700 can handle the most advanced applications at the point of sale. Dual video capability supports loyalty, marketing, Web, gift registry and interactive video. By integrating data across the enterprise, the SurePOS 700 helps provide a single view of the customer providing the information needed to draw them back season after season.

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### Overview

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- **Objective**  
*Create a unique shopping experience with distinctive customer service, product selection, efficient pricing, nimble supply channels and global sourcing.*
- **Solution**  
*The family of SurePOS™ 700 point-of-sale systems and specialty retail solutions from IBM and the worldwide network of IBM Business Partners.*
- **Benefits**  
*Exceptional customer-centric operations—from sharing information across multiple channels to providing effective tools for associates—while lowering total cost of ownership.*

**Maximizes merchandising and supply chain effectiveness** by utilizing real time transaction information captured at the point of sale. This information, integrated with customer and store data, helps deliver localized product assortments and provides customer and marketplace insights that support optimized planning, pricing, logistics and sourcing. This view of the customer allows stores to anticipate demand, improve in-stock positions and execute consistently across channels.

**Empowers your associates** by giving them the customer information, product knowledge, selling tools and easy-to-use systems they need to provide excellent customer service. SurePOS 700 solutions can help improve productivity and optimize labor costs while enabling employees to provide great service to customers. Integrating SurePOS 700 systems with wireless, mobile and advanced payments technologies can further empower employees and speed service in the store.

**Creates a resilient enterprise** by withstanding the operational rigors of specialty retailing. Retail-hardened construction, plus new diagnostic tools, virtually tool-free design, key lock front access to system components and remote systems management help reduce downtime and service calls. Distributed and integrated configurations with flexible layouts for peripherals

## Solution components

### Optional hardware and services

- IBM SurePOS 700 Series, IBM SureMark™ Printers, IBM SurePoint™ Displays, IBM integration software and IBM Business Partner applications

and a choice of color schemes adapt to varying checkout area arrangements. In addition SurePOS 700 systems meet business and country environmental directives. With features that are easy to service and upgradeable, systems last longer, so there is less need for disposal. Using energy efficient processors that consume at least 30% less power than previous models and building systems with recycled plastics also minimize the environmental impact.

### IBM delivers a proven track record.

IBM works with a wide range of specialty retailers, from global brands to smaller chains and individual boutiques. In every case, the SurePOS 700 family delivers the speed and power to provide better service, improved uptime and reduced cost of ownership. It also offers an open platform to accommodate diverse applications and customized software provided by the wide network of IBM Business Partners.

### For more information

To learn more about how SurePOS 700 point-of-sale solutions can help you realize your business innovation, please contact your local IBM representative or visit: [ibm.com/products/retail](http://ibm.com/products/retail)



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U.S.A.

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