

Save your budget. Save space. Save the planet.
Specialty retail point-of-sale solutions that slash costs and help create a unique customer experience while optimizing checkout space and conserving energy



IBM SurePOS 300 Solutions for Specialty Retail



“It is imperative that specialty retailers deploy practical and cost-saving solutions now that deliver quick ROI.”

Specialty retailers compete in a market today that has become flooded with shopping opportunities where multi-tasking consumers can buy anywhere; search on the Internet, buy there or order and pick up at the store, department stores selling name brands, mass merchants with recognizable labels and discount stores moving overstocks. They face wire-tight budgets and shrinking sales but still must deliver a seamless customer experience including enticing inventories, compelling store environments and knowledgeable sales associates.

The IBM SurePOS 300 is the cost saving, energy efficient, compact solution for specialty retail

IBM understands the pressures of specialty retail, having remained the worldwide leader in point-of-sale systems for more than 30 years. IBM and the broad network of authorized IBM Business Partners realize that it is imperative that specialty retailers deploy practical and cost-saving solutions now that deliver quick ROI and help position their business for long-term survival. The new IBM SurePOS 300 Series—the compact, high performing yet power saving POS has a lower cost of ownership than a PC cash drawer²—to transform your store operations, help drive down costs and dispatch fast ROI.

Overview

- **Objective**
Cut costs through smarter operations while delivering a creative and enhanced shopping experience.
- **Solution**
IBM SurePOS™ 300 Specialty Retail Solutions
- **Benefits**
Less is more...less cost—greater value and affordability; less energy—efficient, low volt processor and deep sleep¹ automation; less space—our smallest footprint



Saving your budget with a profit friendly, cost-effective solution, the IBM SurePOS 300 optimizes your POS investment and lowers total cost of ownership. It offers retail-hardened design for extended service life and is built on open standards for POS application and operating system choice. IBM SurePorts options enable retailers to choose USB or RS232 so the solution works with legacy peripherals as well as with the leading industry trends. The solution is also easy to manage and service with IBM Retail Systems Management. Easy tool free access to the hard drive and power supply result in higher up time and reduced IT service costs.

Creates a seamless customer experience by integrating checkout functions with inventory, loyalty and back office applications—collecting real-time information that is critical throughout the supply chain. Unlike a PC cash drawer or electronic cash register, this advanced POS helps drive a profitable business. And, the IBM SurePOS 300 performs at a lower cost per customer than a PCCD, due to faster, more accurate service.²

Helping save the environment with breakthrough energy efficient technology, specialty retailers are able to reduce costs from the substantial energy savings by employing “green”

Solution components

- IBM SurePOS 300 Series, IBM SureMark™ Printers, IBM SurePoint™ Displays, IBM Modular Keyboards, IBM Cash Drawers, IBM Business Partner applications

technology. A new, highly efficient power supply and ultra low volt Intel® Celeron® mobile processor save 35 percent on energy costs. Plus IBM's innovative deep sleep automation can lower your power consumption another 47 percent. The IBM SurePOS 300 is manufactured with recycled plastics and also employs recyclable packaging to help cut waste disposal and to meet worldwide environmental directives.

Offering a small footprint with big performance, less is more with the IBM SurePOS 300 system...less space, less energy, less cost. Our smallest POS is now 37 percent smaller—measuring just over 10 inches (257 mm) in length. This amazingly small footprint offers flexible space saving placement and remarkable versatility. The small size and distributed components also enhance your store image and leave plenty of room at checkout for selling impulse items.

For more information

To learn how IBM SurePOS 300 solutions can revolutionize your point-of-sale capabilities, please contact your local IBM representative or visit: ibm.com/products/retail

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¹ Deep sleep is defined as “suspend to RAM” (random access memory), meaning the power supply is in a reduced power mode.

² IDC; Total Cost of Ownership for Point-of-Sale and PC Cash Drawer Solutions: A Comparative Analysis of Retail Checkout Environments, 2008 Update.



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