

Save your budget. Save space. Save the planet.
Point-of-sale (POS) solutions that slash costs, optimise checkout space
and drive operational excellence and 'green' initiatives



IBM SurePOS 300 Express



'The IBM SurePOS 300 Express offers small and midsized retailers the same advanced POS technology employed by retail giants – at a new low price – to deliver quick return on investment (ROI).'

Small and midsized retailers are faced with an uphill battle in today's fragmented, fiercely competitive market. They struggle to stay afloat in a world of retail giants with wide resources. IBM understands these demands and offers the innovative IBM SurePOS 300 Express at a new low cost – lower than a PC cash drawer (PCCD) costs to own.¹ This highly efficient performer with retail systems management is designed to transform your store operations, delivering fast ROI. The solution is available exclusively through the worldwide network of authorised IBM Business Partners (BPs) who are experienced and highly skilled in providing a high level of service for IBM products, customised software and technical support to retailers.

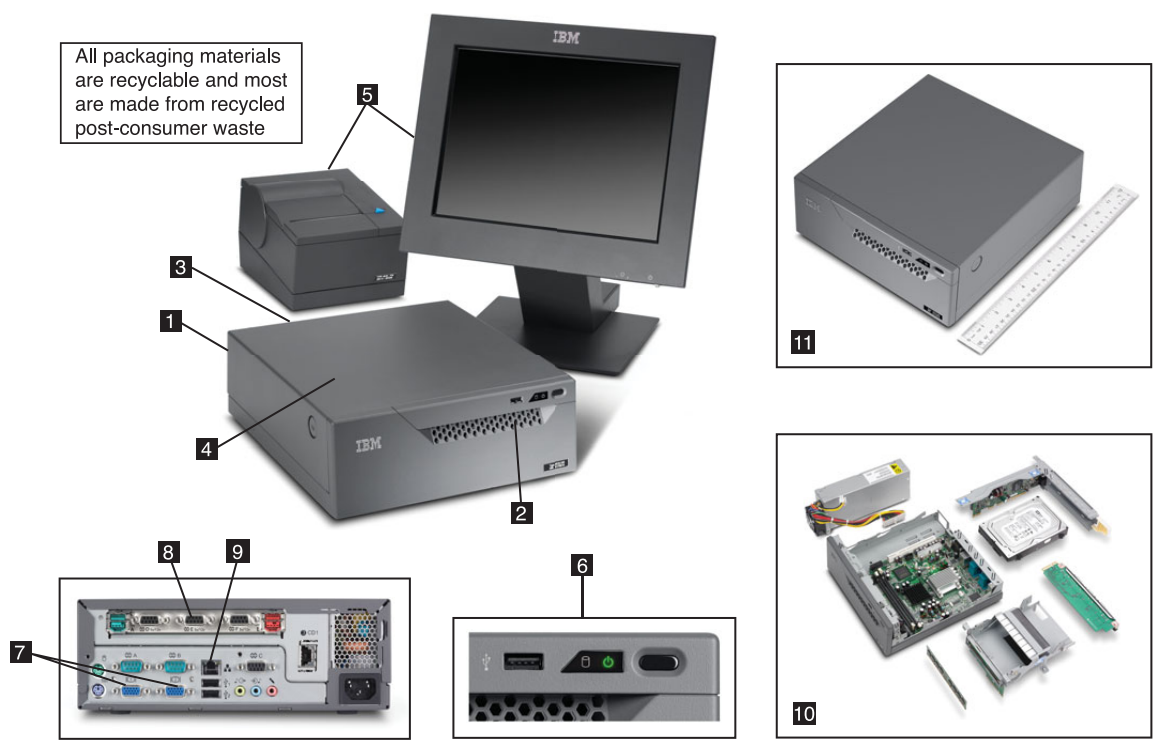
The IBM SurePOS 300 Express is the cost-saving, energy-efficient, compact POS solution

Saving your budget with a profit-friendly, cost-effective solution, the IBM SurePOS 300 Express optimises your POS investment and lowers total cost of ownership (TCO). It offers retail-hardened design for extended service life and is built on open standards for POS application and operating system (OS) choice. Existing peripherals can be employed and new ones added to adapt to future business needs. The solution is also easy to manage and service with IBM Retail Systems Management that helps monitor environmental variables and enables proactive maintenance. Easy tool-free access to the hard drive and power supply result in higher uptime and reduced IT service costs.

Overview

- **Objective**
Cut costs and increase profits by optimising operations and delivering exceptional customer service
- **Solution**
IBM SurePOS 300 Express
- **Benefits**
Less is more...less cost – greater value and affordability, less energy – efficient, low volt processor and deep sleep automation, less space – our smallest footprint

All packaging materials are recyclable and most are made from recycled post-consumer waste



Shown: IBM SurePOS 300, IBM SureMark single-station printer and 15" IBM SurePoint touch display (package components vary by country)

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|---|--|---|
| <ul style="list-style-type: none"> 1. Ultra low volt Intel® Celeron® M 373 processor provides energy-efficient performance 2. Front and rear vents provide better airflow and allow passive cooling 3. Built-in power management including support of deep sleep automation to help minimise energy consumption 4. Remote management enables monitoring of environmental variable for proactive servicing and maintenance to eliminate downtime | <ul style="list-style-type: none"> 5. Colour matched peripherals include the IBM SurePoint display, IBM SureMark printer and modular keyboards (all optional) 6. Front access to Universal Serial Bus (USB) port for easy device attachment 7. Dual video display capability delivers a superior customer experience | <ul style="list-style-type: none"> 8. Selectable and upgradeable SurePorts enable retailers to use existing devices and connect customer or employee devices 9. Ethernet 10/100 connectivity for fast Internet and store communications 10. Tool-free access to key components helps reduce service time and cost 11. 37 percent smaller footprint than previous models |
|---|--|---|

The IBM SurePOS Express package includes:

(Package varies by country.)

IBM SurePOS 300

Features include:

Intel ULV Celeron M 373 1.0 GHz² processor

160 GB³ hard drive

Microsoft® Windows® Embedded for Point of Service V1.1 upgrade

preloaded

1 GB Double Data Rate

(DDR)2 memory (expandable to 2GB)

IBM SurePorts are available in

RS232 and USB.

IBM SureMark Printer*

This fast, quiet, high-quality thermal receipt printer is available with an optional impact station for multipart forms and cheques.

*Model varies by country.

IBM SurePoint Display*

The IBM SurePoint flat-panel POS display is available in 15" infrared (IR) touch screen for rapid, accurate transactions or 12" display for effective multimedia operator training. The IBM SurePoint is a liquid crystal display (LCD) that works for full-motion video advertising and interactive customer displays.

*Model varies by country.

Optional upgrade features include:

IBM modular keyboards – compact, full-size or 67-key

IBM SureMark printers

IBM SurePoint displays

IBM compact or full-size cash drawers

Memory upgrades.

World-class support

Authorised IBM BPs deliver the customised software and services that small and mid-sized businesses (SMBs) need.

IBM Financing Advantage

IBM Financing Advantage is a smart, simple and complete way to acquire IBM SurePOS Express solutions. It gives you the control and flexibility you need with an array of financing and leasing options, allowing you to conserve cash, potentially lowering your TCO and help grow your business.

Delivering energy efficiency, space saving and versatility,

the IBM SurePOS 300 Express is the affordable, planet-friendly POS solution designed to enhance the customer experience, increase employee productivity and improve operational efficiency. The space-saving solution provides the reliability and performance retailers need to compete. It speeds checkout to promote customer

satisfaction and foster customer loyalty. It reduces complexity to allow retailers to manage more competitively and improve employee performance while employing breakthrough energy-efficient technology to lower costs and move toward a more sustainable 'green' operation.

Empowering your store with critical, on-target data,

the IBM SurePOS 300 Express delivers the valuable information you need to maintain a successful operation. Unlike a PCCD or electronic cash register, this advanced POS helps drive business, enabling retailers to collect valuable information with each transaction. POS data can be used for monitoring daily financial returns, inventory management, merchandise planning, supply chain management (SCM) and loyalty programmes. In addition to this an IBM POS performs at a lower cost per customer than a PCCD due to faster, more accurate service.¹ It's the same advanced technology employed by global retail brands, engineered and priced for the smaller retailer.

Helping save the environment with breakthrough energy-efficient

technology, retailers are able to reduce costs from the substantial energy savings by employing 'green'



technology. A new, highly efficient power supply and ultra low volt Intel Celeron mobile processor saves 35 percent on energy. Plus IBM's innovative deep sleep⁴ mode can save another 47 percent of energy...reducing utility costs. This earth-friendly technology saves energy, lowers heat, reduces noise and increases reliability. The IBM SurePOS 300 Express also employs recyclable packaging to help cut waste disposal and meets strict worldwide environmental directives and product end-of-life requirements to restrict hazardous materials.

Offering a small footprint with big performance, less is more with the IBM SurePOS 300 Express...less space, less energy and 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 footprint and distributed components also allow for ideal placement to enhance your store image.

Solution components (package varies by country)

IBM SurePOS 300

- Intel ULV Celeron M 373 1.0 GHz² processor
- 160 GB³ hard drive
- Microsoft Windows Embedded for Point of Service V1.1 upgrade preloaded
- 1 GB DDR2 memory (expandable to 2GB)
- Front USB port to attach CD, DVD or floppy disk
- Replaceable SurePorts for new customer or employee devices when needed

IBM SureMark Printer*

IBM SurePoint Display*

Optional upgrade features include:

- IBM Modular keyboards – compact, full-size or 67-key
- IBM SurePoint displays
- IBM compact or full-size cash drawers
- Memory upgrades

For more information

To learn more about how the IBM SurePOS 300 Express and other IBM SurePOS solutions can save you money and keep your business competitive, contact your local IBM Business Partner, or visit ibm.com/products/retail.

IBM does not provide legal, accounting or audit advice or represent or warrant that its products or services ensure compliance with laws. Clients are responsible for compliance with applicable securities laws and regulations, including national laws and regulations.

¹ IDC: TCO for POS and PCCD Solutions: A Comparative Analysis of Retail Checkout Environments, 2008 Update.

² MHz/GHz only measures microprocessor internal clock speed; many factors affect application performance.

³ GB equals one billion bytes when referring to storage capacity; accessibility may be less.

⁴ Deep sleep is defined as 'suspend to random access memory (RAM)', meaning the power supply is in a reduced power mode. The system appears off; the Central Processing Unit (CPU) has no power; RAM is in slow refresh.

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