

Sleek, compact design and advanced technology helps businesses work smarter—delivering a smarter shopping experience with greater efficiency and reduced costs



IBM SurePOS 500 Express Solution



Shown: IBM SurePOS 500 Express bundle

“Delivering a satisfying store experience helps create Advocates who have increased their spending 19% more than Non-Advocates over the last two years¹”

Overview

- **Objective**
Creating loyal customers while streamlining operations and cutting costs
- **Solution**
IBM SurePOS™ 500 Express™
- **Benefits**
Extend point-of-sale capabilities to capture real-time information that can be leveraged to implement new customer service initiatives, manage inventory and deliver smarter business outcomes

A Smarter Operation

The store experience that drives customer loyalty is a key ingredient for success in today's new economy. Consumers expect more from their shopping experience—from promotions to digital marketing. Smart retailers are meeting these demands by implementing new customer service initiatives—investing in cost-saving technology that enables them to respond to change easier and faster. The IBM SurePOS 500 Express solution puts together the optimum configuration of point-of-sale components for small and mid-sized businesses. The packaged solution is designed easy to assemble and easy to use.

Solution Components

The IBM SurePOS 500 Express bundle includes:

- **Hardware**
 - IBM SurePOS 500 model E26
 - IBM 4610 SureMark™ single station printer
- **Software**
 - Preloaded with Microsoft® Windows® POSReady 2009
 - IBM Business Partner applications (optional)
- **Services**
 - NRSC planning, consulting, integration services (optional)

IBM SurePOS 500 Express Solution

Feature	Benefits
New sleek, slimmer design	<ul style="list-style-type: none">• Enhances your store image• Fits in smaller checkout spaces
Resistive touchscreen	<ul style="list-style-type: none">• Accelerates transaction times• Retail hardened construction• Maintains high accuracy and speed• Accepts a wide variety of input devices• Color matched to IBM POS equipment
More optional peripherals - 6.5" VGA LCD customer display - Biometric fingerprint reader for cashier	Meets high customer expectations for interactive information, fast and accurate service, expanded checkout options and improved security
USB and Serial connectivity	<ul style="list-style-type: none">• Easy to connect peripherals, RFID technology and wireless communications• Powered USB ports eliminate external power bricks• Standard and powered RS-232 ports support current and legacy POS peripherals
System-matched peripherals	<ul style="list-style-type: none">• Designed to work with and color match the IBM SurePOS family of products• Helps reduce the risk of integrating components from multiple vendors
Deep sleep automation	The system is in a low power mode and conserving almost as much energy as in the off state. Unlike powering down, deep sleep is much faster and more reliable to get your system up and running when it is needed again
Highly efficient power supply and energy-saving Intel® processor	Significantly lowers power consumption
100% recyclable packaging with inserts made from 100% recycled material	Helps reduce landfill waste and environmental impact
IBM Retail Systems Management, including IBM Remote Management Agent	Makes systems easy to manage and service with remote management, monitoring that helps avoid problems and reduce costs and downtime
Tool free design	Helps reduce costly service fees and downtime
Security innovations - Physical security (optional) - Biometric fingerprint reader for cashier (optional)	Helps manage risk and fortify security. Access to serviceable parts can be restricted in high risk areas
IBM Retail Hardened	<ul style="list-style-type: none">• Helps systems withstand severe thermal and humidity thresholds, spills, extensive vibration, power fluctuations and radio interference• Ensures reliable operation in demanding environments
Open platform for the latest POS software	<ul style="list-style-type: none">• Helps prepare retailers for advanced POS and point-of-service applications• Integrates new technologies as retailers' needs change• Supports applications from authorized IBM Business Partners



For more information

To learn how the IBM SurePOS Express and other IBM SurePOS solutions can create a smarter shopping experience and build a smarter operation for your business, please contact your local IBM representative or visit:

ibm.com/products/retail

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¹ The IBM Institute for Business Value Study, IBM Global Services 2008



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