



IBM retail store solutions for the specialty retail customer



Specialty customers comprise one of the fastest-growing segments in retail, and specialty retailers face some of the industry's toughest challenges:

- *Competition is keener than ever*
- *Customers demand more products and services*
- *Knowledgeable employees are scarce but essential*

Not only must specialty retailers face these challenges, but customers expect them to provide a dynamic, exciting shopping environment. That's a lot to ask of any retailer.

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Fortunately, IBM is the right partner for specialty retailers. With over 30 years of retail experience, superior technology, unparalleled service and support, and a vast global network of Business Partners, IBM can help specialty retailers reach their full potential.

IBM offers a line of cost-effective hardware specifically designed to meet the needs of retailers of any size—from single store operations to multinational chains. Let's look at two of our most popular lines:

IBM SurePOS 600 Series

We designed the IBM SurePOS™ 600 Series specifically for retail businesses like yours. It features a sleek, award-winning design and fast, high-performance technology. This smart point of sale (POS) system is easy to operate and provides a powerful, open platform that can run sophisticated Web-enabled applications. Using the IBM SurePOS 600 allows you to:

- Maximize your employees' efficiency
- Provide excellent customer service
- Create an ultramodern POS environment

In short, the IBM SurePOS 600 Series can help give you an edge over the competition!

IBM SurePOS 300 Series

The new and improved IBM SurePOS 300 is now faster and more powerful than ever! It gives cost-conscious retailers like you an affordable POS solution—one that is still powerful, flexible and reliable. Introduced on September 16, 2003, models 320, 32C and 32H are equipped with 1.2 GHz processors, 256 MB of RAM—expandable to 512 MB—and two additional RS-232 (ETA 232) ports. Their broad, open-platform operating system support enables you to run a wide range of software. Plus, they offer the flexible configurations, storage media options, compact footprint and superior reliability that make the IBM SurePOS 300 Series so cost-effective and a retail-proven alternative to general-purpose PC cash drawer systems.

For more information on IBM's solutions for specialty retail, please go to ibm.com/pc/store/solutions/specialty.html and, under Quick links, click **How to Buy**.