

The premier point-of-sale solution designed for Grocers to help improve service, reduce cost and manage risk



## IBM SurePOS 700 for Grocery



*To remain competitive, Grocers must employ point-of-sale systems capable of improving store operations today and into the future.*

As grocery retailers battle for market share, the competitive field is rapidly changing. Supermarkets must employ new technologies to keep ahead of their competition. Large and midmarket Grocers need to elevate customer service like never before, lower costs and secure data. It all starts at the point of sale.

### **Build your customer base**

The flagship IBM SurePOS™ 700 point-of-sale system—now 15 to 30 percent more powerful than ever<sup>1</sup>—helps Grocers build a loyal customer base by enabling programs that personalize shopper interaction, offer relevant product assortments and promote

stronger customer relationships. Cutting-edge technology speeds checkout and improves employee productivity, while helping the business use customer information for loyalty and targeted coupon initiatives that deliver a seamless shopping experience.

### **Streamline operations and lower costs**

The IBM SurePOS 700 offers both integrated and distributed design options for ultimate adaptability now and into the future. The intelligent system has unique service features, such as IBM Light-Path Management and IBM Remote Management Agent (RMA), to provide visibility, automation

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### Overview

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#### ■ **Objective**

- Create a unique customer experience with compelling services and promotions by leveraging state-of-the-art POS technology

#### ■ **Benefits**

- Ensures fast checkout, promotes customer loyalty and lowers operational cost

#### ■ **Solution**

- Specialized software from IBM and IBM Business Partners (optional)
- Choice of IBM SurePOS 700 point-of-sale systems
- Color-matched IBM peripherals (optional)

and control locally or remotely. Virtually tool free, the IBM SurePOS 700 offers front access to easily replace parts, minimizing service costs and helping reduce store impact from downtime. Highly efficient Intel® processors, combined with the power savings of deep sleep, cut costs and save energy. New models provide 20 to 30 percent more power savings than other models. Plus, the innovative deep sleep mode can save 47 percent more on energy costs.<sup>2</sup>

### Secure information and reduce risk

The retail-hardened IBM SurePOS 700 is designed with features that help address security, resiliency and compliance challenges. It enables hardware encryption and physical system security, plus an optional biometric fingerprint reader on modular keyboards prevents unauthorized system access. When enabled with RMA, the system can be updated with security patches and current versions of software, firmware and BIOS—automatically from a central location.

### Solution Components

- Specialized software from IBM and IBM Business Partners (optional)
- IBM SurePOS 700 point-of-sale
- Color-matched IBM peripherals (optional)
- Worldwide technical service and support (optional)

A wide variety of world-class security, data privacy and loss prevention solutions are available through IBM and Business Partners, as well as the National Retail Services Center (NRSC).

### For more information

To learn how the IBM SurePOS 700 can help you create a dynamic grocery business that will adapt, extend and grow into the future, please contact your local IBM representative or visit [ibm.com/products/retail](http://ibm.com/products/retail)



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<sup>1</sup> Dacapo XP benchmark comparing model 784 to previous model 783.

<sup>2</sup> Deep sleep is defined as "suspend to RAM" (random access memory), meaning the power supply is in a reduced power mode.



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