



IBM, Motorola, Zebra and Global Bay: Cutting the cord on point of sale

HIGHLIGHTS

Improve customer satisfaction and loyalty through better service

Reduce number of lost sales tied to peak selling seasons

Create incremental revenue streams by providing alternatives to fixed POS installations

Increase operational efficiencies with increased traffic flow

Leverage investments in mobile POS by implementing additional applications

Take advantage of best-of-breed offerings from four industry leaders

Leveraging mobile technology to improve customer service

Mobile and wireless solutions are ever-more pervasive in modern society and have become an integral part of our daily lives. PDAs and handheld devices are seemingly everywhere, and even children are routine users of cell phones these days. Companies in many industries are tapping into this trend, using mobile technology to innovate and change the way they do business.

Thus far, most of the mobile technology that impacts the general public has been personal — devices used by the individual for his or her own needs. But there's great potential in using this technology as a customer-facing solution. IBM, working in collaboration with mobile device and software manufacturer Motorola, printing solutions provider Zebra and independent software vendor Global Bay, has created a powerful and flexible solution

that takes mobile technology and marries it to something with which everyone who has ever made a purchase is intimately familiar — the point-of-sale (POS) terminal.

The result is much more than just a mobile cash register — mobile POS helps public-facing businesses such as specialty and big-box retailers, restaurants, hotels and grocery chains enable entirely new ways of interacting with customers.

Mobile POS presents a real opportunity for these enterprises. They share the common challenge of managing waiting times for customers — at checkout, while a restaurant server returns with the credit card slip or at the returns counter. All this waiting exists simply because the point-of-sale infrastructure is fixed, requiring the customer or employee to go to the POS terminal to complete a transaction.

Turning the fixed-infrastructure model upside-down by taking the POS terminal to the customer can change the picture dramatically. Throughput can be greatly increased; in addition, customers can now view the business as innovative, on-the-ball and interested in making their interactions smoother and faster, as well as provide an overall enhanced customer experience. The visible presence of technology on the sales floor demonstrates to customers that the business is willing to take the initiative and invest in making things run better. This positive impression is invaluable in generating customer loyalty.

Even more important is the ability of mobile POS to eliminate customer frustration. Being able to walk into an establishment, conclude business in a rapid, no-fuss manner and get on with one's day makes for happy, satisfied patrons. Any retailer that has had to face the inevitable surge of visits to the returns counter after the holiday season can appreciate how important this can be.

Mobile POS — a flexible technology with many uses

Mobile POS carries direct benefits for the business, over and above improved customer satisfaction. Increased throughput in the store helps drive incremental revenue; additionally, stores can even be reconfigured, devoting valuable space to additional merchandise instead of check-out lanes.

The most obvious use of mobile POS is "line busting," in which a store employee interacts with shoppers either already standing in line or even before they reach the checkout. For example, an employee could scan items in the shoppers' baskets and give them itemized receipts. Then, customers can simply complete the payment at the register and leave without needing to empty the cart and have each item manually scanned.

But the potential uses of mobile POS in a retail environment go far beyond this. During peak shopping times, for example, an employee equipped with a mobile POS terminal could stand near the door, offering gift cards for purchase, so shoppers looking for a simple gift can get what they need quickly, without having to enter the store. It's even possible to do business outside the establishment, for example, by handling merchandise returns at curbside, having store employees roam shopping mall corridors engaging shoppers or setting up ad-hoc, "guerilla" storefronts or kiosks that can put merchandise directly in the path of potential customers.

In a restaurant setting, mobile POS can make the task of the server easier. Orders can be taken at the table and transmitted immediately to the kitchen versus manually writing the order and going to a POS terminal to input it, thereby reducing errors. Servers can be prompted for up-sell opportunities, such as a profitable special menu item. After the meal, the check can be presented and paid for on the spot, tendering a receipt with the credit or debit card never leaving the customer's sight. These capabilities can increase table turnover and the bottom line while still ensuring the highest levels of transaction security.

The IBM Mobile POS Solution

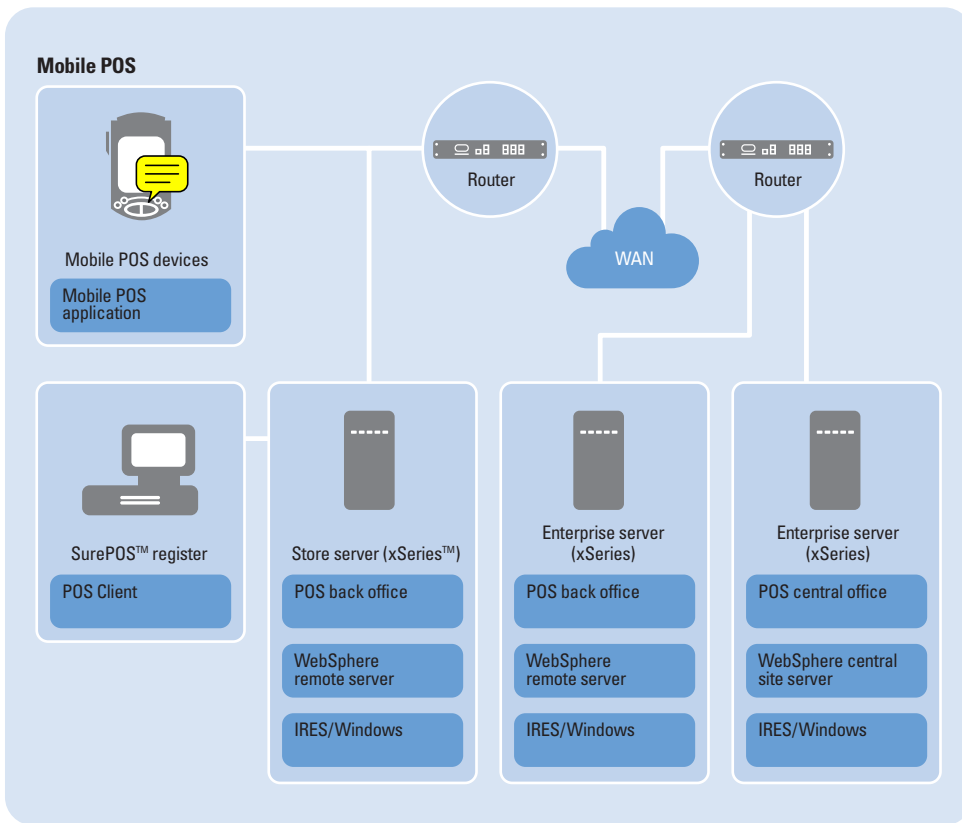
The IBM Mobile POS Solution is a highly flexible, joint offering from hardware vendors Motorola and Zebra, software specialist Global Bay, and IBM. This four-way collaboration is what makes the solution possible — Motorola, Zebra and Global Bay contribute a mobile hardware and software platform to the offering, while IBM provides key services and expertise throughout the project lifecycle, along with middleware and, where needed, infrastructure products.

The solution is flexible and can be customized with the appropriate mix of hardware and software needed to meet individual requirements. A wireless store network and an on-site or remote POS server (either pre-existing or installed as part of the solution) makes up the fixed infrastructure. Mobile hardware components from Motorola and Zebra can include hand-held or cart-mounted devices, as well as a variety of printing devices for producing paper receipts, barcoded labels or loyalty/gift cards. Software components from Global Bay include tailored mobile applications for line busting and other business process support, and integration framework components to tie the mobile technology to the store's existing applications.

IBM provides an array of services selected for each specific engagement. These can range from ROI assessment and business process consulting to solution design and implementation as well as training, ongoing maintenance, hosting, support and even flexible financing options.

Rather than being an off-the-shelf, one-size-fits-all offering, the solution can meet the unique requirements of each deployment, without the limitations of proprietary technology. With its roots in proven open industry standards such as the Retail Transaction Interface and IBM Retail Integration Framework

Enterprise architecture view: Mobile point of sale



architectural model, the solution can be seamlessly integrated into the business' existing IT and application infrastructure.

Thanks to this seamless integration, the mobile POS devices appear to your existing POS systems as just another terminal. The combination of Global Bay's mobile application infrastructure with IBM WebSphere® Remote Server and WebSphere Enterprise Communications Manager provide the interface between the mobile technology and existing systems. This interface layer also allows the Motorola mobile units to perform non-POS functions, by connecting them to other systems such as inventory management applications.

Solution partners with a synergistic relationship

What sets the IBM Mobile POS Solution apart is its use of offerings and expertise from four recognized industry leaders. Each partner brings unique value to the relationship.

IBM has long experience in both retail and mobile solutions, having been a leader in POS for over 40 years, and has enjoyed a fruitful 25-year relationship with Motorola. The strength of IBM lies in its total solution expertise, providing the needed skills and experience to design and implement the right solution promptly, at the right price, which will yield the best possible results for maximum return on investment. Motorola brings decades of mobile industry leadership in the retail and hospitality industries with superior, purpose-built hardware solutions that offer scalability, low cost per user, high availability, and a broad range of devices to meet varying needs. Zebra Technologies is a leading vendor of mobile printing hardware that includes a broad range of thermal printers that can handle a variety of print media.

Global Bay, through its cost-effective, open standards-based mobile applications, helps retailers optimize their merchandise mix as well as increase real-time upsell, cross-sell and impulse purchasing opportunities.

FACT SHEET
Solutions for retail

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Thanks to the close collaboration of these four leading technology providers, the IBM Mobile POS Solution delivers increased value. The best-of-breed contributions that go into the total solution showcase each company's particular strengths and complement those of the other three partners, creating an offering that is far greater than the sum of its parts.

For more information

To learn more about how your company can leverage this best-in-class, end-to-end mobile POS solution from IBM, Motorola, Zebra and Global Bay and enjoy round-the-clock support available by IBM-certified technical support for faster problem resolution, contact your IBM representative, or visit us on the Web at ibm.com/retail



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