

The IBM Retail Integration Framework for the Store



Highlights

- ***Invest only in what your business needs – providing a scalable and flexible platform options that scale as your business needs change***
- ***Opportunities to take out costs by supporting both centralized and decentralized IT strategies***
- ***A software platform that enables your store operations to be intelligent, interconnected and instrumented***

The store - an integral part of Cross-Channel Retailing

The store is integral to most retailers' cross-channel strategies. You wish to create a seamless experience for your customers, so that as they move from the web to a kiosk to a point of sale (POS) in the store, they see the same merchandise and prices, receive the same discounts and accrue the same loyalty points. The IBM Retail Integration Framework for the Store helps establish this consistency, creating opportunities for retailers to offer personalized service, improved employee productivity and consumers to spend more in your store.

Prepare to transform your store

To stay competitive, today's retailers are adding self-service, real-time inventory viewing, dynamic pricing and many other applications.

It is driven by society which is becoming increasingly instrumented, interconnected, and intelligent. Market conditions and high expectations have made consumers more impatient, so retailers must stay focused on consistently delivering a superior shopping experience for customers. The next generation store needs to integrate individual, yet flexible services for these discerning customers.

Your choice of store platform is becoming increasingly important as you try to deliver on this requirement. Yet you are inhibited by difficulties in integrating the solutions to require, stores which may have low levels of IT support, and governed by IT deployment and management strategies which demand flexible implementation options.

Choosing a store platform that is right for you

When you select your store platform, it becomes a challenging exercise in balancing your requirements for the amount of business function you require to be available in your store on devices such as POS and kiosks, whether you have a centralized or decentralized IT strategy, and your need to have a robust store IT infrastructure or maintain minimal store hardware with no in-store IT support.

Incorporating technologies from across IBM's software offerings which are most applicable for the store, and optimized for store usage, the Retail Integration Framework provides retailers with the benefits of being able to choose an IT platform with the options that will support their integration and information needs, today and into the future.

Minimizing your store IT footprint but still having instant access to information – when every second counts

Even small specialty stores with minimal in-store hardware and no in-store IT support need access to information. Empowering managers to make timely decisions is vital and that market, product, and financial information can come from the internet or from small desktops, applications. You need to provide employees with tasks and tools to help them be more productive and do their job efficiently. And while you are always looking to reduce and consolidate your infrastructure in the store to reduce cost and complexity, this must not come at the expense of providing your customers with a seamless experience store-to-store and store-to-web. Nor must it prevent you from extending your brand into people's homes and technology.



Hess wanted to improve the accuracy and reduce the cost of its manual, enterprise-wide inventory tracking processes by replacing them with an automated, real-time tracking solution. With the new solution, employees from each store upload inventory information to the back-end server at the corporate data center, enabling the central purchasing department to obtain accurate inventory reports.

Centralized IT Management without sacrificing store functionality

Your business has a centralized IT policy, and you need a low-cost and near-zero maintenance infrastructure option to enable store terminals and equipment to communicate with each other and with the central site. Your enterprise needs to integrate real time store data and store devices with reliable message delivery for continued and responsive store operations even when your network is slow or intermittently connected. However, you still want to be able to deploy POS and other devices in your stores to drive the customer experience and your employee productivity.

Lotus Expeditor Integrator enables straightforward business and application integration of the enterprise central office

with its stores in a reliable, flexible and managed way. And it can even be deployed with limited hardware and software resources and with no IT management at remote locations.

Incremental steps to becoming a smarter Retailer

The IBM Retail Integration Framework for the Store is a platform that enables retailers to incrementally add functionality, allowing you to build a smarter, more efficient operation. By building intelligence into our entire retail system, retailers, manufacturers and suppliers can eliminate inefficiency and waste at every step of the chain – crucial in the current economic downturn. Even more important, retailers can better serve the new breed of empowered consumer, whose needs for high value, individual service and low prices will only grow.

METRO Group

Metro, who has a centralized IT policy, needed to make retail store data available to their enterprise systems near real-time. Metro implemented a solution that provides reliable performance with near-zero maintenance, and a simple and reliable "black box" integration point for stores that helps maintain business operations through network outages. Metro benefited from improved business results due to ability to respond near real time to data from in store.

Using RFID technology, Metro enables supplier to track items through shipping, arrival at METRO Group distribution centers, and delivery - right to the shelves of individual retail stores. The supplier can determine whether an item that is part of a special promotion is on the shelves of the right store at the right time, and they can take corrective actions if items are not where they should be.

Supporting stores with a wide range of in-store apps and integration

You have a rich set of POS application in your store, have a in high demand for customer-facing and self-service technologies, and are commitment to integrate your store into your multi-channel strategy where. To do this, you need to delivering a reliable, scalable foundation for a remote environment

that is designed to deliver reliable and security-rich operations and centralized management of enterprise technologies across networks of several to thousands of locations and devices.

With WebSphere Remote Server, retailers can make the most cost-effective choice to manage thousands of remote locations that all deliver high availability and reliability, secure transactions, and performance for transaction intensive environments.



REWE was looking for ways to efficiently adopt innovative technology in the stores that helps reduce costs and drive profitable sales by delighting customers with choice and convenience. Using the open standard ARTS RTI (Retail Transaction Interface) to leverage their existing environment, REWE has completed a successful pilot to integrate their current POS application with the new Pecuron® multifunctional POS payment terminal – an innovative payment solution that offers customers flexibility in payment methods from cash or credit card to biometric or cell phone payment.

To Learn More

To learn more about how the IBM Retail Integration Framework enables Smarter Merchandising and Supply Chain Solutions for Retail, contact your IBM representative or IBM Business Partner, or visit ibm.com/software/industry/frameworks/retail.html



© Copyright IBM Corporation, 2009

IBM Canada Ltd.
3600 Steeles Avenue East
Markham, ON L3R 9Z7

Printed in Canada
02-09
All Rights Reserved

IBM and the IBM logo are trademarks or registered trademarks of International Business Machines Corporation in the United States and are used under licence by IBM Canada Ltd.

Other company, product and service names may be trademarks or service marks of others.

P22316