

## Ready for IBM Retail Store Innovations— Store Integration Framework



*“As part of their store technology assessment, retailers must consider standards-based technology, strong configurability and flexible integration driven to deployment by the strength and domain expertise of a solid technology partner.”*

—AMR Research, August 2004<sup>1</sup>

Today's retail market is teeming with new technologies that claim to revolutionize store environments. Provide simple, cost-effective paths to innovative retailing. Speed checkout. Personalize shopping. Drive sales. Faced with this complexity, you must select and deploy the right solutions for your retail business today—and tomorrow. Protect IT investments and integrate applications designed to inspire consumer loyalty, empower employees and streamline your supply chain. And, simultaneously, minimize the risks and costs that these new technologies present to your business.

### **Facilitating your search for innovative, reliable retail technologies**

The Ready for IBM Retail Store Innovations – Store Integration Framework initiative can help you optimize IT investment decisions for your stores today—and prepare you for tomorrow's retailing opportunities—with proven open-standards-based solutions backed by IBM. Through the initiative, IBM works with select IBM Business Partners to design services and validate store applications on IBM Store Integration Framework—our industry-leading middleware optimized for next-generation, open-standards-based store environments.

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### **Overview**

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#### ■ **Objective**

*Provide a fresh, engaging store shopping experience—designed to increase consumer loyalty and employee productivity—while maximizing your choice and reducing risks*

#### ■ **Solution**

*Implement innovative, reliable IBM Business Partner solutions—built on a highly flexible, scalable open-standards-based infrastructure and validated by IBM*

#### ■ **Benefits**

*Accelerated store innovation; optimized implementation risks and costs; lower total cost of ownership*

## Building a powerful, flexible infrastructure using open standards

IBM believes in the power of open standards in retail environments like yours. We see their potential for speeding and enhancing store innovation while lowering deployment risks and costs. And industry-leading providers share our vision: More than 50 IBM Business Partners have migrated or are in the process of migrating their solutions to the IBM Store Integration Framework platform.

A complete, open-standards-based store infrastructure, IBM Store Integration Framework is a Web services architecture that's easy to install, deploy and support. So you can integrate and manage applications and data across numerous channels and touch points—from point-of-sale terminals and kiosks to handheld devices—to differentiate your operations and lower your total cost of ownership (TCO).

## Transforming store operations while optimizing costs and risks

Solutions featuring the Ready for IBM Retail Store Innovations – Store Integration Framework mark have been validated for rapid, easy integration with IBM Store Integration Framework.<sup>2</sup>



## Faster store innovation

The initiative is designed to streamline rollout of store technologies by enabling you to simply plug and play applications and reuse business logic across solutions. Choose from a wide range of IBM Business Partner technologies. Benefit from the results of extensive validation procedures—without taking on the costs—and gain

## Rely on IBM retail know-how.

Take advantage of our industry expertise and continually expanding global ecosystem of leading Business Partners in retail. Look for the Ready for IBM Retail Store Innovations – Store Integration Framework mark when you consider new solutions for your business.

peace of mind during your application purchase and installation processes.

### Reduced business risk

By resolving potential integration issues with developers up front through the validation process, we can help reduce your risk exposure with implementation of new store technologies—and equip you for smooth, successful store initiatives in the future.

### Lower total cost of ownership

Backed by Store Integration Framework, validated IBM Business Partner solutions can reduce integration costs, and lower ongoing maintenance and training costs. Program features such as plug-and-play functionality and access to intuitive touch-based solutions—combined with proven IBM middleware—all contribute to a lower TCO and efficient operations.

### For more information

To learn more about the Ready for IBM Retail Store Innovations – Store Integration Framework initiative, please visit:

[www.pc.ibm.com/store/readyfor/index.html](http://www.pc.ibm.com/store/readyfor/index.html)

To view a comprehensive list of validated solutions, please visit:

[ibm.com/software/showcase/retail](http://ibm.com/software/showcase/retail)



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The IBM home page can be found at [ibm.com](http://ibm.com).

- 1 Garf, Robert and Scott Langdoc, "IBM and 360Commerce Transforming Store Technology with Two major Retail Wins." *AMR Research Alert*, August 19, 2004
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