

Personalizing the shopping experience to increase customer satisfaction and boost sales



IBM Personal Shopping Assistant



Highlights

- ***Helps motivate sales by personalizing the consumer shopping experience***
- ***Leverages interactive retail technology to offer shoppers convenience and control***
- ***Improves labor efficiencies by driving large baskets through self checkout***
- ***Provides proven IBM total solution technology to facilitate retail on demand***

Differentiate your business through personalized service

Faced with fierce competition and demanding customers who are becoming more technology savvy, retailers must find ways to improve operational efficiency, enhance the customer shopping experience and generate sales. In an effort to differentiate their businesses, retailers are turning to personalized service through technology to boost customer loyalty and wallet share.

The IBM Personal Shopping Assistant—powered by the IBM Store Integration Framework and featuring the IBM

Mobile Tablet for Retail and industry-leading software from IBM Business Partner Cuesol (www.cuesol.com)—is a sophisticated, yet user-friendly, computing system that mounts on shopping carts and guides customers through the retail store environment. With robust hardware, software and services options, the IBM Personal Shopping Assistant provides an integrated offering optimized for retail. Because the solution helps you enhance the shopping experience while making it more efficient, you can increase customer satisfaction, strengthen loyalty and drive sales.



1 IBM Mobile Tablet for Retail

- Consumer-friendly design
- Rugged, spill-resistant features

2 Scanner

- Bluetooth handheld scanner facilitates running cart totals, price checks and easy self checkout
- Solid state image reader for added durability

3 Charging racks

- Nine-bay racks provide efficient storage for tablets being charged
- Can be configured with multiple racks (three-rack configuration shown)
- Vertical design optimizes valuable floor space
- Ability to easily remove and return tablets to rack using one hand offers convenience to shoppers

4 Infrared beacons

- Placed in ceiling and positioned throughout store to provide location information to tablets
- Can be placed at store exits to cause tablets to beep when they leave the store, reminding shoppers to return tablets and helping to prevent loss
- No cabling required

5 Cart mount

- Provides sturdy and protective compartment for tablet, and enables easy insertion and removal
- Can be used to hold coupons or paper lists for non-tablet users

Software highlights

Cuesol Cart Companion (grocery application)¹



- A** Consumer favorites and shopping-list items graphically listed by location as shopper moves through store, highlighting those on sale
- B** Personal offers presented at start of trip and by location with “remind me” capability
- C** Recipe ideas with customer-selected ingredients added to shopping list; ability to send recipes via e-mail

- D** Specialty order (e.g., photo, prescription refill, deli, flower bouquets) placement from the cart, with “ready” notification
- E** Scan and bag: in-aisle self-scanning
- F** Price-checker and running cart total
- G** Location-assisted help request
- H** These items can also be presented on a store map (including “you are here”) to guide shopper efficiently through store

Mass merchandise application concept

Unique features of this application concept include:

- I** Product information and product comparison (“Ask the Expert”)
- J** Review purchase history (e.g., check brand fit/size, verify model purchased for right accessory)
- K** Gift-registry list creation and guided shop feature



Image of a screen on the tablet

Build customer loyalty, increase sales and reduce costs

The IBM Personal Shopping Assistant enables you to communicate directly with customers as they shop—and provide them with information specific to their location. Customers can also access online shopping lists created at home, offering them a unique sense of self-sufficiency. Using the cart-mounted solution, customers can view their purchase history or personal shopping lists highlighting items within their vicinity—and the display is automatically updated as customers move from aisle to aisle. The solution allows customers to place special orders for photo, pharmacy, flowers and deli items in advance, and notifies them when their requests are ready. The IBM Personal Shopping Assistant enables customers to locate products in your store and scan items as they shop to keep a running tally—helping to make the shopping experience faster and more convenient.

Through the use of loyalty cards, you can tailor promotions to each consumer in real time. For example, when a user scans the card with the handheld scanner on the IBM Mobile Tablet for Retail, the system displays electronic coupons based on the

customer's past purchases—helping to encourage additional purchases and repeat visits. Because customers can bag their items as they go, and access self-service pay stations, including IBM self checkout systems, they can bypass checkout lines and finish their shopping faster. Driving large baskets through self-service also offers the opportunity for retailers to reduce costs and streamline operations.

A comprehensive, interactive shopping solution

The IBM Personal Shopping Assistant includes comprehensive and sophisticated hardware, software and services options, and is powered by the IBM Store Integration Framework, which integrates tools and services to gather, store and deliver information. Based on open, industry standards, the IBM Store Integration Framework is a store-level Web services architecture that helps provide a technological foundation for on demand store environments—allowing you to easily “snap in” wireless devices and supported independent software vendor (ISV) applications to speed time-to-deployment. This not only helps make it easier for you to adopt new applications and devices, it also allows you to leverage existing investments in point-of-sale (POS) technology by fully integrating them

with your store environment. The scalability of the IBM Store Integration Framework also gives you the flexibility to integrate new technologies in the future.

The IBM Store Integration Framework supports the industry-leading Cart Companion application developed by IBM Business Partner Cuesol, and keeps customer activity connected to POS systems at all times. Featuring easy ordering, product-comparison and product-location capabilities, the Cart Companion application uses Internet technology to communicate to retailers' servers over a wireless local area network (LAN). The Cart Companion application can be tailored to meet your specific needs, resulting in a solution customized to your brand, offerings, in-store business processes, systems environment and business objectives.

The Personal Shopping Assistant utilizes a variety of wireless capabilities—including infrared, 802.11b/g and Bluetooth. Designed for the demanding retail environment, the IBM Mobile Tablet for Retail features a wireless touchscreen tablet and Bluetooth handheld scanner, and includes supporting infrastructure elements such as charging and dispensing racks, a beacon-powered location system and cart mounts.

IBM Mobile Tablet for Retail at a glance

Hardware	
Display	8.4" display (high brightness with dual bulb) <ul style="list-style-type: none"> • 4-wire resistive touch with overlay • 800 x 600 SVGA resolution • 16-bit color
Processor	AMD Geode GX2 583
Storage	64MB CompactFlash (32MB of CF reserved for application)
System memory	256MB SO-DIMM memory
Video memory	Unified Memory Architecture (UMA) 8MB allocated
Ports	One USB port
Speakers	Two monophonic
System dimensions and weight	
<i>Dimensions in inches (WxDxH)</i> Tablet with scanner	11.7" x 2.3" x 9.2"
<i>Weight</i> Tablet with scanner and battery	4.5 lbs
Peripherals	
Scanner	<ul style="list-style-type: none"> • The "+" button scans an item and adds it to the subtotal • The "-" button scans an item and removes it from the subtotal • Association of scanner and tablet is performed automatically when docked
Tablet battery	<ul style="list-style-type: none"> • Lithium Ion (Li-Ion) battery • Runtime: up to 6 hours • Recharge time (maximum) is 5 hours
Charging rack	<ul style="list-style-type: none"> • Nine tablets can be charged concurrently per rack • Permits one-handed removal and return of tablets and scanners
Beacon	<ul style="list-style-type: none"> • Powered by three "C" batteries • Up to 3 years battery life
Charger-end bumper kit	<ul style="list-style-type: none"> • Provides protection from shopping carts bumping into the rack
Services	
Limited warranty	90 days
Technical support	<ul style="list-style-type: none"> • 24x7 telephone support (during warranty period only; response times may vary) • Web-based help
Options	<ul style="list-style-type: none"> • Depot service for tablet (U.S.) • Onsite service for charging unit
Ordering	<ul style="list-style-type: none"> • Available via special order (RPQ); contact your IBM sales representative

IBM technology and expertise facilitate retail on demand

By sending relevant promotions and helpful information to consumers as they shop, you can offer a more individualized, on demand shopping experience—and react to customers' needs and behaviors in real time. The IBM Personal Shopping Assistant can also help you reduce costs—on labor, advertising and technology—and enhance efficiency. Because customers can scan and bag their own goods, you can redeploy staff to focus on other high-value tasks, such as restocking and customer service. And the capability to communicate store and product specials electronically provides a new channel through which to deliver targeted and focused advertising.

IBM provides extensive retail industry experience and offers consulting, installation and store support services to help ensure that your IBM Personal Shopping Assistant solution meets your unique business requirements.

Tapping IBM retail consultants and integration specialists to help you define your in-store customer service strategy helps ensure that the Personal Shopping Assistant solution aligns with your overall corporate objectives, store imperatives and initiatives. IBM retail

professionals can also assist in measuring the results of the Personal Shopping Assistant solution and tune future implementation to help ensure ongoing and increasing success.

IBM technology services professionals can help you design and plan your store-specific Personal Shopping Assistant implementation, as well as train store personnel in using the solution. You can also take advantage of help desk support from IBM to complement your in-house IT capabilities.

For more information

To learn more about the IBM Personal Shopping Assistant and other IBM solutions for the retail industry, contact your IBM sales representative or visit:

ibm.com/industries/retail/store



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The IBM home page can be found at ibm.com.

¹ Cuesol Cart Companion software sold separately.