

Toshiba SurePOS ACE Independent Retailer Package

Transforming the point of sale to a point of service starts here

Independent retailers find themselves in a challenging position in the changing economy. They struggle to stay competitive in a world of retail giants with extensive resources. Demanding customers are more price conscious than ever and they expect the highest levels of service—whenever and however they chose to shop.

Whether you're a specialty retailer, general merchant, convenience store, drug retailer or grocery store, Toshiba understands the challenges independent retailers face and has developed a special point-of-sale package to help differentiate your business in innovative ways and reduce the hassles of everyday operations.

An Independent Retailer is defined as an enterprise of 100 stores or less who have five lanes or less per store. This includes not only grocers, but small pharmacies, convenience stores, health food stores, pet food stores, liquor stores and similar retail establishments.

The complete POS solution

The Toshiba SurePOS ACE (Application Client Server Environment) Independent Retailer Package (AIR) is supported by Toshiba's highly skilled Business Partners who are dedicated to providing a high level of service to the Independent Retailer. The AIR package gives retailers the tools to build a customer-centric store experience that can build deeper, more profitable relationships and help increase revenue. Plus, it creates a flexible, future-ready technology platform that integrates new store solutions with ease, low risk and fast time to value.

TOGETHER COMMERCE

Highlights

- **Objective**
 - Deliver a compelling experience and services to customers with innovative store solutions
- **Solution**
 - The Toshiba SurePOS™ ACE Independent Retailer Package
- **Benefits**
 - Elevates store operations to a higher level of service with a POS solution complete with technical support, packaged at an affordable price

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The Toshiba SurePOS ACE Independent Retailer Package

The Toshiba SurePOS ACE Independent Retailer Package is offered in a Basic version, with a single station printer, and a Premium version, with a dual station printer with MICR. The package includes:

- Toshiba SurePOS 700 or Toshiba SurePOS 300
- Toshiba 4690 Operating System (OS)
- Toshiba SurePOS ACE Application
- Toshiba SurePOS ACE Electronic Payment Support (EPS)
- Toshiba Store Integrator GUI
- Toshiba Data Integration Facility
- Toshiba SureMark™ Printer
- Toshiba 67-key keyboard with magnetic stripe reader (MSR) and 2 × 20 LCD; or 15-inch Toshiba SurePoint™ IR Touch Display with MSR¹
- Toshiba full size cash drawer with til
- One year hardware and software maintenance

Powerful solutions for independent retailers

Toshiba SurePOS 700 Series—powerful and versatile

The award-winning, energy-efficient Toshiba SurePOS 700 is the most powerful point-of-sale solution in the Toshiba portfolio, delivering maximum performance and adaptability. It is built Toshiba retail-hardened and designed for long-term durability and reliability in rigorous grocery environments. Toshiba Retail Systems Management, including Toshiba Remote Management



Agent (RMA) and Light-Path Management, helps streamline operations by efficiently monitoring and managing the POS software and devices at a single store or multiple stores. Deep sleep is a low power mode that conserves almost as much energy as when the system is in the off state. Unlike powering down, deep sleep is much faster and more reliable to get up and running when the system is needed again. When enabled with RMA, energy cost is reduced up to 47 percent.

The SurePOS 700 speeds checkout and helps empower employees with the necessary tools to improve productivity and enhance customer satisfaction. It helps reduce costs with energy-efficient performance and virtually tool free design. And, it optimizes the technology investment by integrating easily with legacy systems and a service life of seven+ years.

Toshiba SurePOS 300—smarter checkout in less space, lower cost

The small footprint Toshiba SurePOS 300 fits in less than one foot of counter space and offers flexible choices for placement that compliment your store image and customer experience. The Toshiba SurePOS 300 features smarter checkout technology,

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including Toshiba 4690 OS, to help stores of all sizes deliver the next generation service solutions that customers, employees and the business demand. Enabled with Toshiba Remote Management Agent, the SurePOS 300 can be controlled and monitored from a single console in the store or remotely to help keep maintenance costs low and checkout lanes moving.

Toshiba 4690 Operating System—reliable and secure

Designed specifically for rugged retail environments, the Toshiba 4690 Operating System (OS) delivers outstanding functionality, manageability and reliability. It includes powerful security features, including complex passwords, to help protect store data and maintain network security. It also provides a high level of availability that helps keep store operations running smoothly and allows retailers to manage store and customer data in real time. The Toshiba 4690 OS supports a wide variety of hardware, peripherals and software and protects IT investment by providing a secure, easy-to-manage platform to which new capabilities can be added without replacing equipment or disrupting store operations.

Toshiba SurePOS Application Client Server Environment (ACE)—innovative and dependable

The comprehensive Toshiba SurePOS ACE POS application provides the foundation for the Toshiba SurePOS ACE Independent Retailer Package. This innovative application is designed to improve reliability at the POS, optimize customer service and lower costs. It provides high volume scanning for fast checkout and electronic marketing for loyalty programs and complex promotions. It supports data maintenance and account management to manage store information and streamline reporting.

The popular retail application includes an open department key, eliminating 'unknown department' errors; terminal offline, recording transactions even if the controller is unavailable. PIN encouragement, which promotes processing payments as PIN

debit instead of credit saves retailers money, and enhancements to Telecheck Electronic Check Acceptance (ECA) speed checkout by automating the check acceptance process so the cashier does not have to manually enter the authorization code on the paper check when the check is being converted to an ACH (Automated Clearing House) transaction.

Toshiba SureMark Printer—fast and efficient

Toshiba SureMark printers are specifically designed to meet the rigors of retail environments and feature the most advanced printer technologies today. With 80 lines per second (LPS) printing and 99.9 percent MICR reading accuracy, these printers move fast to help improve customer satisfaction and employee productivity. Toshiba innovations, such as standard 3 MB² flash memory, help print "value added" messages on receipts. Four-inch (102 mm) receipt rolls reduce paper changes by 46 percent and keep checkout lanes moving. A programmable sensor system monitors printer "health" while Toshiba exclusive Remote Management Agent allows retailers to monitor and manage printers from a central location.

Toshiba SurePoint Touch Display—interactive and compatible

The Toshiba SurePoint 15-inch flat-panel, full-color point-of-sale display is an innovative infrared (IR) touchscreen for rapid, accurate transactions.¹ The SurePoint display is a liquid crystal display (LCD) that works for effective multimedia operator training, full-motion video advertising and interactive customer displays. The advanced technology never needs recalibrating and delivers a brighter screen with higher contrast, ideal for sunlit places.

Build a Smarter Checkout

Increasingly retailers are looking to differentiate themselves ... transforming the point of sale to a point of service is at the top of the list. The capabilities of the Toshiba SurePOS ACE Independent Retailer Package help stores develop, customize and

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integrate broader retail solutions with fast time to value such as **front-end loss prevention, loyalty and promotion programs, cross channel selling**, and more:

- **Personalized service**
 - Loyalty status visible through all channels
 - Upsell/cross-sell
 - Specialized promotions
- **Endless aisle/Special orders**
 - Items carried in warehouse, not stocked in stores
 - Drop ship items
 - Returns
- **Stock finder**
 - Find out-of-stock items and satisfy customer
 - Alternate store pick-up or ship to store
 - Ship to customer from warehouse, store or vendor
- **Alternate fulfillment options**
 - In-store pick-up, alternate store pick-up, gift pick-up
 - Ship to store
- **Upsell and customizable products**
 - Find what the customer wants
 - Bundle products and services together to meet needs
- **Third-party offers**
 - Generate incremental revenue
 - Events tickets, coupons
- **Sell and deliver more services**
 - In-store services: copy and print, alterations, personal shopping
 - Delivery and installation
 - Service plans
- **More**
 - Customizable to meet each retailer's needs

Deliver better, faster, personalized service

With Toshiba SurePOS ACE, the store checkout literally transforms from a point of sale to a point of service. Offered at checkout, services not only please customers, they build incremental revenue for your stores.

Integration with Google Digital Coupons

With a simple click from a website and swipe of a loyalty card at the point of sale, stores can offer customers a paperless solution to redeem digital offerings and coupons. Consumers with Google-powered accounts can access digital offers received online; via emails and mobile phone; or through interactive TV and redeem them at participating retailers. Retailers and manufacturers can create incentives, measure marketing efforts in real time, and see promotion results to help define future offerings.

GS1 DataBar Application Identifiers (AI) Infrastructure

A dynamic infrastructure for product identification gives stores better item control, smarter category management, reduced out of stocks, and less shrinkage—all in one POS solution. With a higher level of product identification at the register, it is easier to keep tainted items from being sold and to monitor perishable goods. Fresh food identifiers provide an accurate inventory so that dated items can be automatically triggered for quick sales.

Mobile commerce-enabled

Toshiba SurePOS ACE can be extended to provide the same front lane POS functionality retailers know and trust to consumers' smart phones or other mobile devices. The integration of mobile capabilities, offered by The Toshiba Worldwide Services group, enables stores to take advantage of the growing popularity of customer mobile applications with minimal risk and fast time to value.

Digital and no-receipt option

For shoppers who go paperless today, SurePOS ACE gives them the choice. Receipts for sales transactions can be suppressed entirely, or processed digitally in XML and delivered directly to the customer's online or mobile address. This not only saves time at checkout, it helps stores reach environmental goals.

Online WIC (Women, Infants, & Children) EBT (Electronic Benefit Transfer) support

Government regulatory agencies are promoting efforts to replace the old style WIC EBT paper benefits process with an electronic WIC EBT card system. The new system benefits both the retailer

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and participant by delivering a seamless WIC transaction at the POS that appears similar to other card payments. Other enhancements mean customers can purchase a mixed basket of WIC and non-WIC items, also, discounts and “best price” identifiers can be integrated seamlessly while reducing checkout confusion for the clerk and WIC shopper.

SurePOS ACE Electronic Payment Support (EPS)

Beyond providing support for electronic payments, which includes prepaid gift and phone cards, new features on SurePOS ACE/EPS speed check card payments and help improve store processes, while lowering costs. With a tool like SurePOS ACE/EPS, managers can be more productive and more accountable while helping stores optimize inventory and minimize costs. SurePOS ACE/EPS enables managers to view cashier transactions on any active terminal. They can build lists for selective item reporting, access stored transaction logs to create summary reports, and they can create batches for updating prices.

Generate new revenue streams

GTech is one of three online Lotto gaming providers authorized by State Lottery Commissions to sell Quick Pick wager lottery tickets at the point of sale. With SurePOS ACE/EPS, no additional equipment is necessary in the lane to sell Lotto tickets. And there is no change in transaction flow. Tickets can be printed out on standard receipt printer paper.

In addition to lottery revenue, the flexible integration tools provided by Toshiba SurePOS ACE can expand checkout capabilities to support other store devices that can add revenue—such as fuel pumps and in-store services like coffee shops, boutiques and personal shopping assistants. With SurePOS ACE you can energize loyalty and preferred shopper programs with electronic marketing, digital coupons, and promotion engines. Access product information and accurate price data from every customer touch point. Streamline transaction processing with electronic journaling.

Lower risks, reduce costs

Enhanced security for PCI compliance

New security features for PCI compliance include enabling retailers to remove sensitive pin pad data from store systems and an encryption library to enable easier and superior security of cardholder information. Additionally, retailers have the ability to mask EBT account numbers and decrease the risk of a potential data break.

Fraud Prevention

SurePOS ACE has added support to detect and ID fraudulent paper coupons. A retailer can create groups and build tables that can support up to 540 fraudulent GS1 and 540 UPC coupons. When a fraudulent is scanned, the cashier is notified, a customized message is displayed to the customer, and the coupon is prevented from being entered into transaction.

Improve accuracy

New features of Toshiba SurePOS ACE include automatically detecting payment cards; restricting the tender type customers can use for items such as lottery or gift cards; increased precision on percent-off coupons and improvements for percentage-off all matching items. Storing customer names when a payment card is processed with a PIN pad helps if there is a transaction dispute.

Reduce operating costs

Minimal operator training is needed when implementing the new release of SurePOS ACE. With a flexible toolkit and strong backward and forward compatibility, you can use the same hardware, host interface, data format and operator interface as you migrate between releases and develop custom extensions. Toolkit support for Windows 7 is now provided so development work performed by the retailer can be executed on a primary workstation running Windows 7. Enabled with Toshiba Remote Management Agent (RMA), the advanced POS solution provides software distribution, proactive monitoring, asset tracking, and problem determination from one local or enterprise location. So service and maintenance costs can be reduced dramatically.



Please Recycle

Why Toshiba?

As the world's leading provider of integrated in-store solutions and retail insights, Toshiba Global Commerce Solutions delivers end-to-end solutions for checkout, consumer interactions and retail operations that unlock amazing new possibilities for our clients and shoppers everywhere. In partnership with the Together Commerce Alliance, our global business partner program, we help bring innovation and value to every retailing experience so that you can delight your customers every day, everywhere.

For more information

To learn how the Toshiba SurePOS ACE Independent Retailer Package can accelerate your business, please contact the authorized Toshiba dealer in your area or visit: toshibagcs.com

Additionally, IBM Global Financing can help you acquire the IT solutions that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize an IT financing solution to suit your business goals, enable effective cash management, and improve your total cost of ownership. IBM Global Financing is your smartest choice to fund critical IT investments and propel your business forward. For more information, visit: ibm.com/financing

References

¹ A touchscreen only configuration is available (keyboard not included) for those that prefer an operator touch interface instead of a keyboard interface. The Basic or Premium package with touchscreen is offered in Iron Gray only.

² MB/GB equals one million/billion bytes when referring to storage capacity; accessibility may be less.