



Ready for IBM Retail Store Innovations— Store Integration Framework



“IBM Store Integration Framework allows our retail customers to be more responsive to business opportunities and customer demands. And IBM helps us extend our reach with retailers through strategic communications.”

— Tom Fornoff, vice president of business development, 360Commerce, IBM Business Partner

Today’s retail marketplace is teeming with new technologies that claim to revolutionize store environments that personalize shopping, inspire consumer loyalty and drive sales. To get an edge in this complex, competitive retail world, IBM Business Partners must distinguish their solutions from the crowd. Expand market visibility. And rapidly build credibility.

Helping leading IBM Business Partners in retail get to market — and get noticed

The Ready for IBM Retail Store Innovations—Store Integration Framework initiative provides companies like yours with access to extensive

education, technical support and sales enablement resources—and a gateway to the vast IBM marketing network. Through the initiative, IBM works with select IBM Business Partners to design services and validate retail store applications for use with IBM Store Integration Framework—our open-standards-based, industry-leading middleware optimized for store environments. Having your product validated, and taking advantage of technical and marketing resources from IBM, can give your business powerful leverage with retailers and differentiate your offerings in the marketplace.

Overview

■ **Objective**

Differentiate and showcase IBM Business Partner solutions in the competitive retail marketplace to drive new business opportunities

■ **Solution**

Team with IBM to market and deliver next-generation, open-standards-based store solutions with the proven reliability and scalability to meet—and exceed—retailer needs

■ **Benefits**

More revenue opportunities; increased visibility across the retail market; optimized implementation risks and costs

Providing next-generation store implementations using open standards

IBM believes in the power of open standards in retail environments — and their potential for accelerating store innovation while reducing risks and costs for both retailers and providers. And many industry-leading providers share our vision: More than 50 IBM Business Partners in retail have migrated or are in the process of migrating their store 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 help your clients integrate, distribute and manage applications and data across numerous channels and touch points — from point-of-sale terminals and kiosks to handheld devices — faster and more cost-effectively.

Driving retail innovation through solution validation

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.*



The initiative offers IBM Business Partners many benefits:

- *Greater revenue opportunities – Deliver more choice to clients and increase your revenue potential. Capture new markets through faster innovation and development cycles.*

Get started today.

To take advantage of the Ready for IBM Retail Store Innovations–Store Integration Framework initiative:

1. Join the IBM PartnerWorld® program and the IBM PartnerWorld Industry Network for Retail.
2. Team with IBM and complete a step-by-step process to validate your solution on IBM Store Integration Framework.
3. Download the Ready for IBM Retail Store Innovations–Store Integration Framework mark and enjoy ongoing access to IBM resources and support.

- *Increased market visibility – Collaborate with IBM on strategic joint marketing initiatives – from high-profile industry events to demand-generation ad campaigns.*
- *Optimized costs and risks – Rely on IBM technical enablement support and expertise at the IBM Innovation Centers to help minimize your business risk and address potential implementation challenges. Reduce porting, testing and maintenance costs.*

For more information

To learn more about the Ready for IBM Retail Store Innovations–Store Integration Framework initiative and the solution validation process, visit:

ibm.com/partnerworld/isv/retail/ready.html

To find out more about the IBM PartnerWorld program and the IBM PartnerWorld Industry Network for Retail, visit:

ibm.com/partnerworld/isv



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