



Partner

Thoughts on an ISS45 Elevator Speech

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It's an old selling exercise: you get on an elevator with your most important prospect, and get asked, "Why they should I be interested in your product?" You only have the duration of the elevator ride to put it across. What would you say?

Or you're driving across town with ten minutes before your meeting with your customer's executive board on some service issue. But you're thinking about what kind of Executive Overview on **ISS45** you'd give — that is, if you can get a word in edgewise.

Or you're meeting with Ed, the PoS Systems Manager in his (cramped, windowless) office when the VP of Operations and the Director of MIS poke their heads in to remind Ed that he has another meeting starting in 3 minutes. "By the way," says MIS, "I've been hearing that you've got some new product, "**SI140**" or something like that. What's it about?"

When you don't have much time, intense focus on your USPs. These *Unique Selling Propositions* are those factors that set your product/system solution apart from anything else on the market. But putting these across is tricky, especially in PoS. We all know that specific PoS features can be the most attention-getting, but they almost never have much to do with the final decision — benefits do. But benefits are tough to convey between floors at the Hyatt.

So when we talk about **ISS45**, remember the banner below —features don't last, but architecture does, and there are ways to get that message across and dress the benefits up with appeal. Again and again, I've attended presentations where we discussed **ISS45** with customers for hours without ever bringing up features; they would leave, saying things like "that's the best PoS system I've ever seen."

So here are a few ideas for you to mentally cut and paste, depending upon how your account looks at the world.

It's the Architecture: No amount of programming can cover up fundamental weaknesses in a system's foundation, but **ISS45** provides the richest and most stable, flexible and powerful architecture available for PoS today. All the key design decisions such as data safety, system performance, client-server organization, system security, data positioning and redundancy were determined before the first line of **ISS45** object-oriented software code was written. The result is a product with unparalleled system and data integrity, an enormously rich feature set and performance tested to 3½ items scanned and printed per second, per terminal, over 200 lanes.



It's the **Architecture**, Stupid...

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Heavyweight Versus Lightweight: Point-of-Sale is an On-line Transaction Processing (OLTP) application, similar to airline reservation systems and banking networks which need to handle thousands of transactions per second. So **ISS45** was built using heavy-duty OLTP databases and OLTP networks. Lower-end, lane-based products rely upon LANs (like Novell) and databases (like FoxPro) that were designed for office applications but lack the structures needed for secure, high speed retail transaction processing.

The Three Rs. All the primary functions of a system — PoS, Back Office, Applications and Communications — are **Replicated** and can be run from multiple points in the system, making it virtually impossible to lose any of these capabilities. PoS terminals can even operate independently from the LAN or controllers. True **Resiliency** is provided with redundant balanced back office controllers that provide automatic takeover of any function without manager intervention or sacrificing the lightening-quick performance and rock-solid security required by mission critical retail applications. **ISS45** controller services run totally in background, freeing the PC or PoS terminal for other simultaneous functions. **Recovery:** **ISS45**'s dynamic rejoin system manages automatic re-synchronization of the entire system with no impact on clerk operations and zero data loss.

We Lower Your Risk: **ISS45** is offered by ICL Retail Systems, a company of professionals one-hundred percent dedicated to PoS. In fact, ICL is now the only PoS systems vendor able to develop and offer complete PoS system solutions, end to end.

The **ISS45** feature set is rich and complete, offering real depth and great flexibility in how you choose to implement any particular feature — functions too often taken for granted until you realize they're missing. **ISS45** has a long heritage with ten years of continuous development, going back to the first PC-based PoS system. No other system — especially the flock of new lane based PC PoS products recently rushed to market — can give you the list of features compiled to meet the requirements of a decades worth of satisfied customers.

But **ISS45** wasn't a simple 'port' from existing products. In fact the **ISS45** development team — all degreed engineers with at least ten years of PoS software experience — rewrote the entire system from the ground up in 'C' using *best practices* techniques and special design tools. The resulting object-oriented product is designed as much for quick addition of new features as it was for high speed checkout.

Open Systems: **ISS45** is the only fully Open System offered for PoS today. A true Open System meets three important requirements, the first being **System Access** using industry standard PCs, DOS, NT, RS-232, and Ethernet TCP/IP LAN. Other claims to openness have to stop there, but **ISS45** also provides real and practical **Data Access**. For example, with its data standards and methods in, one simple system call can execute price changes to the transaction logs, the controller service and the alternate/redundant service and all terminals on the system. Data access via the off-the-shelf office databases used on other products is practically useless without complete and intimate knowledge of the application source code. Finally, how can one claim to provide an Open System if you can't change the way the system works? **ISS45** is the only PoS system with **Functional Access**, allowing the end user full system modification and customization facilities, including the ability to add new transactions at PoS.

Control Your Own Future: The **ISS45** tools are the same ones ICL uses to build and enhance **ISS45** ourselves: **ISS45** Presentation Manager, IQL —**ISS45** Query Language, API — Application Program Interface, and CustomLink "C" offer the ultimate investment protection. Five years ago, nobody was thinking about many of the features PoS can offer today, and five years from now PoS will need to do things that aren't being considered today. Only **ISS45** puts the power in your hands to control your mission- critical store software, making obsolescence a concern of the distant past.

No-charge Futures: ICL is offering a steady stream of **ISS45** enhancements and upgrades ourselves — up to four major releases per year. The key difference is that ICL's **ISS45** software maintenance plan automatically brings you almost all new features and enhancements at no charge. So **ISS45** users will enjoy the fruits of these releases — each packed with new leading-edge features and capabilities — at no additional charge. An **ISS45** installation is much more than today's outstanding system: it's **Your Subscription to the Future of PoS™**.

Never Down, Never Obsolete.™ Only **ISS45** can ensure that it is virtually impossible to lose any of the four major components of the system —PoS, Controller, Applications and Communications. Not only will you always be able to check out your shoppers, but you won't lose data, lose applications or application access to the data, nor communications access to the store. This is a major leap forward, and represents an ultimate goal toward which fault-tolerant systems have been striving for 20 years.

The powerful combination of clean, object-oriented software, extreme performance, user customizability and **ISS45**'s system-wide use of industry-standard platforms ensures you that **ISS45** is a system that will grow indefinitely with the needs of the industry in general, but more important with your own needs - and the way you want to apply them.

To Your Success,

Tony
Tony van Seventer
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