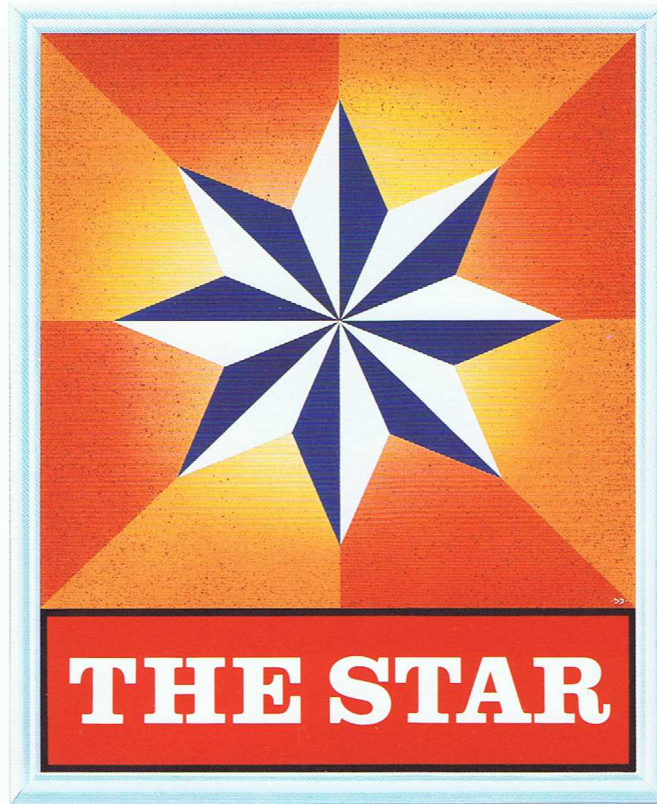


The IBM 4691 Programmable Cash Terminal

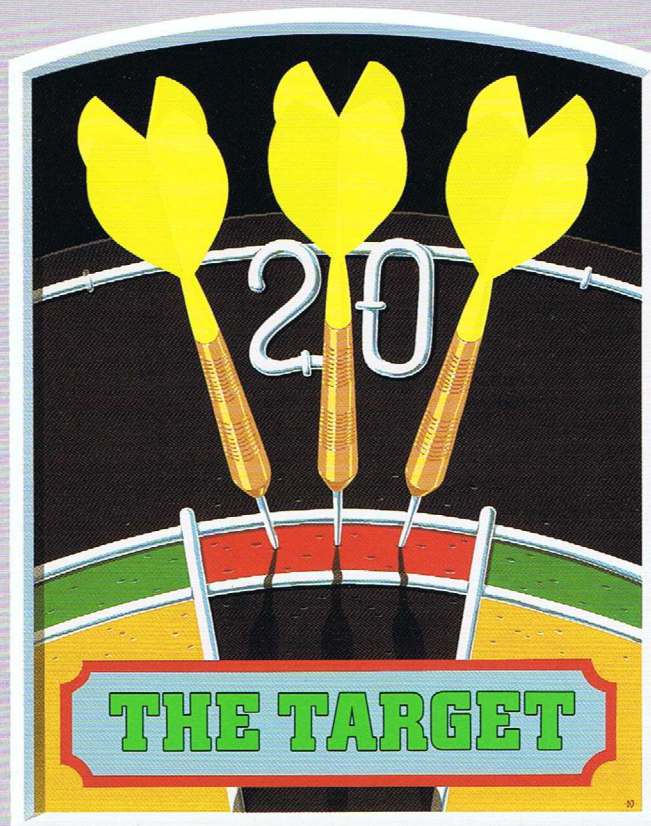
Specially developed for the leisure industry



This brochure introduces you to the IBM 4691 Programmable Cash Terminal which has been specially developed in the UK for the environmental and operational requirements of the UK leisure industry.

The terminal is designed not just as a cash register, but as the basis of a management system for organisations with multiple retail outlets. It is part of the IBM leisure system which includes point-of-sale terminals, software, and interfaces for other attachments.

This introduction to the IBM 4691 Programmable Cash Terminal is intended for executives who are considering ways of improving the quality of retail management and corporate planning. It shows how the terminal's ability to capture accurate point-of-sale data and communicate rapidly to head office can make a significant contribution to retail control and planning. A major benefit of this can be a substantial improvement in the flexibility and responsiveness of your day-to-day operations.



Are you on target with what is going on at the point-of-sale?
Automatic recording of all transactions and rapid access to local sales and financial information can make planning more accurate and responsive.

Manage your outlets with flare

Managing multiple retail outlets is a complex and competitive business. To formulate effective strategies, you need rapid access to accurate, up-to-date information on your marketing and financial performance in the field.

What is your current cash position? How is this week's regional promotion affecting sales? How much stock will you need to cover all your outlets next week? Should you increase prices selectively, and how quickly can changes be implemented?

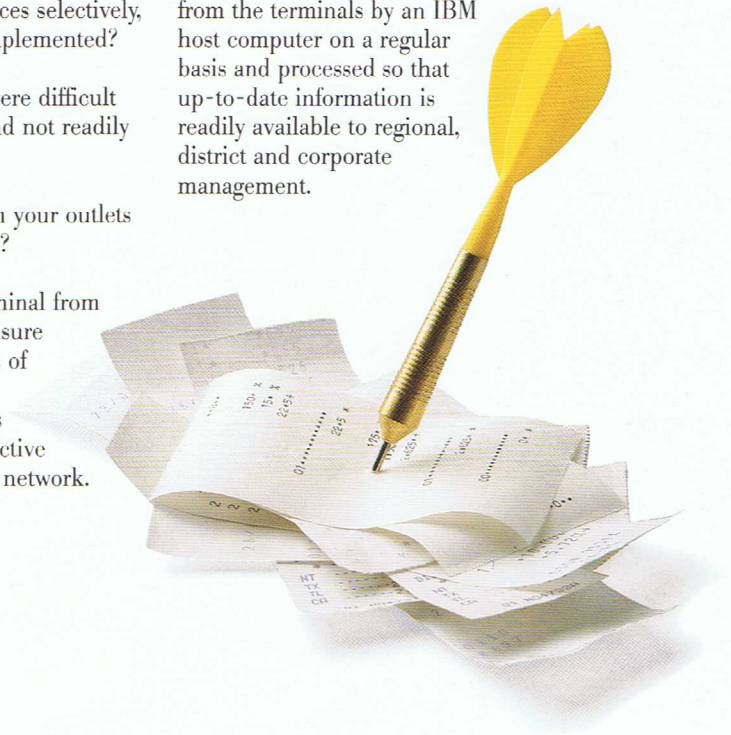
Using traditional methods, results were difficult to gather, subject to human error and not readily available.

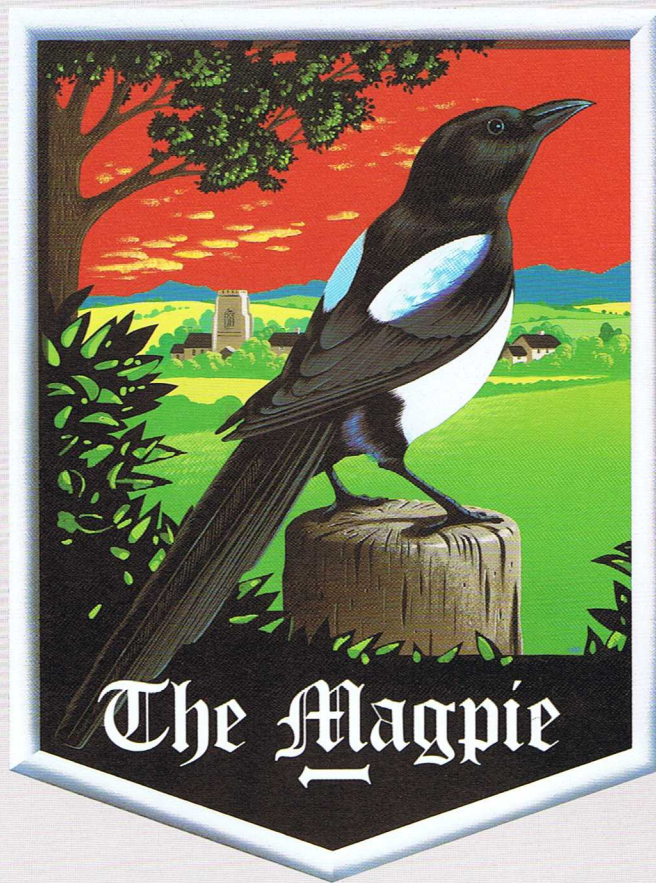
So how do you get information from your outlets quickly, and in the form you want it?

The 4691 Programmable Cash Terminal from IBM is purpose-designed for the leisure industry. Providing all the functions of a conventional cash register, it has the processing and communications facilities to form the basis of an effective corporate information management network.

The system is flexible, so that you can use it in different rooms within the same outlet—a bar, a restaurant, or a cocktail lounge, for example. If you decide to introduce new facilities into the outlet, the programs can be modified by your head office without having to refer back to the supplier.

Point-of-sale information can be gathered directly from the terminals by an IBM host computer on a regular basis and processed so that up-to-date information is readily available to regional, district and corporate management.





How can you tell what is really going on at the outlets?
The IBM 4691 Programmable Cash Terminal automatically
records transactions as they happen and can pass the data
directly to head office.

The missing link

Getting an accurate picture of what is happening in a large number of outlets has never been easy. The information you receive might come in a variety of forms and is always subject to the age old problem of human error.

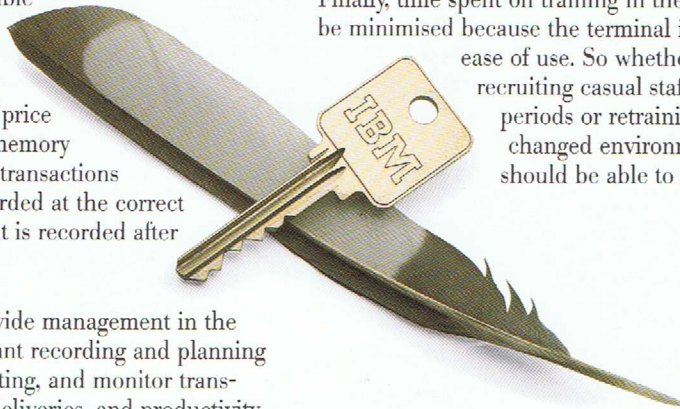
The requirement starts at the bar. In a large outlet with many staff it would be impractical for managers to exercise constant supervision. The IBM 4691 Programmable Cash Terminal can make this task easier. Staff are identified for each transaction. The price is retrieved from the memory in the terminal, so all transactions are automatically recorded at the correct price. Stock movement is recorded after each transaction.

The terminal can provide management in the outlet with an important recording and planning tool to handle accounting, and monitor transactions, stock levels, deliveries, and productivity.

The data can also reduce the time spent on auditing. The IBM 4691 Programmable Cash Terminal can store data in the form of an electronic journal.

Whilst staff in the outlet can have access to some of the data for administrative functions, the data is secure because you can control access to it.

Finally, time spent on training in the outlet can be minimised because the terminal is designed for ease of use. So whether you are recruiting casual staff for peak periods or retraining staff for a changed environment, they should be able to adapt easily.





In a rapidly changing marketplace, fast feedback from the outlets helps you react quickly and keep ahead of competition.

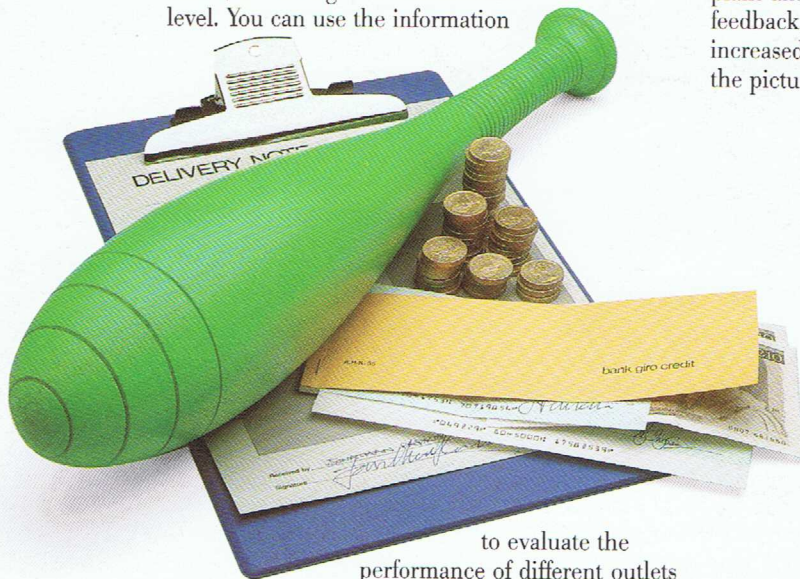
Heighten your reaction to change

The IBM 4691 Programmable Cash Terminals in your outlets can give you whatever information you need. The terminals may be programmed, via a communications network, to collect the data that you require.

Analysing the information on an item-by-item basis, you can get a daily indication of cash taken, sales and stock requirements at the individual outlet, and at regional and national level. You can use the information

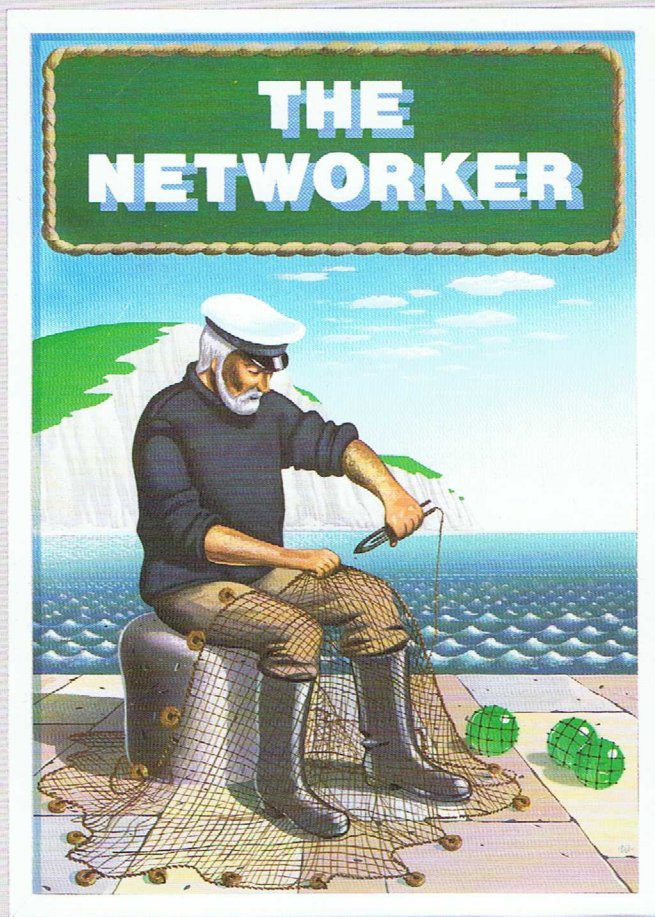
You can implement change quickly. If you want to amend prices selectively, or in all outlets, this may be carried out remotely. All the bar staff have to do is press the product key and the correct price will be charged. Any data that is collected will reflect the current price.

All this information gives you a moving picture of what is happening in the outlets. You can appraise plans and forecasts in the light of immediate feedback, move quickly to take advantage of increased demand, and take corrective action if the picture changes.



to evaluate the performance of different outlets and to assess your bank position on a daily basis.

Suppose you want to test market a new product, or just see the effects of a price change or special offer. Using conventional market research techniques you would have to wait for survey results. Get the information overnight and you can make immediate tactical decisions.



The terminal at the point-of-sale can give you access to large amounts of valuable corporate data. Powerful network facilities can bring all that information together quickly.

An IBM information network brings together all those loose ends

The starting point for an information management network is the individual terminal. The IBM 4691 Programmable Cash Terminal is designed as a standalone cash register with features for reliable operation in the outlet. It can be programmed to carry out a wide variety of applications.

The applications can be developed at head office and installed with the hardware on site. There is no need for local data processing skills in the outlets. Through communications links, the files can be amended remotely so that changes can be implemented immediately in all outlets, or only in selected areas.

The IBM 4691 Programmable Cash Terminal has high-level communications facilities that enable it to form part of a large network with no need for local data processing support. An IBM host at head office uses the IBM Advanced Data

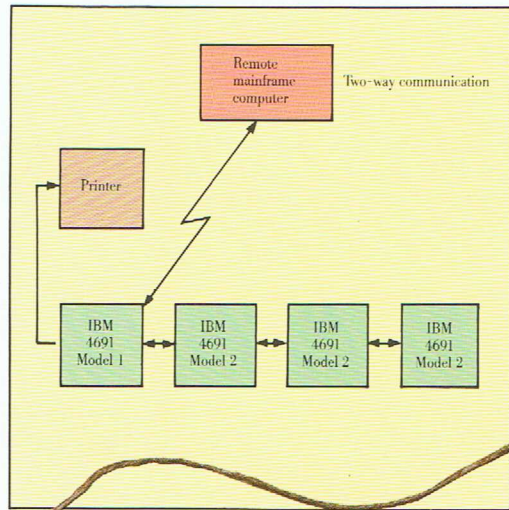
Communications for Stores (ADCS) program product to manage the data collection.

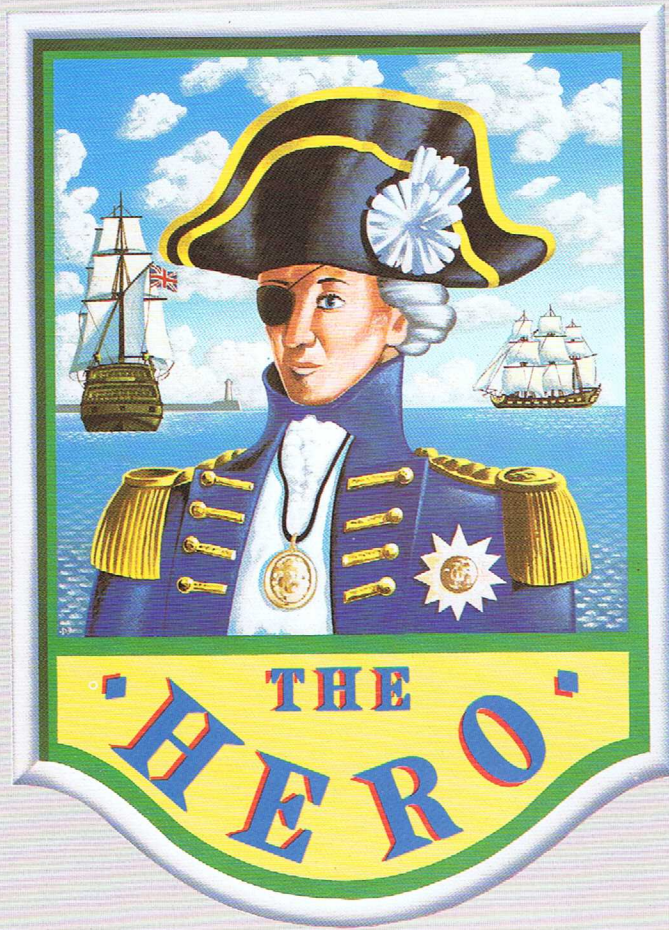
ADCS uses links to gather data from the terminals, typically at

night. The hundreds, or thousands, of sources is extracted, validated, and made available for analysis next day.

IBM has a wealth of experience in assisting its customers to set up and manage large, complex networks like this within the retail trade. IBM can advise and support you in planning, installation, training, and running the system.

When 'last orders' have been called and the customers have gone home, the IBM 4691 Programmable Cash Terminal can be hard at work providing the raw materials for the next day's decisions.





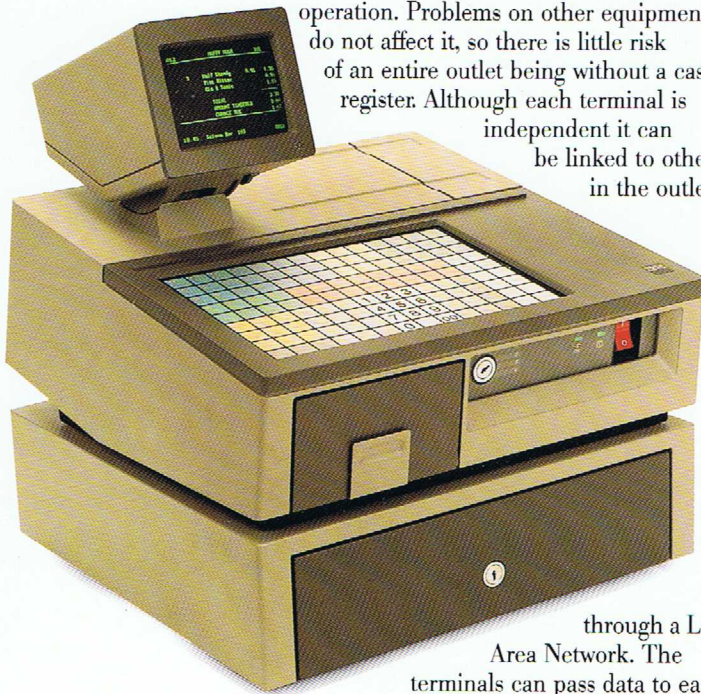
Independent, reliable and adaptable to changing circumstances,
the IBM 4691 Programmable Cash Terminal is specially designed
for the leisure industry to give long and dependable service.

Designed for front-line action

Though the IBM 4691 terminal's greatest contribution at corporate level is its communications ability, its performance as a cash register is equally important.

The IBM 4691 Programmable Cash Terminal is an independent unit that does not depend on other equipment or a central controller for its operation. Problems on other equipment do not affect it, so there is little risk of an entire outlet being without a cash register. Although each terminal is independent it can

be linked to others in the outlet



through a Local Area Network. The terminals can pass data to each other and any communications with head office can be channelled through one terminal.

The IBM 4691 Programmable Cash Terminal has the capacity to deal with the heaviest periods of operation and has an interleaving facility so that several servers can build up cumulative bills before totalling up. It has high capacity direct access storage. Part of its memory is protected by battery to retain valuable data.

The terminal is designed for ease of use. Drinks can be entered with a single key depression on the keyboard. For flexible operation the keyboard underlay can be changed to suit different rooms in the same outlet. Additional product information can be given on menus called up on the monitor.

Designed specifically for reliable operation in the difficult conditions of licensed premises, the equipment is pressurised, filtered and spill-proof for protection against the environment.

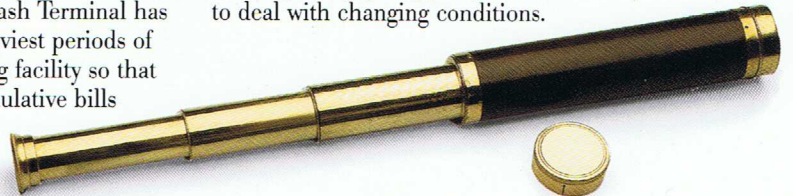
The IBM 4691 Programmable Cash Terminal is suitable for a wide variety of installations and has attachments for various options such as a customer monitor, journal or local printers, and a remote printer.

Administrative functions can be performed on the system and reports can be produced on server statistics, cash, and stock.

Using the IBM 4691 Programmable Cash Terminal an auditor can extract information from the electronic journal, and, if so desired, can complete a reconciliation within the outlet.

The system is secure. The use of a four-position key, together with user-definable security for the system functions, gives control of data security and access to disks.

The IBM 4691 Programmable Cash Terminal has the facilities to put business information into your hands quickly, giving you greater flexibility to deal with changing conditions.





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