

MarCole Gift RegistryWorks for Linux on IBM POWER processor-based systems



multi-event kiosks and online solutions let retailers reach consumers both in the store and on the Internet, helping you create valuable customer profiles and acquire powerful purchasing insights.

Consumers can view high-quality images of registered items, and print them to refer to while shopping. Barcode scanners simplify the registration process, making it more enjoyable—and likely—for shoppers to register for additional products. Gift RegistryWorks integrates with point-of-sale (POS) and e-commerce applications, eliminating redundant data and duplicated efforts, and increasing customer satisfaction. An optional development environment allows developers to create a customized solution using a Software Development Kit (SDK), letting you take advantage of internal IT resources.

Highlights

- **Help increase sales, build customer loyalty and reduce servicing costs**
- **Leverage ease of integration with existing store systems and e-commerce sites**
- **Improve systems management with a customizable modular, scalable solution**
- **Take advantage of proven technology that has been deployed worldwide**

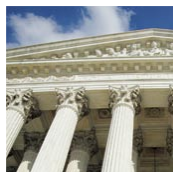
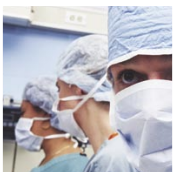
MarCole Gift RegistryWorks™ offers a platform-independent gift registry and wish-list solution designed to increase sales and capture customers for multi-channel retail stores. With support for multiple giving occasions—weddings, anniversaries, baby showers, house-warmings and personal wish lists—Gift RegistryWorks can help retailers increase sales in a billion-dollar industry.

Leverage an industry-leading, multi-channel gift registry solution

Gift RegistryWorks software offers advanced functionality and scalable solutions in three versions to cost-effectively meet the needs of a single store, midsized retailer with multiple locations or global enterprise. Multi-lingual,

IBM Linux on POWER: Performance and flexibility without compromise

With 1-way to 64-way servers based on IBM Power Architecture™ technology, IBM offers a wide range of Linux® servers—giving companies multiple computing options that meet varying budgets without sacrificing performance. Systems based on IBM POWER™ microprocessors provide proven technology used for applications ranging from game machines to supercomputers. IBM POWER5™ and



POWER5+™ processor-based servers are tuned to combine the flexibility and cost-effectiveness of the Linux operating system with the scalability and robustness of the IBM POWER platform. And they optionally offer IBM Virtualization Engine™ capabilities like IBM Micro-Partitioning™ technology, which can automatically balance resources among virtual partitions in milliseconds.

MarCole Gift RegistryWorks on IBM POWER-processor based servers

MarCole GiftRegistryWorks supports IBM System p5™ Express, @server® p5, i5, pSeries®, iSeries™ and OpenPower™ systems as well as the IBM @server BladeCenter® JS20 server, so you can choose the best system to meet your needs. Ranging from 1 to 64 processor cores, all systems offer support for 32- and 64-bit applications, outstanding reliability features and excellent performance. System p5 Express, @server p5, i5 and OpenPower systems help optimize resources through advanced virtualization and micro-partitioning—ideal for server consolidation. System p5 Express, @server p5, i5 and pSeries systems also provide large memory capabilities and superior scalability features for large workloads.

Server consolidation via virtualization allows retailers of any size to consolidate back-end gift registry servers for all stores in one centrally managed location. For those clients preferring blade infrastructure,

the POWER processor-based JS20 blade servers are also supported for MarCole Gift RegistryWorks and can help simplify administration, reduce costs and facilitate pay-as-you-grow scalability.

p5 and i5 systems are available with up to 64 processors, supporting gift registry applications for multiple stores and other applications such as product and price databases. OpenPower systems are built on a mainframe-inspired hardware platform and are tuned for a Linux environment. OpenPower servers offer the same reliability, performance and flexibility features as p5 and i5 systems—for up to four processors—at breakthrough prices.

For more information

MarCole Gift RegistryWorks for Linux on IBM POWER processor-based systems offers your retail organization a high performance, yet low-cost platform, letting you consolidate and simplify your infrastructure while you build relationships with consumers. To learn more about MarCole Gift RegistryWorks, visit www.marcole.com or call: 925 933-9792 ext. 106.

To learn more about Linux on IBM POWER processor-based systems, visit:

ibm.com/linux/power



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IBM Systems and Technology Group
Route 100
Somers, NY 10589

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