



Direct Source

customer interactive solutions

WHAT'S IN STORE FOR CUSTOMER INTERACTIVE?

- client web kiosks
- micro kiosks

- pc-based kiosks
- expanded-functionality terminals

- digital signage

Redefine your locations and empower customers.

FINDING THE RIGHT CUSTOMER RELATIONSHIP: INTERACTIVE

Customer service improves when interactions are automated to augment the experience. Direct Source provides web-enabled customer interactive devices. The technology allows you to leverage your online systems to expand your site's profit potential and customer satisfaction level.

There are many technology approaches available to implement kiosks. We closely examine all possibilities relative to current and future functionality, connectivity, site presence and software.

DETERMINING THE IDEAL KIOSK AND DIGITAL SIGNAGE SOLUTION: YOURS

Like fingerprints, no two businesses are alike. Each situation is unique. Direct Source has the practical experience of working on different hardware and software platforms, along with nationwide deployment. We don't sell products from just one manufacturer, we custom-fit the right hardware solution to meet your needs, from cabling to electrical.

- Thin-client – low cost-of-ownership through “thin” O/S and fully networked support.
- Micro – expanding the capabilities of small, limited-function, less-expensive kiosks.
- PC-based – packing more power into a single station with additional interactive programs.
- Technology that meets industry standards.

LOOKING AT COSTS THE SMART WAY: AGGRESSIVELY

Direct Source attacks the numbers to deliver the lowest possible solution cost (determined by cost-of-acquisition and cost-of-ownership).

Relative to ownership cost, we look carefully at the range of solutions (PC, Micro and Thin-client) in order to provide the functionality, support and defense against failure, and flexibility to meet your individual needs, all with the greatest value.

PROVIDING SOLUTIONS AIMED IN THE RIGHT DIRECTION: AHEAD

Direct Source addresses future-proofing to facilitate next-generation applications. We use proven and advanced technology to implement a complete solution that provides dynamic customer service, stand-alone selling functionality, advertising revenue and integration with the back-office server. We drive software to keep your kiosks relevant now and for what's coming along tomorrow.

FILLING THE RIGHT TECHNOLOGY GAP: SERVICE

Because we design, integrate, stage, deploy and install the systems we recommend, we have expertise within your location's four walls. Our approach is practical, proven and client-centric.

- System consultation identifies the ideal technical fit.
- Project planning and management mitigates risk and delivers results.
- Hardware procurement is hassle-free.
- Staging and on-site installations support with rapid, accurate completion.
- Deployment and installation are performed nationwide.
- End-to-end support delivers rapid, efficient and cost-effective results.

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Direct Source

the direct source difference

As an independent representative of technology products and a full-service provider, Direct Source is a valuable resource for any community.



■ UNBIASED EXPERTISE

permits an open-systems approach integrating individual products to produce the ideal fit.

■ TECHNICAL INTELLIGENCE

drawn from more than a decade of technology experience, helps your business reach ahead without leaving behind current infrastructure investments.

■ FUTURE-PROOFING

delivered in long-term functionality along with built-in capability for future upgrades, modification and migration.

■ ALIGNED

to specifically reflect each client's persona through business, process, philosophy and expectations.

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