



Direct Source
what's in store.

why direct source ❖

Apply the power of the technology mix to vitalize your retail presence. We help you make the right choice.

FOCUSED ON THE RIGHT GOALS: YOURS

The competition for consumer preference, brand differentiation and a superior shopping experience is intense. Direct Source is focused to achieve your goals:

- More accurate information about customers
- Smoother transaction processing
- Higher employee productivity
- Faster return on investment

Direct Source matches leading technologies to the needs of the nation's largest retailers to improve overall operations and complement existing technology investments. We augment this competency with software integration, project management and deployment services to add value and efficiency to the solution. Apply our independent product and technology expertise to implement dependable, store-level results that deliver a competitive advantage.

BIASED IN THE BEST WAY: NO FAVORITES

Direct Source builds solutions that meet your best interests. Vendor-neutral, we are independently informed across the range of possibilities to recommend what works best for you. Because we look across technologies, we are experts at integrating hardware and software with existing systems to leverage your investment. Select from our range of capabilities to custom-fit your needs.

ENGAGED AT THE IDEAL LEVEL: TIER ONE

We serve an extensive and growing list of tier one retailers who rely on Direct Source's experience and expertise in store-level technology. Over the decades, we have built a solid reputation as a reliable, long-term consultant and partner because we are devoted to producing the solution that matches each client's specific situation and expectations.

PREPARED IN THE FINEST WAY: FULLY

Our intimate relationships with manufacturers and strong retail partnerships give us special, practical insights into trends and best practices. We are organized to translate this knowledge quickly and dependably. Service and project management are designed to be responsive, especially when deadlines are demanding. In particular, we centralize hardware, software and service delivery for efficient, worry-free results that are right the first time at lower cost with faster execution.

AIMED WHERE IT'S IMPORTANT: IN-STORE

Direct Source continually advances the understanding of retail store technologies to bring savvy, hassle-free results to you. Our competencies span the spectrum of what's in store.

- **Wireless.** From network infrastructure to portable data terminals, we support cross-compatibility with backbone implementation to connect all that's in-store.
- **Customer interactive.** Through customer-centric kiosks and price verification, we can help you empower shoppers and their shopping.
- **Electronic payments.** For debit signature capture, smart card and bio-metrics technology, we can help you manage costs, create savings and make lanes more productive.
- **Services.** Our extensive development, staging, software integration, deployment and nationwide installation capabilities are tailored to fit each client's needs.

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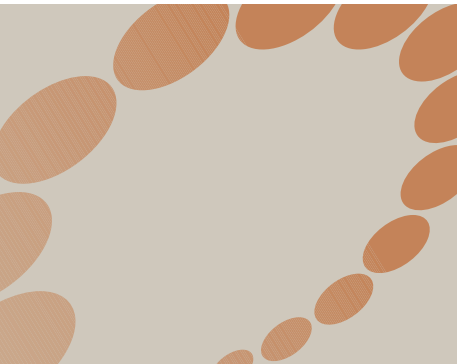
www.directsource.com



Direct Source
what's in store.

the direct source difference

As an independent representative of technology products and a full services provider, Direct Source is a valuable resource for tier one retailers.



■ **UNBIASED APPROACH**

integrating individual products to produce the ideal fit

■ **TECHNICAL INTELLIGENCE**

drawn from more than a decade of in-store experience helps retailers reach ahead without leaving behind current infrastructure investment

■ **FUTURE PROOFING**

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

■ **ALIGNED**

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

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