



Direct Source
what's in store.

why to partner with 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 — TOGETHER

The competition for consumer preference and brand differentiation is intense. Direct Source is focused on helping you achieve your goals:

- More efficient overall operations
- More secure and accurate customer information
- Ability to leverage existing technology investments
- Smoother transaction processing and higher employee productivity
- Faster return on investment

We augment our competencies with software integration, project management and deployment services. Our BICSI-certified Registered Communications Distribution Designers (RCDDs) are experienced in all options and standards for telecommunications and low-voltage cabling, such as: voice, audio, video, CCTV and data networks.

Apply our independent product and technology expertise to implement dependable results that deliver a competitive advantage — whether it's in the physical store, distribution center or warehouse.

BIASED IN THE BEST WAY — NO FAVORITES

Vendor-neutral, Direct Source is 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.

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.

BEST BUSINESS PRACTICES

Our intimate relationships with manufacturers and strong partnerships give us practical insights into trends and best practices. 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.

FOCUSED WHERE IT'S IMPORTANT

Direct Source continually searches the market for technologies that provide the best results in a cost-efficient manner. We test and analyze solutions for in-store, distribution center or warehouse operations.

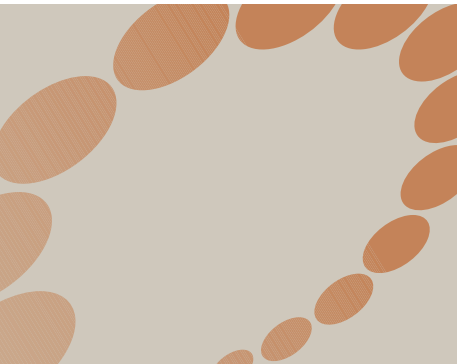
- **Wireless.** From network infrastructure to portable data terminals, we support cross-compatibility with backbone implementation to connect all that is critical to your business.
- **Customer Interactive.** Through customer-centric kiosks and price verification, we can help you empower customers and their experience.
- **Payment.** For debit signature capture, smart card and contactless technologies, we can help you manage costs, create savings and make lanes more productive.
- **Voice and Data Cabling.** Whether you're considering a new store, expansion, relocation, new office, distribution center or warehouse project, or just a simple upgrade, you can now access RCDDs from a source you already trust.
- **Services.** Benefit from our nationwide deployment and installation expertise, along with our extensive development, staging and software integration capabilities.
- **Digital Signage.** All-in-one digital signage systems allow for a customized site experience with targeted messaging, interactive engagement through touch-screen displays or customer feedback/surveying mechanisms.
- **Loss Prevention.** Increase your return on investment through decreasing the time it takes to look into incidents, leveraging the existing infrastructure, lowering the number of liability claims and maximizing technology that fits your business.



Direct Source
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the direct source difference

As an independent representative of technology products and a full service 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 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 and philosophy

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