

▶▶ iNET Retail: iKiosks ... Delivering Continuous Customer Value & ROI

Retailers are turning towards Information Technology (IT) solutions that help them to integrate and monitor key business processes using lower cost and user-friendly internet-based Web Services technologies. They want quick-to-deploy, easy-to-manage, cost-effective solutions that support their ever-changing and extremely competitive business environment.

Retail organizations continue to see IT as an important conduit in helping transform their operations (continuously being able to redefine business processes and quickly adopt much needed best practices), increase profits, sales and improve customer retention. These companies fully understand that future growth and profitability are intricately bound with the ability of IT to enhance their customers experience.

International Systems & Electronics Corporation (ISE) is a leading supplier of real-time IT products and solutions for the retail market. Through strategic business alliances with leading base-technology providers such as NCR, Microsoft and BR Data, ISE provides a collaborative Web Services-based platform and process-enhancing applications, allowing Retailers to increase their customers' experience. In fact, ISE iNET iKiosks are at the fore-front of delivering continuous customer value.

Over the past years, kiosk applications for retailers have dramatically picked up and become mainstream. Customer demands and competition are driving the deployment of self service units to provide --

- Uniform product pricing and descriptive information
- Effectively handle coupons and promotions
- Sales guidance and demonstration (introduction of new products and/or features)
- Real-time conduit for effective in-store and product communication and advertisement
- Support customer loyalty programs
- Enhanced store, supplier, product and brand identity
- Boost employee productivity and knowledge

At the end, the choice for retailers to embrace kiosks must ultimately be tied to tangible business objectives for their organizations. ISE iKiosks offer retailers many business advantages --

- State of the art design, portability, visibility and technology-base

- Cost effective
- Impeccable customer interface and experience
- Ease of management and deployment
- Based on open IT industry standards
- Seamlessly integrated with your existing back-office infrastructure
- Quick to deploy

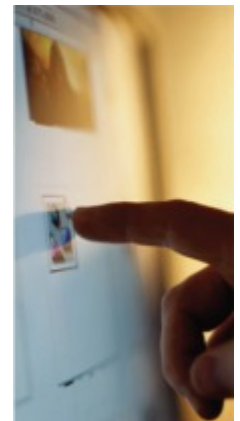
ISE iNET iKiosks provide retailers with an effective source of additional revenue and brand build-up. iNET iKiosks are a superb environment to deliver real-time and flexible advertisement and sponsorship, involving cross-selling, up-selling of products and services. When combined with customer loyalty programs, a high degree of personalization is achieved.

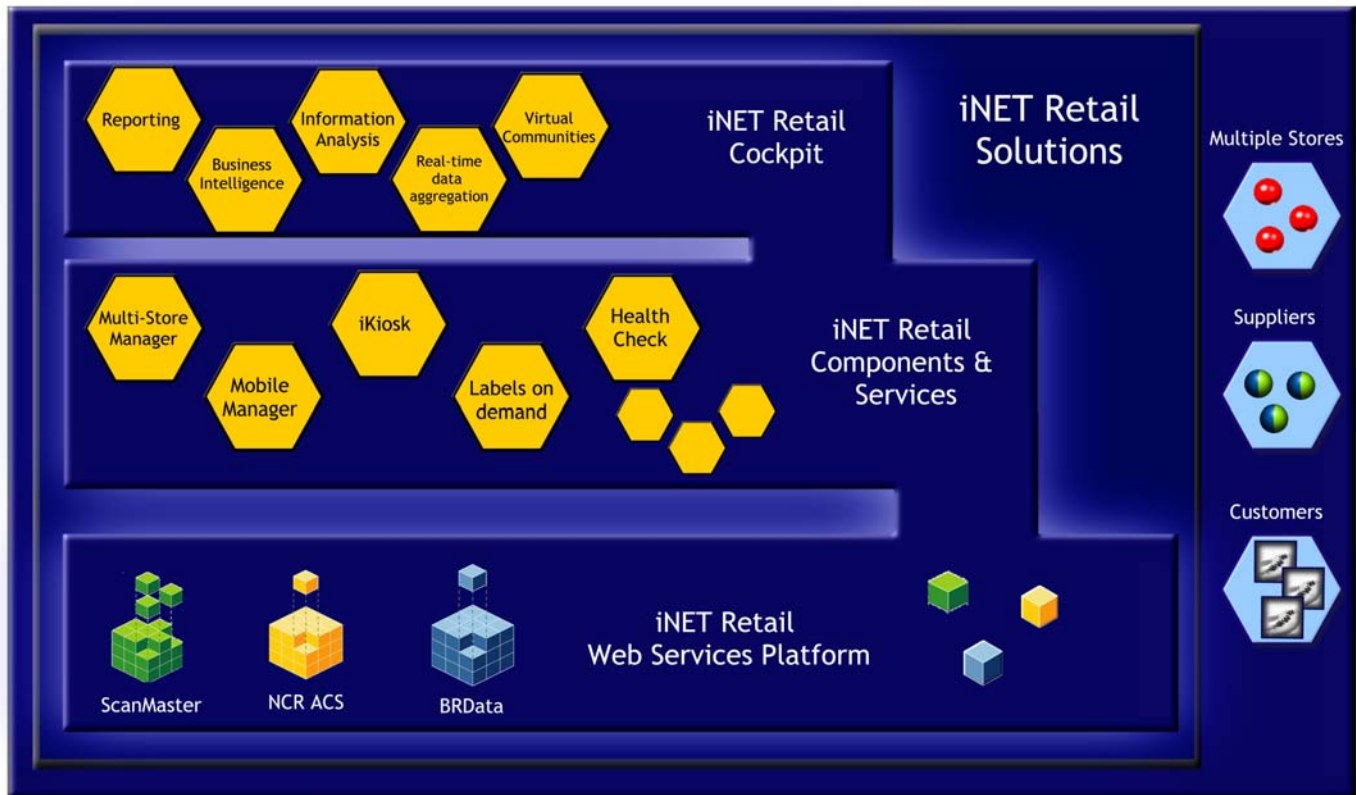
ISE iNET iKiosks are a true business enabler, a revenue-generator and the perfect vehicle to increase customer value and return on investment (ROI).

ISE ... one company ... one source

While most IT suppliers mass produce and pre-package kiosks, ISE specializes in delivering customized end-to-end self-service solutions that are specifically designed and implemented for continuously supporting the environment and business of our customers. Furthermore, our state-of-the-art post implementation and maintenance services are designed for around-the-clock and healthy operation of the solutions we deliver.

- Enhance customer service
- Increase store turn over
- Deliver continuous customer value
- Boost employee productivity





Valuable software solutions such as **ISE iNET iKiosks** must definitely take advantage of pre-existing enterprise applications, while easing the deployment of new process-enhancing software components and best-industry practices that can have an immediate impact in your customer retention initiatives and ROI. The iNET iKiosks solution is one of the members of the **iNET Retail** suite of products provided by ISE.

The business benefits to Retailers using ISE iNET Retail solutions are many --

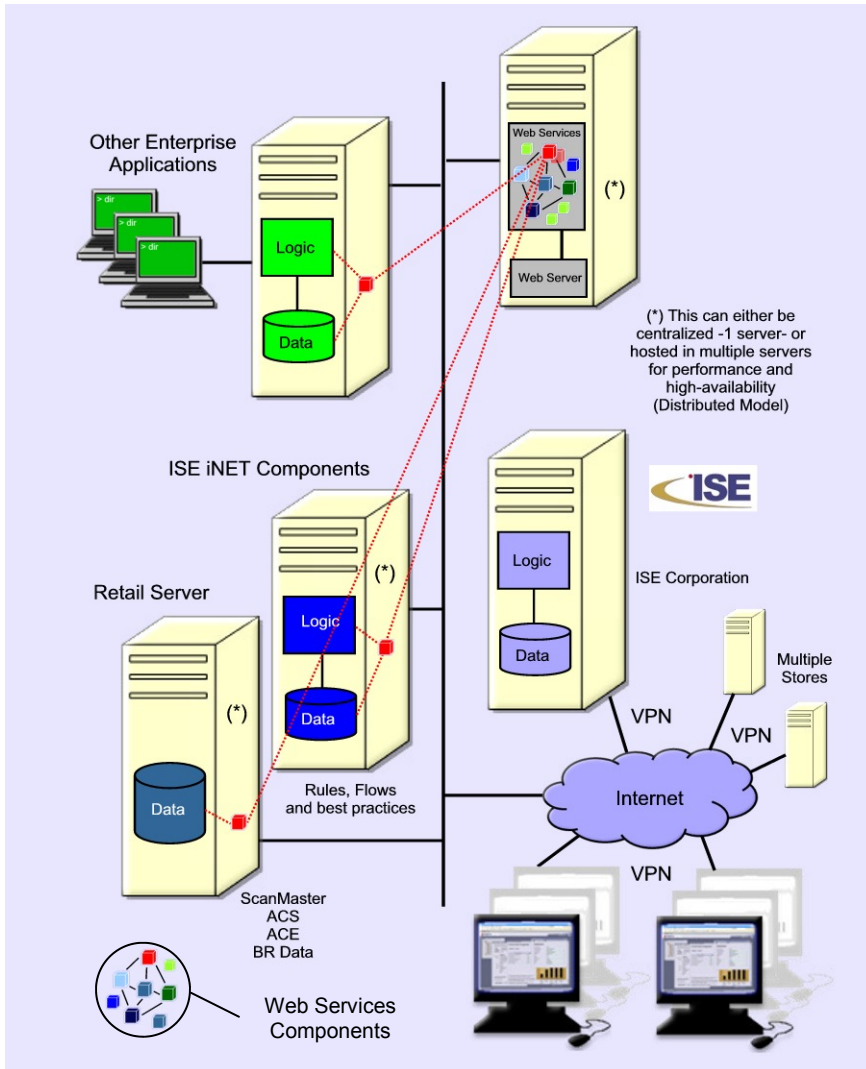
- Extended life-cycle of enterprise and legacy applications
- Sharpened visibility of key business processes
- Improved business flexibility and agility
- Reduced IT complexity
- Faster time-to-market
- Real-time control of your complete business chain (i.e., multiple stores in many locations)

And all of these benefits are provided on top of your existing retail IT infrastructure (e.g., ScanMaster, NCR ACS, IBM ACE, BR Data). ISE iNET Retail solutions over-perform at extending the value and life-cycle of existing mission critical applications, while enabling Retailers to easily incorporate



iNET Retail iKosks

innovative solutions and state-of-the-art technology that will provide you with key differentiators in you market place. Under this scenario, applications and information become accessible as discrete and active elements in a network of internet-connected components, all tied together by inter or intra company-wide business processes and best practices.



- Web Services-based platform that monitors, reports and manages a wide variety of financial transactions in real-time that involve your customer base
- Leverages existing IT infrastructure
- Easy-to-define and deploy: rules, flows, alerts, events, key performance indicators (KPIs), trends, analysis according to the particular needs and practices of your Institution and customer base
- Automatic updates and high-availability of key databases and process-repository
- User definitions according to roles, procedures, permissions, authority levels
- Comprehensive and detailed audit trail
- Extensive reporting and data aggregation capabilities (*Real-Time Retail Cockpit*)

ISE iNET Retail provides a solid foundation for Retailers to meet the demands of today's businesses while extending the life and value of existing relationships. Your focus should be on better serving customer needs while improving your bottom line.

ISE iNET Retail its all about this...



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