IBM Kiosk

Dora Martin   **Direak Tan**

IBM ®

IBM Kiosk

- The Kiosk Market Place

- IBM's Kiosk Strategy

- IBM Kiosk Hardware

- IBM Systems Management & IGS Services

- Overview IBM Kiosk ISVs

The Kiosk Marketplace

Behavioral Changes

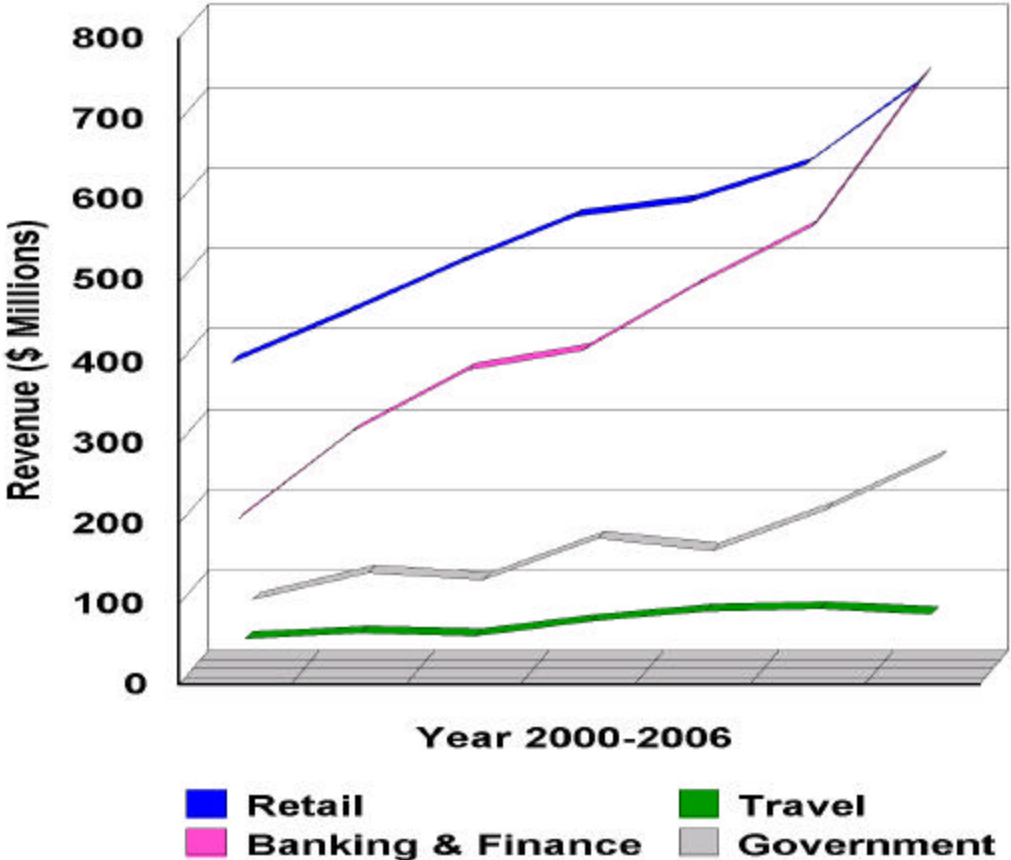- 15 years
- Shift from informational to transactional
- Increased technology interaction & trust
- Internet has profound influence on users' expectations
- Privacy and security issues

Worldwide Kiosk Market

Projected Revenue for Worldwide Segments

Revenue ($ Millions) vs Year 2000-2006

Legend:
- Retail (blue)
- Banking & Finance (pink)
- Travel (green)
- Government (grey)

Source: Frost&Sullivan

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Key Trends Driving Retailers' Adoption of Kiosks

- Focus on Customer Self-service

- Multi-Channel Retail Environment

- Continued Retail Labor Shortage

- Improve Bottom Line

Meeting Business Objectives

Reach: Offer Self Service

- Price lookup
- Product locator
- Self check out
- Deli/Bakery ordering
- Film development

- Gift registry
- Credit applications
- Layaway payments
- Rainchecks
- Check on order status

- Customer pick up
- Product comparison
- Product selection

Retain: Increase Consumer Satisfaction

- One to One Marketing
- Dispense loyalty cards
- Offer personalized promotions
- Deliver coupons or shopping lists

- Loyalty program status
- Consumer surveys
- Sweepstakes registration

Increase Revenue: Extend Product Offerings

- Access to web site & ordering
- Special orders
- Offer goods from complementary partners
- Product too large for selling space
- Featured products & promotions

- Cross sell
- Upsell
- Increase brand awareness

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Meeting Business Objectives

Increase Experience: Better Information & Services

ƒ Real time access to "experts"
ƒ Self check-in & check-out
ƒ Gift and phone cards
ƒ Product on demand (music, image, print)
ƒ Demos
ƒ Buying guides

ƒ Product information
ƒ Assembly instructions
ƒ Recipes & nutritional information
ƒ Consumer education

Support: Management & Associate Needs

ƒ Management Support
  ƒ E-mail
  ƒ Employment applications
  ƒ HR Forms
  ƒ Store manuals & procedures
  ƒ Communications & announcements
  ƒ On-line education

ƒ Associate Support
  ƒ Access to consumer information & history
  ƒ Product information
  ƒ Product availability across the chain
  ƒ Associate training & testing
  ƒ Labor tracking
  ƒ Personal HR information access

Kiosks are the key element for integrating the multiple channels

IBM

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What is the Kiosk Selection Criteria?

In order of importance...

- Reliability
- Features
- Total Cost of Ownership
- Return on Investment
- Systems Management
  --real time monitoring/proactive alerts
- Appearance
- Vendor Support and Training
- Vendor Reputation

Source: Summit Research 2001

Retail Store Solutions

Kiosks vs PCs

- Experience shows that PCs can not withstand Retail environment
  - *ƒ* IBM Kiosk is retail hardened to withstand the harsh environments
  - *ƒ* Spill proof to prevent damage from liquids
  - *ƒ* Hidden controls to prevent user tampering
  - *ƒ* Designed for unattended operation
  - *ƒ* Standard, durable enclosure is ready to go
    - – UL certified
    - – ADA height & reach compliant in North America
- Second Vendor for Enclosure
  - *ƒ* Costly & Timely to Design
- Short Life Expectancy for PCs

IBM's Kiosk Strategy

Strategy

- Over 17 Years Intellectual Capital
- Over 29 Years Retail Experience
- Complete Solutions
- Open Platform
- Hardened Technology
- Flexible I/O
- Best of Breed Applications via ISV Relationships

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Multi-Channel Integration

Consumers are ready for self-service and self-checkout options

Web

B2B

B2C

Wireless

Store

Internet/Intranet

HQ

Catalog, Call Center

IBM Kiosk:
History & Target Roadmap

January '02

June / July '02
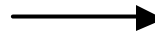
120
12"
Resistive
400MHz
10GB HDD
8MB UMA

150
15"
Capacitive
550MHz
20GB HDD
8MB UMA

→

152
15"
Capacitive
1.2GHz
20+GB HDD
32MB UMA
Flash Media
Option

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Virgin Megastores

❧**Product Preview Kiosks:**

    ƒ Allows customers to preview a selection prior to purchase

    ƒ Product, Artist and related information

    ƒ Advertising / Promotions

"The NetVista Kiosk's success is really a product of the fact that it's compelling to the customer and the hardware is robust enough to be up and running all the time, with a 99.98% run time in Dallas. It puts one's mind at ease when you know you can call up a particular technical person at IBM for NetVista Kiosk help." *-- Jan DeJong, Virgin's vice president of Retail Development*

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Aventis

Aventis

? **Provide employees with easy access to information and services**

"The IBM NetVista Kiosk is an excellent communication tool for our company. Employees with no access to computers in their work areas use the kiosks to get the information they need, when they need it. The look and feel of the kiosks makes them easy to operate. The full keyboard allows our users to fill out forms online and post for jobs. Overall, our experience with the NetVista Kiosk has been fantastic." *-- Carissa Valinski, IT analyst, Aventis*

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Hudson's Bay Company

☞**Product Preview Kiosks:**

ƒ Gift registry

ƒ Improved productivity, enhanced customer experience, better time management, immediate product refreshes, up-to-date pricing--all targeted at greater revenue opportunities

"It soon became clear that IBM [Web-enabled kiosks] was the best route to go. From a design point of view, IBM's kiosks had the best esthetics--sleek and attractive versus our old-style registry. But the main reason for our choice was IBM's willingness to integrate everything on our behalf: kiosk units, printers, software changes, plus the tools for remote network monitoring, secure browser access and detailed usage and performance reporting. No matter what requirement we asked them to solve, they said, Yes, we can do that." *-- Dave Kurdyla, General Manager, Stores, and Customer Service Systems, Hudson's Bay Company*
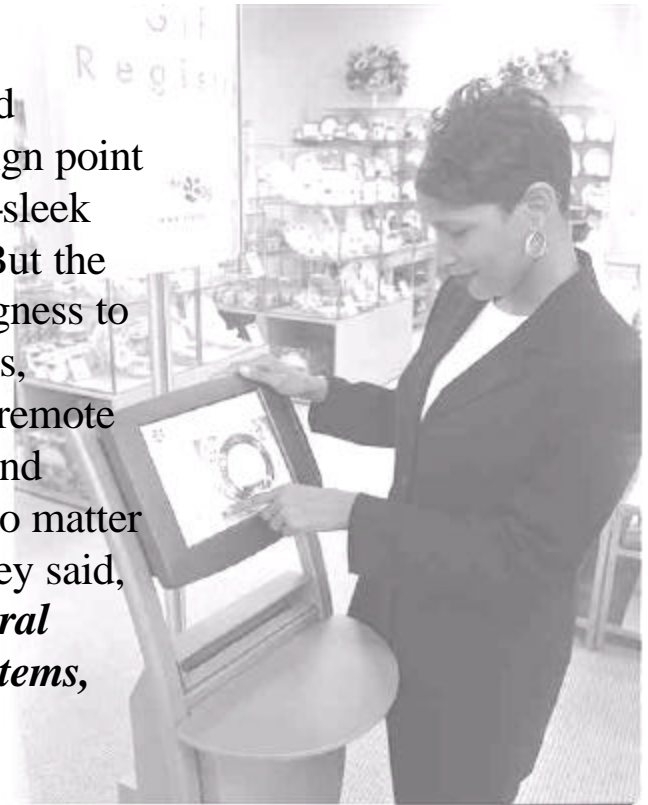
United Airlines

?**Self Check-In Kiosks:**

ƒ IBM is announcing that it will be developing and installing more than 1100 self-service check-in kiosks for United Airlines during the next two years. This is the largest-ever deployment of kiosks by an airline (4/5/2001)

ƒ The new EasyCheck-in units will allow United's US domestic e-ticket customers to have their boarding passes issued, print receipts, view and change seat assignments, request an upgrade, and check bags at designated kiosks

"No other airline has embarked on such an aggressive plan to create a hassle-free airport environment for its customers," said **Larry De Shon, United Airlines vice president-customer satisfaction**. "With their high tech innovations, the new kiosks from IBM will allow e-ticket customers to check-in in less than one minute."

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Dillard's

Wedding Registry Kiosks:

- ƒ 1-2 units per store
- ƒ Sort by category or price range

Dillard's

Amtrak

🖎**Ticket Kiosks:**

ƒ Electronic ticketing

ƒ Credit card purchases

IBM Kiosk Hardware

IBM Kiosks At A Glance

	120	150	152
Announce	Jan 2001	Jan 2002	June 2002
General Availability	April 2001	Feb 2002	July 2002
Processor	AMD K6-II 400 MHz	AMD K6-IIIE+ 550 MHz	Intel PIII Celeron 1.2 GHz
Display	12.1" Active Matrix Dual Bulb	15" Active Matrix Dual Bulb	15" Active Matrix Dual Bulb
Screen Resolution	800x600	1024x768	1024x768
Touch Panel	Resistive	Capacitive	Capacitive
Hard Drive	10.1G	20G	20G
Base RAM	64 MB (upg to 512MB)	64 MB (upg to 512MB)	128MB (upg to 1GB)
Video Memory	2, 4,8 MB	2, 4,8 MB	8, 16, 32 MB
Max Paper Roll Size	10in/250mm	8.5in/212.5mm	8.5in/212.5mm
External CD-ROM	Optional USB CD-ROM	Optional USB CD-ROM	Optional Bootable USB CD-ROM
Compact Flash	Not Applicable	Not Applicable	Optional 128MB Compact Flash
Dual Display	Supported	Supported	Not Supported

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Standard Features

Flexible installation and connectivity

✍**Standard PC Card Slot**

ƒ Standard PC Card connectivity

ƒ Simple, cost effective wireless network integration

ƒ Special mounting cover for wireless cards

Infrared Presence Detection

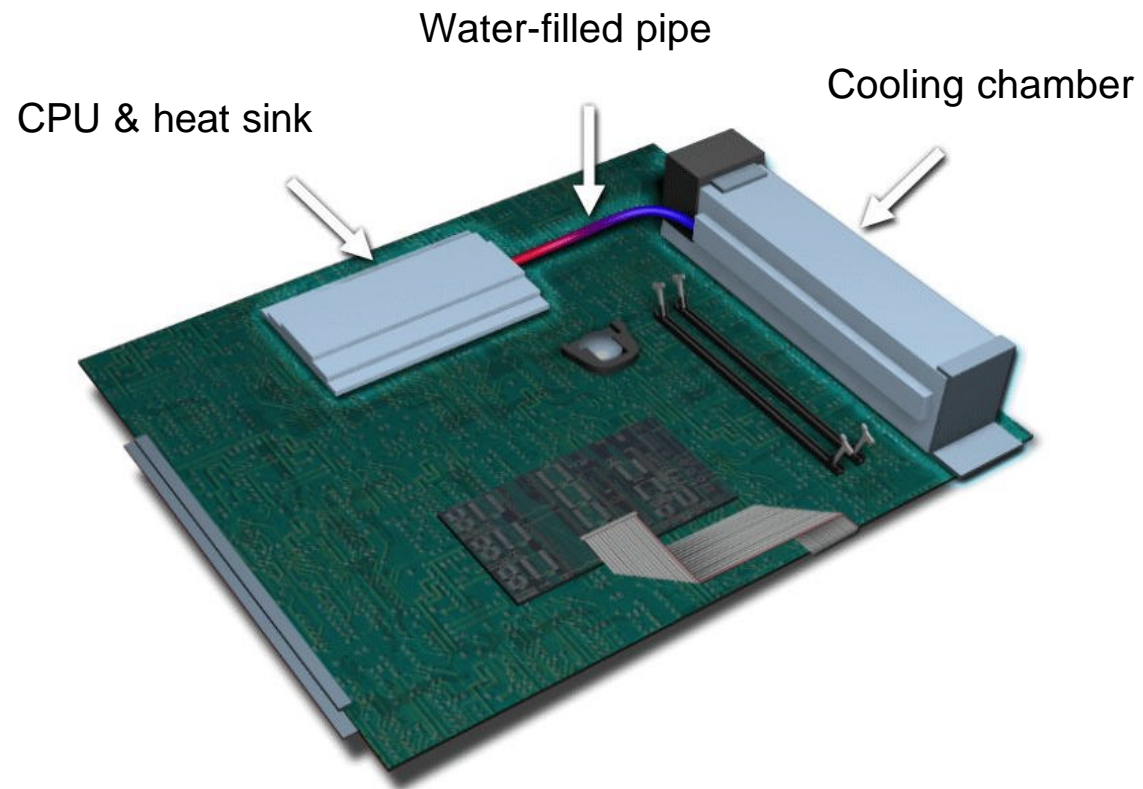✍**Detects presence in front of Kiosk**

ƒ Interrupt attract loop when customer approaches

ƒ Adjustable sensor range up to several feet

ƒ Conserve Electricity

  – Wake system out of Standby/Suspend state

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Cooling-Pipe Technology

Design and technology leadership

Water-filled pipe

Cooling chamber

CPU & heat sink

Functional Attributes

Sleek, Durable Enclosure

- ?Sheet metal with powder coated resin, for a tough but smooth design
- ?Meets ADA kiosk <u>height</u> & <u>reach</u> requirements
- ?Environmentally-hardened
- ?Functional & Secure
- ?Space-saving
- ?Maintenance-friendly
- ?Signage mounting capability
  - *f* threaded mounting holes on rear of enclosure enable the kiosk to be customized with promotional signage and accessories

Functional Attributes

Flexible installation and connectivity

- **Bolt-down / Freestanding**
  - Offering flexibility to integrate into the store environment by permanent attachment or freestanding base.
- **Wall Mount**
- **Counter Top**
- **Powered, mobile cart by PowerCart**
  - Maximum flexibility
  - US Only

Functional Attributes

Effortless maintenance

- **Servicing drawer**
  - ƒ Quick, easy entry
  - ƒ Secured via keylock
- **Hold large supply of paper**
  - ƒ Minimizes paper changes
  - ƒ Max Paper Roll Diameter:
    - ƒ Non-US: 10in / 250mm
    - ƒ US Only: 8.5in / 212.5mm

- **Cable management**
  - ƒ Internal cabling is stationary to prevent interference with servicing
- **Cable retractor**
  - ƒ Holds power and other cables, releasing when the drawer is opened, and retracting it when closed

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Optional Features

?Specialized kiosk printers

    *ƒ*Paper width - choice of 80 mm or 112 mm

    *ƒ*Paper Control - Sensors: Paper Jam, Paper Out, Paper Low, Weekend

    *ƒ*Print speed - up to 50 mm per second

    *ƒ*Unique, patented looping presenter mechanism

    *ƒ*Handles documents of varying lengths

?Omni-Directional Bar Code Scanner

    *ƒ*20 interlocking lines, 5 scan angles,4 lines per angle

    *ƒ*Reads left to right, or right to left
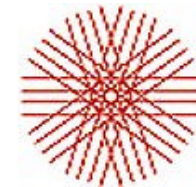
?Keyboard with Built in Trackball

    *ƒ*Notebook Size – 83 key layout with full 101 functionality

    *ƒ*Integrated 16mm trackball with 2 mouse buttons

?UPS

?Magnetic Stripe Reader

    *ƒ*Surge-Protected Outlets, Hot-Swappable Batteries

    *ƒ*Typical Back Up Time at Half Load: 14.8 Minutes

    *ƒ*Typical Recharge Time: 11 Hours

?Magnetic Stripe Reader

    *ƒ*Single, Side, Three Track

External Drive Options

1.44mb 3.5in Floppy Drive

? Standard 1.44mb floppy drive

? Designed for service use only

? Non-Standard format - not compatible with most floppy drives (i.e.. Thinkpad)

10X USB CD-ROM Drive

? **Supported OS**

− Windows98, Windows2000, MS-DOS (UHCI

? **Characteristics**

− CD-ROM speed 10X

− Drive interface type USB

− Buffer size   128 KB

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Supported Operating Systems

Open Platform for Your Software Choices

✍**Supported Operating Systems**

ƒWindows XP Professional (2Q02)

ƒWindows 2000 Professional (SP1/SP2)

ƒWindows 98 Second Edition

ƒWindows NT 4.0 (SP6)

ƒRedHat Linux v7.1 (System Unit Only)

IBM Systems Management & IGS Services

IBM Systems Management

A Key IBM Advantage - Consumer Device Services

> *A suite of tools for complete management of kiosk hardware and applications from remote or central locations.*
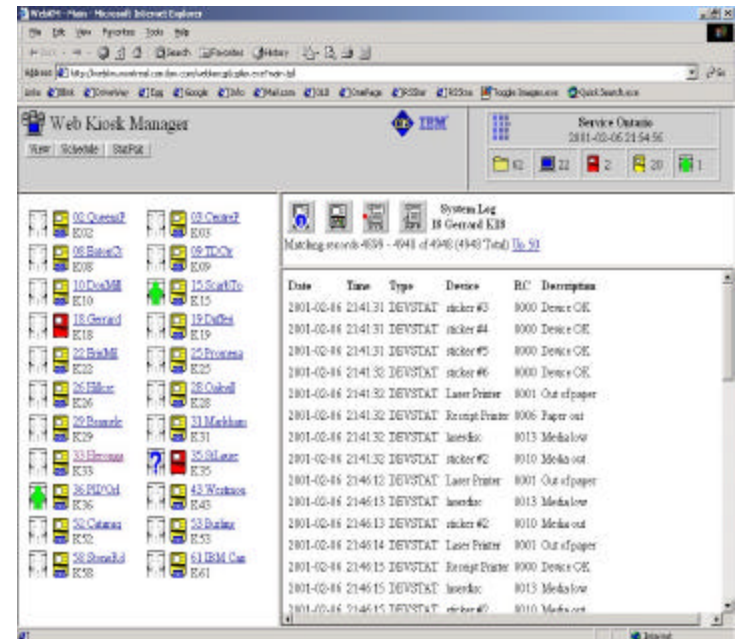
- **Consumer Device Services (CDS)**
  - **for device drivers and diagnostics. Agent that communicates remotely to KM**
- **Kiosk Manager**
  - **graphically reports kiosk status (device focus) interfaces to network management software**
- **NetCDS**
  - **web enables kiosk applications, delivers browser control**

Architected for management

IGS Experience

? **Business Innovation Services**

 ? Skilled e-business and integration developers

 ? Consulting for kiosk hardware and enclosure design

 ? Hardware procurement, integration, burn-in, rollout, site prep and installation and maintenance services

 ? Kiosk application design and development expertise

 ? Graphics and visual design consulting services

IBM Global Services

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Service & Support

Worldwide Support

- Standard One Year OnSite Warranty
- Help Desk (Partnerline)
  - Single point of contact
  - Knowledgeable about your environment
  - Manage incidents
  - Comprehensive reporting
- Maintenance
  - Standard or enhanced contract options
  - Global service available 24 x 7
  - Large network of qualified technicians with state of the art diagnostic and recovery tools

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Online Resources

IBM Kiosk Online

- IBM Kiosk Home Page
  - http://www.ibm.com/kiosk
  - Product Information
- Retail Store Solutions: Kiosk Home Page
  - http://www2.clearlake.ibm.com/store/product/html/kiosk.html
  - Product Information
  - Download Drivers, Brochures & Multimedia
  - Interactive Tour
  - Press Releases
- Online Support Resources
  - http://www2.clearlake.ibm.com/store/support/html/kiosk.html
  - Technical Documentation
  - Latest drivers and utilities
- Knowledge Base
  - http://www2.clearlake.ibm.com/store/support/html/knowledgebase.html
  - Searchable online database of Frequently Asked Questions
  - Quick access to latest technical updates

IBM Global Services

SavageBeast

KUDOS

OVERVIEW…
IBM KIOSK ISV's

AccessVia

Apunix

intermedia kiosks

infopoint

St.Clair

allure fusionmedia

ADUSA
we make IT happen

IBM ®

netkey.

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Why Work With Kiosk ISVs

- Kiosks are driven by benefits from applications
- Experience is essential
- Variety means more choices that fit more customers
- They help shorten sales cycles
- Expertise outside retail industry brings more
  opportunities and helps expand your market

Products

- **Signage Automation**
- **Ecommerce software suite**
- **AccessVia Kiosk**
  - ✎ **Request products**
  - ✎ **Verify prices**
  - ✎ **Locate in-store items**
  - ✎ **Return merchandise**
  - ✎ **Put items on layaway**
  - ✎ **Access gift registries**
  - ✎ **Generate coupons**
  - ✎ **View cross-sell and upsell choices**
  - ✎ **Explore extended inventory stock**
  - ✎ **Order items for pick-up at the register**

Clients

- **A&P, Giant Eagle, King Soopers, Fred Meyer, PETsMART, Mervyn's, Bed Bath & Beyond, Safeway, Shell Oil, CSK Auto**

Contact

Stephan Schier, Business Development Manager, sschier@accessvia.com

ADUSA
we make IT happen

Products

- **Deli-ordering ("RiteOrder")**
- **Bakery**
- **Film drop-off**

Clients

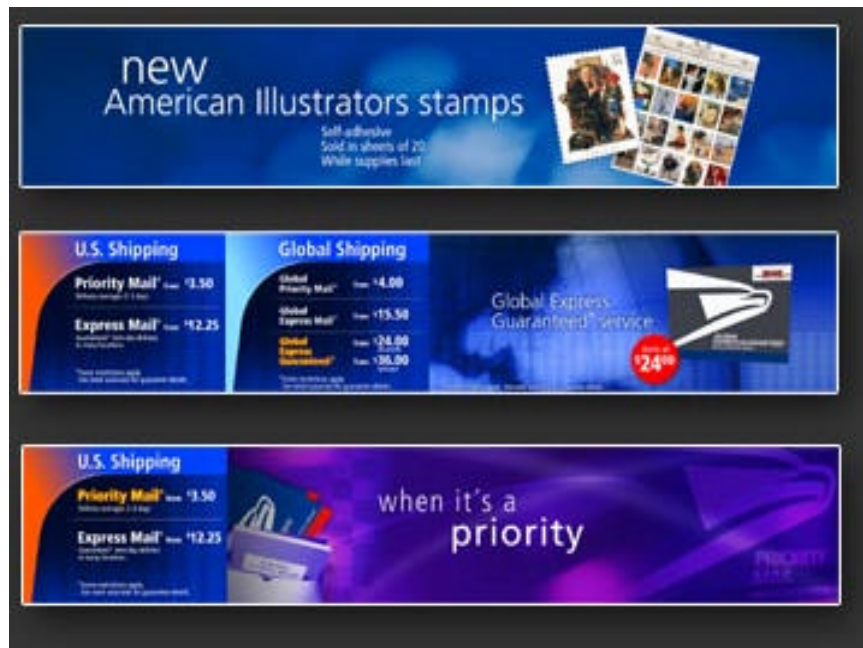- **Kroger, Safeway, Hannaford Brothers, Wal*Mart, Winn-Dixie, SuperValu, Star Markets**

Contact

IBM

IBM StoreProven

John McGill, VP Product Management, jmcgill@adusainc.com

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allure fusion**media**

Clients

• AT&T, McDonald's, GM, VISA, WebMD, Frito-Lay, •US Postal Service

Contact

Bill Buie, President, bbuie@allurefm.com

IBM®

IBM ASP Prime™ Powering e-business ►

Products

• Digital advertisement and marketing animation
• End-to-end modular server software, web interface, hosting server software, and consumer-facing open format display software
• Digital menu board
• Product ordering kiosk

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Apunix

Products

- The only partner whose kiosk solutions run on Unix/Linux platforms
- Kiosk software toolkit
- Custom kiosk content
- Kiosk engine for the Java™ platform
- Database-centric design

Clients

- Riviera Hotel&Casino, Travel Centers of America, Alamo Car Rental, Superbowl San Diego, Sun Microsystems, San Jose Sharks

Contact

Sylvia Berens, Vice President, sylvia.berens@apunix.com

IBM®

IBM StoreProven

Products

- **Transactional solutions for interactive multimedia kiosks**
- **Digital/Analog photo processing**
- **Kiosk management system**

Clients

- **Albertson's**
- **Europe-Based Clients**

Contact

- **Niall Johnston, U.S. VP of Business Development, niall.johnston@infopoint.ie**

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![intermedia kiosks logo]

Products

• **Multimedia kiosk-based ordering solutions for supermarkets, convenience stores, and the hospitality and food service industries**

• **Xpress Deli Kiosk ordering system**

Clients

• **Stop&Shop, Genuardi's, Big Y, Giant Eagle, Shop Rite, H-E-B, Brookshire's, Johns Hopkins University**

Contact

• **Stewart Gold, sgold@intermediakiosks.com**

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Products

- **Remote management software for interactive terminals, kiosks, and media displays**
- **Six modules…**
  - ? **Designer: allows for development of applications for interactive terminals using industry standard Windows-based applications**
  - ? **Runtime: links Windows OS, hardware, peripherals and applications**
  - ? **Distributor: distributes latest content with scheduled/automated delivery**
  - ? **Observer: provides remote monitoring**
  - ? **Analyzer: measures usage and operation**
  - ? **Enterprise: communication center**

Clients

- **Ford, Icelandic Savings Bank, V Shop, Marconi**

Contact

- **David Reap, VP (NA Operations), david@degasoft.com**

net‹ey.
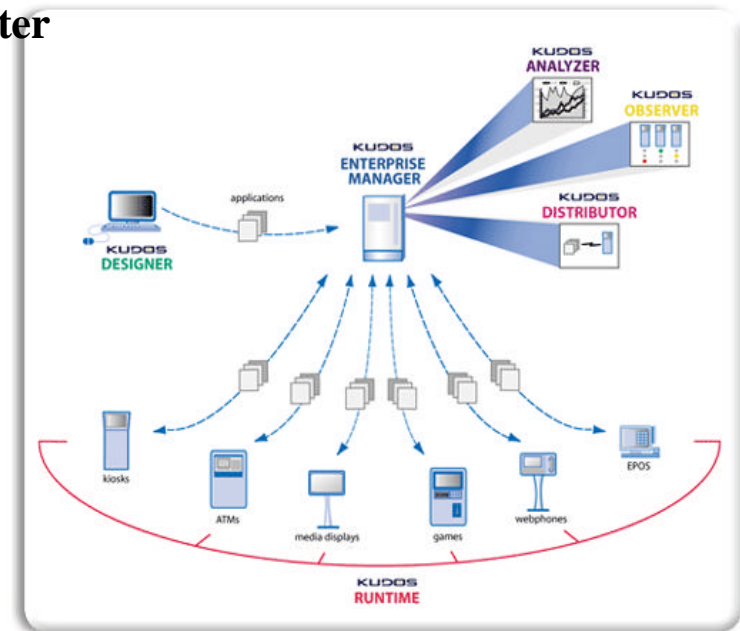
Products

• **NetKey Creator and Creator Studio = Template, authoring tools for web-based self-service applications**
• **NetKey Manager = Enterprise server solution for a managing/maintaining network of web kiosks**
• **NetKey Express = Kiosk authoring tool + hosting service**
• **NetKey Kiosks = End-to-end kiosk solutions**
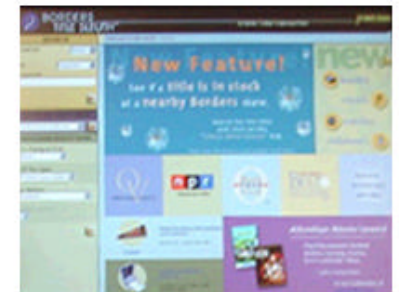
Clients

• **BMW, E*Trade, Fleet,**
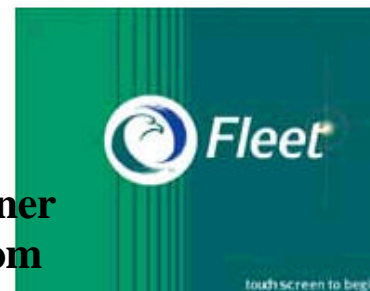•**J.C. Penney, Borders, Disney Stores , Ford, Microsoft, Bayer Recall**

Contact

• **Tom Crawford, Business Partner Manager, tcrawford@netkey.com**

BMW

Borders Books and Music

Fleet

Ford Flexivity

IBM ®

IBM StoreProven

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Products

- **Digital music preview kiosk**
- **Search engine**
- **"Music Genome Project" database**
- **Unique music recommendation application**
- **Endless marketing possibilities**

Clients

- **Barnes&Noble, Tower Records, AOL**

Contact

- **Lou Bramy, VP Business Deveopment, lbramy@savagebeast.com**

St.Clair

Products

• **Application Templates for Kiosk**
- Gift registry
- Catalog
- Bill payer
- Employee services
- Product ordering
- Film drop off
- Loyalty
- Advertisement
- And more…

Clients

• **Liquid Audio, Synchrony, Florida Power, Liberty Health, Casino Niagara, Tropicana**

Contact

• **Doug Peters, President, doug@stclair.ca**

Eatons Gift Registries

SELECT THE REGISTRY TYPE

ELECTRONICS & CAMERAS

IBM

StoreProven

Resources

Regional IBM Kiosk Sales Specialists

- East_____David Inch   dinch@us.ibm.com

- Central_____Dora Martin   doram@us.ibm.com

- West_____Direak Tan   drtan@us.ibm.com

We are here to help you sell IBM Kiosks!

For a list of StoreProven kiosk partners visit:

www.developer.ibm.com/retail/storeproven/index.html
- Select "StoreProven solutions" Box
- Select "software for Kiosk" in "Type of Offering" Box

WWW.IBM.COM/KIOSK