

## Netkey Retail Kiosk Applications Overview

Economic imperatives, rising customer expectations, and competitive pressures drive new store technology investments. The ability to synchronize multiple sales and marketing channels (store, Web, catalog, etc.) to grow revenue and market share is a requirement in today's retail environment. Netkey helps you get there faster with retail-proven self-service applications that increase sales, lower operational costs, and build customer loyalty by enhancing the store experience.

Top retailers including The Home Depot, Target, JC Penney, Toys "R" Us/Babies "R" Us, Saks Fifth Avenue, Borders, Menards, Cabela's and others have made Netkey the self-service solution provider of choice for retail applications including:

- Gift Registry
- Credit Application and Authorization
- E-commerce/Web Site In-Store
- Digital Signage
- Employee HR Portal



### Netkey Retail Applications Include:

#### ***Gift Registry***

Did you know that several of the most popular -- and profitable -- retail wedding registries in the world run on Netkey? Netkey brings unparalleled technology and expertise to the process of extending your online gift registry and e-commerce assets to the store through self-service kiosk technology. Make it easy for your customers to buy more, and do so with a gift registry kiosk infrastructure that is user-friendly yet easy to manage, update, and operate.

#### ***Credit Application and Authorization***

Give your customers increased purchasing power – right in the store! Research has shown that the ability to receive instant approval for new or higher credit on the store floor drives incremental sales. The nation's second largest retailer uses Netkey to generate new credit card applications and help existing customers increase their credit authorization to purchase higher-ticket items.

#### ***E-Commerce/Web Site In-Store***

Maximize your investment in your e-commerce and corporate web site and enable multi-channel retailing by bringing your Web assets into your stores. Give your customers an endless aisle of products beyond what is in stock at your retail locations. Never lose a sale again by enabling special orders from the store floor with an inventory extension kiosk application. Netkey's solutions for retail e-commerce helps bridge the gap between online and in-store by providing commerce-enabled kiosk applications that allow customers to buy what they

want, when they want it using your existing online sales channel, and still give the store credit for the transaction.

### **Digital Signage**

Promote products and inform customers right at the point of purchase decision. Netkey's digital signage application for retail allows you to quickly build, deploy, manage and update media-rich advertising displays in stores that delivers your message directly to the consumer and drives product sales.

### **Employee HR Portal**

Netkey human resources applications maximize the ROI of your HR self-service initiatives, extending them to traditionally unconnected workers through kiosks and employee access workstations, and providing you with the usage data and insight required to understand worker needs and preferences. Netkey HR applications leverage your corporate intranet or portal, your own custom HR applications, as well as HR systems from Oracle, PeopleSoft, SAP, Lawson and others to reach unconnected workers in retail stores, warehouses and distribution centers, and other locations.

### **Features of Netkey Retail Applications:**

Retail self-service applications from Netkey offer a robust set of features, functions and capabilities, including:

- Configurable, easy-to-use kiosk application interface that projects your brand
- Reliable and secure customer authentication (if required) via driver's license, loyalty card, or credit card
- Cash, check, credit and debit card payment acceptance available
- Secure integration with POS, inventory, e-commerce and credit card transaction processing back-end systems
- Integration with bar code scanner for easy product information and pricing lookup
- Wish list, receipt and form printing
- Scalable, high performance network management included:
  - Remote kiosk monitoring
  - Remote application, software and content updates
  - Usage and transaction reporting

