

## Standardizing Tools to Create Custom Kiosk Solutions

Electronic Arts and PROVISIO work together to offer clients kiosk solutions tailored to their needs.

**KioskMarketplace**  
KIOSK NEWS, TRENDS & COMMENTARY

By Darcy Lewis  
Contributing writer,  
KioskMarketplace.com

Sponsored by

**PROVISIO**<sup>®</sup>  
software engineering

### The players

**PROVISIO LLC** develops market-leading software that provides a versatile development platform and comprehensive turnkey solutions to secure, monitor and control computers and kiosks in a public environment.

**Electronic Art LLC**, a Cincinnati-based interactive agency, specializes in providing clients in a variety of industries with full-service custom kiosk solutions, from conception to deployment and monitoring. Its areas of expertise include kiosk-based marketing tools, interactive digital signage content, Web site design and build and kiosk consulting.

### The problem

Electronic Art's clients typically come to them requesting custom kiosk solutions. Since this is one of Electronic Art's core competencies, the agency wanted to realize the operational benefits of standardizing the tools it uses to create custom solutions for clients.

"We needed to choose one stable, versatile platform we could use as our default software in order to avoid steep learning curves with new software on each client project," said Tim Burke, chief executive officer of Electronic Art.

Additionally, knowing the importance of back-end functions on kiosks — including monitoring, distributing content and generating reports — Electronic Art hoped for a back-end solution that would dovetail well with its development platform.

**"We needed to choose one stable, versatile platform we could use as our default software in order to avoid steep learning curves with new software on each client project."**

— Tim Burke, chief executive officer, Electronic Art

“We wanted to choose a solution that would meet our clients’ back-end needs most efficiently,” Burke said.

### The solution

After trying several competing products, Electronic Art chose to partner with PROVISIO on the vast majority of its kiosk projects. “By default, we use PROVISIO’s SiteKiosk software unless the client specifically requests something different,” Burke said. “We know all its ins and outs and can work very quickly in SiteKiosk, which benefits both us and the clients with a shorter development timeline.”

SiteKiosk software offers a secure Web browser for public, Windows-based computers. It locks down the computer while allowing the user to access selected programs or functions. Other product features include extensive customization options, an Internet content filter, payment options and a multiple-language user interface.

For their clients’ back-end needs, Electronic Art eventually settled on PROVISIO’s SiteRemote, a kiosk monitoring and management system that can create a full array of usage reports and send content updates system-wide. It also provides integrated job functionality and an alert system that sends an e-mail or text message when the software detects an error.

“SiteRemote enables us to push new files to our kiosks without interfering with the user and its reporting interface is very easy to use,” Burke said.

Two successful deployments for Kroger Personal Finance and the State of Ohio’s Department of Travel and Tourism show how these PROVISIO solutions have enhanced Electronic Art’s business.

### Kroger Personal Finance

Electronic Art recently completed a kiosk application for Kroger Personal Finance. The application allows customers to learn about, manage and apply for several financial products, including insurance, mortgage refinancing and credit cards. Currently in its pilot phase, the Norwood, Ohio, deployment includes two kiosks, one of which faces the public and another of which is located in the back office, where a representative can assist customers. During full rollout, multiple kiosks will be located



*Text and design changes were easy to make on the kiosk application for Kroger Personal Finance, ensuring a smooth customer experience.*

## Standardizing Tools to Create Custom Kiosk Solutions

in the new KPF Money Stores being added to many of the grocery chain's stores.

Almost immediately after deployment, the client had some text and design changes to make.

"SiteRemote enabled us to push those changes out to the kiosks and have them immediately available," Burke said. "There was zero downtime and zero interference to the users."

### State of Ohio's Department of Travel and Tourism

"Passage to Freedom: Discovering Ohio's Underground Railroad History" is a cultural tourism project for the State of Ohio that focuses on Underground Railroad sites throughout the state. Created in conjunction with the National Underground Railroad Freedom Center, an integrated Web site and on-site kiosks at eight locations provide visitors with historical information, trip planning support and mapping capabilities.

"Ohio was one of the main corridors for escaping slaves, and these kiosks are to drive traffic to historically important sites," Burke said. "We integrated Google Maps with databases from the state to create the information people need to plan and enjoy their trips."

SiteRemote has been an integral part of this project. "Sometimes the Wi-Fi at various state facilities will go out. The kiosks are up and running, of course, but the features that rely on Google Maps won't work," Burke said. "SiteRemote alerts us instantly, so we then contact the facility and walk them through the process of getting back online. Sometimes, we even know the Wi-Fi is down before they do."

### The results

Having PROVISIO as a partner made the development of these diverse projects run smoothly for Electronic Art and their clients. But as experienced kiosk deployers know, what comes afterward is every bit as important.



*Troubleshooting is quick and easy for the State of Ohio's Travel and Tourism kiosks, thanks to PROVISIO's software.*

“No matter how compelling or innovative a kiosk’s design is, it won’t be meeting the client’s objectives if it has excessive downtime,” Burke said. “SiteRemote helps us service our clients by keeping us instantly aware of any sudden loss of network connectivity or system environmental changes, which in turn helps us improve uptime for our clients.”

Over the years, Electronic Art’s clients have come to appreciate PROVISIO, too, though not by name. “I’ve had many clients tell me they love our kiosks because they’re always up and running, compared to other kiosks built on other software,” said Burke. “I attribute much of that success to SiteRemote.”

**About the sponsor:** *PROVISIO LLC develops market-leading software that provides comprehensive turnkey solutions to secure, monitor and control computers and kiosks in a public environment. PROVISIO sells software products in more than 50 countries, with offices in the United States and Europe. Many Fortune 500 companies have chosen PROVISIO software solutions.*

**“I’ve had many clients tell me they love our kiosks because they’re always up and running, compared to other kiosks built on other software. I attribute much of that success to SiteRemote.”**

**— Tim Burke, chief executive officer, Electronic Art**