

## Reality Interactive and PROVISIO work together to provide custom kiosk solutions

Custom implementations are important for achieving customer satisfaction, but affordability can be a concern. A partnership allows two companies to provide solutions tailored to customers' needs, without a large price tag.

### The players

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

**Reality Interactive LLC** is a Connecticut-based full-service digital merchandising organization specializing in the turnkey design, deployment and management of kiosk, e-commerce and Web initiatives.

### The problem

Given the number of competitors in today's kiosk industry, Reality Interactive's profitability is largely determined by its ability to beat competitors on price while still delivering top-notch custom implementations. Accordingly, they needed to find a partner company that could provide the quality raw materials needed to fulfill its goals.

Enter PROVISIO, an established out-of-the-box software provider that had decided to revise its own strategy, based on market intelligence showing that the kiosk software marketplace was becoming highly segmented. At one extreme were out-of-the-box software providers with limited features, support and customization potential; the other extreme were the all-custom, all-the-time vendors whose solutions were expensive and time-consuming to create.

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software engineering

Market intelligence showed that the kiosk software marketplace was becoming highly segmented.

Even though PROVISIO had noticed an increasing demand for customized kiosk software solutions in recent years, the company decided not to have large software customization projects be the main focus of its business.

“We, of course, provide customer service during business hours, but we don’t have a 24/7 help desk and we don’t provide deployment and monitoring services,” said Heinz Horstmann, chief executive officer of PROVISIO. “These are all things that are rightfully important to clients.”

### The solution

In 2004, Reality Interactive and PROVISIO became partners. While Reality Interactive designs, deploys and manages kiosk solutions, PROVISIO was able to offer a new type of solution.

“We decided to use an object model technology that allows customers to use out-of-the-box software as a development platform without re-engineering completely from scratch. The possibilities for the customer are endless,” said Horstmann. “They download our software and use common Web technologies like JavaScript and HTML to make modifications to the browser skins or functionalities. Suddenly, they have a customized piece of kiosk software.”

Three successful deployments for BMW of North America, LeapFrog and Ewait demonstrate the partnership between Reality Interactive and PROVISIO.

### BMW of North America

Reality Interactive spearheaded the development of BMW’s Indoor Communication System, a sophisticated interactive kiosk deployed in each of BMW’s 365 retail sales centers throughout the United States. The kiosks feature dynamic video imagery of BMW products. From safety to finance, all BMW product data are accessible to both customers and salespeople.

Reality Interactive created the content



*PROVISIO and Reality Interactive worked together to develop an interactive kiosk deployed at BMW retailers.*

and designed the graphic interface for this unique marketing platform using PROVISIO's complete toolkit. "The majority of content consists of hi-def video. Every month, we send approximately two gigabytes of data to every kiosk and there's never a problem," said Reality Interactive principal Craig Martin. "I don't know anyone else in the kiosk marketplace who is handling such large files on a routine basis. On a typical day, less than 1 percent of the units are offline, compared to the previous vendor's 10-percent average."

### LeapFrog

Reality Interactive created a PROVISIO software-based touchscreen interactive kiosk experience to encourage big box-store shoppers to purchase LeapFrog educational toys. For the pilot project, the team used a CPU-based system running PROVISIO software.

"We could get real-time user information and make real-time changes to the system," said Martin.

For the 500-store rollout, the kiosks ran via a compact Flash card, with content being easily updated via a USB key.

For two holiday seasons, the LeapFrog kiosks were an integral part of the company's efforts to increase sales of its products at crucial Walmart and Toys 'R Us locations nationwide.

### Ewait

Since the summer of 2008, 25 Ewait pay-per-use computer terminals have been running in some of the finest hotels in Las Vegas, offering travelers 15 minutes of Internet time for \$5.

"These are transactional kiosks with software that secures the entire transaction and runs the card swipe, bill acceptor, video camera and printer," said Martin. "What's more, we grab all the metrics, too, and know that people are checking their e-mail, sending instant messages, checking in for their flights and printing boarding passes — and it's all built on PROVISIO's foundational elements."



*Interactive kiosks helped LeapFrog reach customers during the holiday sales rush.*

## The results

As these varied projects suggest, PROVISIO software has become a core element of Reality Interactive's business.

"We use PROVISIO as the foundation for all of our Windows CPU-based deployments. Period," said Martin. "For the best functional value in the marketplace, PROVISIO is it, hands down. Their software has as many and sometimes more capabilities than competitors that cost five times as much."

And, even when PROVISIO's software doesn't do what's needed out of the box, that's when Reality Interactive can really go the extra mile for their clients. "We find their software can do about 85-90 percent of what we ultimately need it to do, so we build some widgets to complete our clients' requirements. PROVISIO's open architecture makes that process very easy," Martin said. "In a way, PROVISIO is like what PowerPoint does for presentations: It's a great tool, but you still have to have the right idea, the right data and polished public speaking skills to make your presentation great. PROVISIO gives us the tools that let us shine."

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**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.