

2009 Interactive Kiosk Excellence in Globalization Award – IBM

The 2009 Frost & Sullivan Award for Excellence in Globalization is presented to IBM in recognition of the company's stellar growth and continued leadership in the Global Interactive Kiosk Market. IBM has consistently demonstrated its ability to use innovative self-service solutions to address the unique business problems of its geographically diverse clients. Underscoring this success have been operative strategies that leveraged a widespread network of global partners and a resolute focus on product innovation. IBM has leveraged this ecosystem of partners to deliver relevant, integrated solutions across almost every vertical.

Worldwide Presence Leveraging Cross-Industry Experience

With a formidable global market share of almost 28.0 percent, IBM ranks among the Top 3 providers of interactive kiosk-based solutions throughout Europe and North America. IBM has aggressively expanded its reach to emerging markets and has seen major kiosk installments throughout Latin America and Asia-Pacific. IBM's singular ability to marry technological innovation that is relevant to its customers with deep industry expertise has led to its success across multiple industries. IBM is a worldwide leader in the Travel and Transportation industry having collaborated with 30 national and international airlines to successfully install self-service kiosks in over 25 major airports around the world. IBM has consistently delivered meaningful solutions to its customers who have realized real top- and bottom-line benefits from self-service initiatives. These initiatives have created value by reducing costs, increasing transaction rates and boosting customer satisfaction. IBM has long held a dominant position in the retail industry where it has leveraged deep customer relationships to create unique and engaging shopping experiences for the end consumer. IBM's self-service alliance comprised of over 100 business partners allows IBM to deliver state-of-the-art, custom solutions to meet the needs of its diverse customers. Major kiosk installations in Hospitality, Healthcare, Gaming and Government sectors are further evidence of the value that IBM delivers to its clients across multiple industries around the world.

IBM is able to fully capitalize on the breadth of its success by incorporating its experience and best practices into its repertoire of common solutions and business process that can be applied across industries to address similar business pains. Leveraging experience across the breadth of IBM's portfolio enables effective consulting across horizontal functions like simplified check-in, innovative check-out, guided selling including loyalty solutions and alliances, information access and HR including self service for employees.

Provision of Integrated Solutions to a Global Customer Base

A key focus that has allowed IBM to achieve its present global reach and leadership position in the self-service kiosk market is its ability to provide complete end-to-end integrated solutions to its customers. IBM is in a unique position to provide the full gamut of self-service offerings including innovative hardware, robust software applications and comprehensive services capabilities. This breadth of capabilities combined with a industry-leading product portfolio makes IBM's kiosks the best in the market. In addition, IBM has the middleware and systems management tools to provide a seamless multi channel (kiosk-website- mobile- self service) self service solution to different industries. IBM also excels in the quality of its individual point solutions. IBM offers a set of flexible modular hardware options in interactive kiosks, hardened to withstand extreme environmental conditions which give IBM kiosks a shelf life of 5-7 years. Outstanding software and middleware ensures stability, privacy, security, management, accessibility and scalability. IBM draws on its global business services organizations to ensure the highest return on investment from concept to deployment.

This point to point excellence combined with superior integration gives IBM the ability to deliver world class self service to its clients to run their business more effectively and operate better with its own customers.

Further Information

For further information on IBM Self-service Solutions, please visit www.customerfacingsolutions.com or send an email to eaccess@ca.ibm.com



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IBM Canada Ltd.
3600 Steeles Avenue East
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Printed in Canada
05-10
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