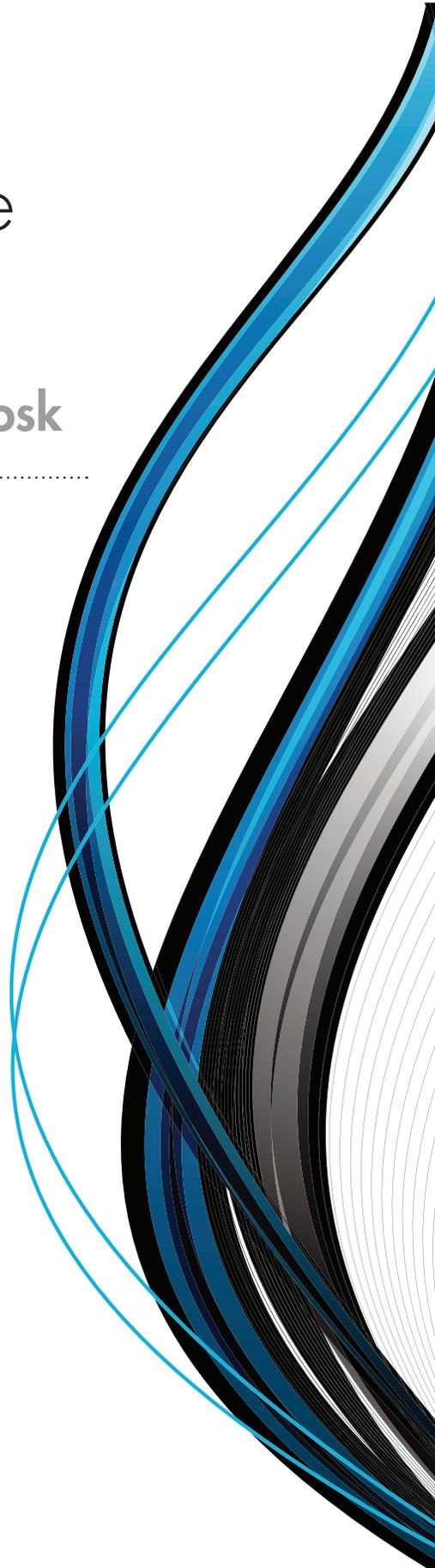


case study: mzero software solutions for retail

IKEA in-store consumer instant credit kiosk





in-store consumer instant credit kiosk

In this case IKEA USA utilized kiosks to provide a fast and efficient application process for in store consumer credit. The kiosks were placed in large ticket item areas like the kitchens areas so that customers could apply and instantly receive consumer credit, redeemable at the point of sale checkout. Users were able to buy large ticket items in store with the newly acquired credits like kitchen sets. Behind the scenes, the credit application was processed instantly a connection with GE Consumer Credit.

MzeroCreate, Mzero's development software, was used as a toolkit to build the solution for IKEA. As a starting point, the mzero platform was installed on a kiosk system inside of a kiosk enclosure to lock down or "harden" the windows based operating system. MzeroCloud monitored and reporting the overall system state of health including that

of connections and peripherals to a central performance management server. Printer status alarms, card readers, touch screens and related peripherals were monitored by Mzero software.

With the software installed, Mzero software developers were introduced to build the application for IKEA. As a starting point, Meridian entered into a design phase with both marketing and information technology departments of IKEA and technical services division of GE Consumer Credit to work through all the use cases and integration requirements to build a Functional Specification of the system including detailed use case. Separately, Meridian engaged in creating a user interface design for IKEA that had a high degree of usability based on years of usability and design experience, but also seamlessly integrated well with the brand identity of IKEA.

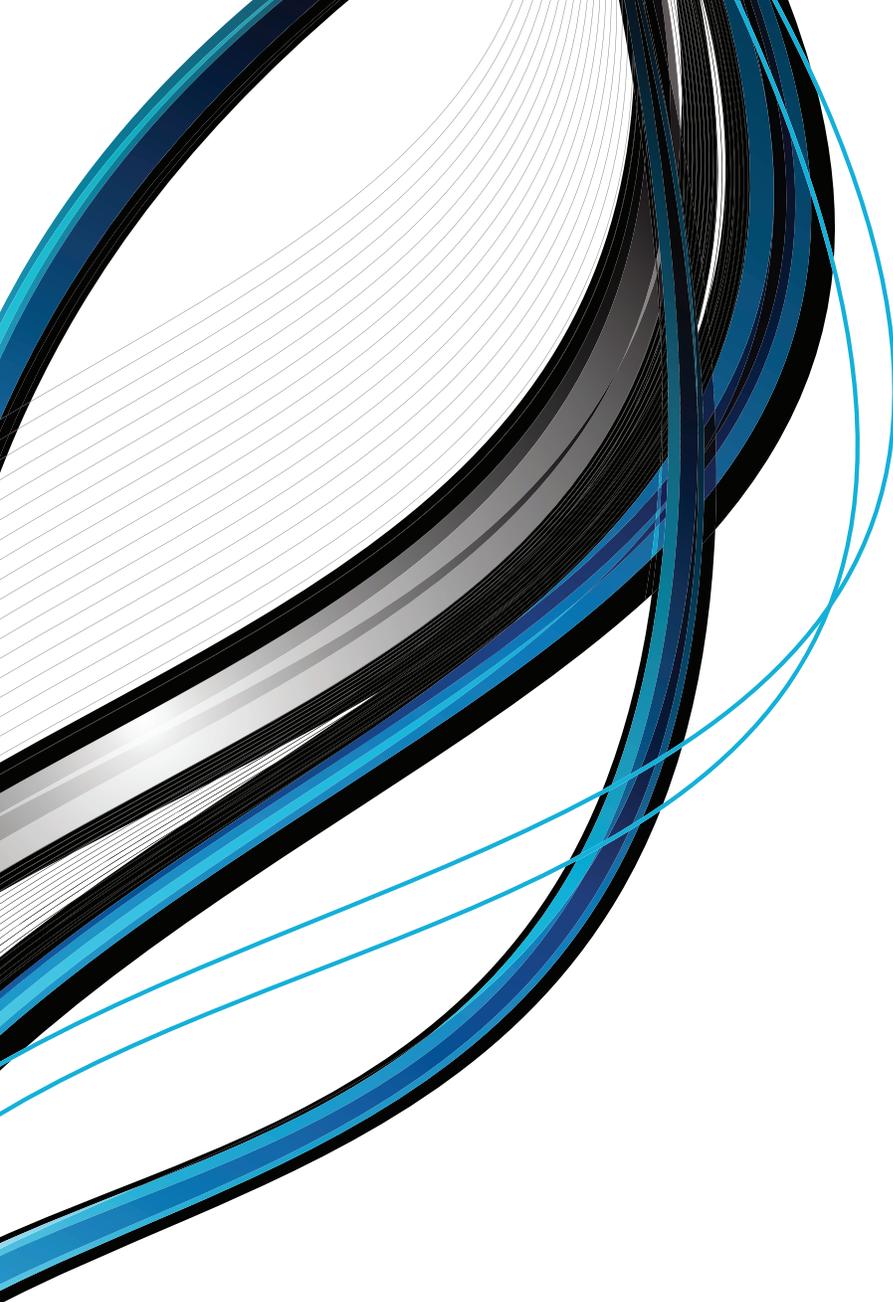
Once the design and specifications were completed and approved, development started on the IKEA Instant Credit solution. The IKEA Software was built on top of the Mzero platform which served as a starting point, and provides much of the heavy lifting common to all self service kiosk. The Mzero platform provided Software Development Kits for the IKEA User Interface (UX) created using Adobe Flash technology. Use of MAP for Flash toolkit provided a rich visual experience and fast performance of the application



as it ran locally on the system. Development time and resources were minimized as Meridian was able to leverage common user face elements such as on-screen-keyboards, attract screen players, session management, multi-lingual support, Return on Investment (ROI) and analytics reporting via MzeroCloud. Under the hood, Mzero was extended to interface with GE Consumer Credit webservices which had downloadable business rules that could be changed on the fly as well as interfaces to submit instant credit applications.

Mzero software provides a foundation for in-store consumer credit kiosks by providing a starting point and a wealth of tools to ensure a rapid and successful development of your self service solution. MAP also provides the foundation to integrate with large upstream Enterprise packages and middleware software to quickly pull together any kiosk deployment. With MzeroCloud performance management, your deployment is measurable and manageable ensuring that your deployment is a continual success.





meridian **0**^o
from concept to completion

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