

OUR PARTNERSHIP WITH HP

An HP partner for more than 15 years, Direct Source has worked with the HP retail team to gain the trust of tier-one retail brands across the U.S. — companies like Sally Beauty, Abercrombie & Fitch and more. Together, our proven teams have been trusted to design and deploy the retail systems that help our joint customers stay competitive and profitable.

HP’s leading hardware and software solutions combined with the configuration/staging, integration, installation and project management expertise of Direct Source has made us a winning team. Together, we give retailers the highest level of service, projects completed on time and on budget, and a fast ROI.

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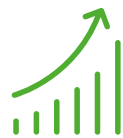
Years in Retail
Incorporated 1992



Headquarters
Minneapolis, MN



Serving U.S., Canada
and Mexico



Strong Growth
Record

VALUE



PROVEN PROVIDER FOR TIER-ONE RETAILERS

- ✓ History of successful rollouts
- ✓ Faster ROI with rapid deployment and nationwide capabilities



FUTURE PROOFING

- ✓ Keep our customers up to speed on the latest technology trends
- ✓ Pulse on mobile



CUSTOMER SERVICE

- ✓ One contact to manage equipment
- ✓ Liaison with manufacturer



FLEXIBILITY

- ✓ Ability to adapt
- ✓ Quick turnaround



KEY DIFFERENTIATORS

- ✓ **Targeted Team Selling – Tier-one Accounts**
 - Works closely with HP team members
- ✓ **Inside Sales Team**
 - Directly interacts with clients
 - Supports outside sales
 - Is highly responsive to HP and clients
- ✓ **In-house Full Deployment Team**
 - Project management team
 - More than 2,500 technicians
 - Installation in U.S, Canada and Mexico
- ✓ **Specialize in Payment**
 - Security and compliance for data protection
 - ESO-certified facility
 - Mobile payment offerings for tier-one retail
 - Verifone and Ingenico



OUR WORK TOGETHER

Sally Beauty

- 8,700 HP RPO systems
- Integration completed at Direct Source
- Installation across 4,300 stores

Abercrombie & Fitch

- 1,357 HP engage POS devices
- Installation at 100 stores in 2019



FOCUSED 100% ON HP DEPOT SERVICES

- ✓ POS
- ✓ Payment Devices
- ✓ Peripherals
- ✓ Mobile Devices



TEAM MEMBERS

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