

SoftThinks Deployment Suite™

For PC Retailers



Reinventing PC Repair

PC retailers face multiple challenges in a competitive marketplace. You have to create differentiation, sell new services and improve customer satisfaction — while you cut costs and increase productivity. SoftThinks can help. We have ten years of success providing the world's leading brands in the personal computing industry with solutions for system configuration and repair. Our comprehensive solutions can help you manage service operations by streamlining software-related repair processes.

Business Issues

In a time when margins on hardware sales keep declining, servicing and repairing customers' malfunctioning PCs can be an important way for retailers to maintain profitability. But service has its pitfalls. Repair centers are costly to operate and must be carefully optimized. And finding a better way to manage your IT operations is the key to efficiency and profitability. Consider these challenges:

- **In repair centers**, technicians shuffle through a library of images to find the one they need. Some processes are still manual, leaving the window open for human error. The lack of a centralized tool produces inconsistency. And a lack of reporting makes it difficult for technicians and customers to handle the processes smoothly—and have the records they need for streamlining future repairs.
- **In-store services** experience similar issues—but keeping work running smoothly can be especially challenging because staff is spread across multiple locations. The lack of centralized tools makes training difficult, while it increases the chance of inconsistency and error.

- **In-home repair** services also suffer from the lack of uniform tools. All too often, repairs are not standardized, work reports are not produced, and links to the billing process are not easily made.

Bottom line? Repair services that are handled ineffectively can actually decrease customer satisfaction — and hurt your business.

Customers who experience long wait times and recurring issues, who are not empowered to take care of themselves from home or in the store, or who are not provided with preventive solutions may look elsewhere for their service needs.

But now there is a single solution designed to address all these issues.

SoftThinks is the industry leader in software deployment and recovery solutions. Our vast experience in imaging, recovery, deployment and Windows technologies can help you grow new revenue by streamlining your operations and better managing your processes.



SoftThinks Solutions



Deployment Suite™

The SoftThinks **Deployment Suite™** is compatible with all Windows® operating systems since Windows 2000, including Windows 7. It is compatible with Windows® applications and products from leading software providers including Microsoft®, Symantec, and PC Doctor.

The SoftThinks Deployment Suite™ (SDS) is the ideal solution for retail service needs, whether in the repair center or the store. Serving as a universal repair tool, SDS allows technicians to manage a dynamic central library of software components that can create, store and manage an unlimited number of PC software configurations.

SDS can diagnose, deploy or re-deploy systems on any PC connected to the repair center network. And it provides detailed reporting to monitor all individual operations performed during the repair.

Simultaneously, SDS can install PCAngel™, a stand-alone desktop software that makes it possible to locally recover the entire system and to repair drivers and applications in case of failure.

In addition to deployment in the repair center, SoftThinks SDS offers the opportunity to expand to in-store, self-care kiosks. With a kiosk installation, customers are empowered to repair their own systems. Interaction with in-store technical specialists is minimal.

Mobile Recovery Kit

The SoftThinks Mobile Recovery Kit is a bootable USB drive loaded with WinPE and a unique SDS tool kit. This kit enables technicians to diagnose and repair damaged PCs in the store or at the customer's home. For the customer, it protects software and data from loss. For technicians, it enhances repairs with reports of the process.

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PC Angel™

SoftThinks PC Angel™ is a retailer-branded software product designed to protect the user's system software and personal data. Private branding enables the retailer to associate the store with a software recovery solution, enhancing customer awareness of the store brand.

Using PC Angel, users create Recovery Disks that can be written to physical media or a USB key. In the event of a system failure, the Recovery Disk allows the user to return a PC to a previously fully functioning state if the recovery partition is inaccessible.

Offering PC Angel gives retailers the opportunity to increase profits with an after-market protection tool. Similar products available today can have a retail cost of \$49 and require the store to stock retail packages. With PC Angel, there is no up front cost, just profit.

