



*“We were extremely impressed with their willingness to take on such a challenging project, and with their ability to deliver results.”*

## Meeting a Critical Deadline

A leading automated retail solution provider in consumer entertainment sector who operates DVD rental kiosks in the US, Canada, and UK.

### Challenge: Upgrading 10k Kiosk Computers for Urgent Regulatory Compliance

To maintain full compliance with FCC rules, the customer needed critical upgrades to over 10,000 kiosks—and they needed it done in less than four months. Since this customer is a publicly traded company, lack of compliance with government regulations could have dire repercussions to their business, including an adverse effect on stock prices. The RFP solicitation had narrowed down to two candidates: a tier-one PC maker that offers off-the-shelf consumer products, and Premio, an ODM manufacturer who specializes in custom-designed industrial PC solutions. The tier-one PC maker was unable to meet this deadline, so the customer reached out to Premio (then a first-time vendor with the client) with this “impossible” task.

### Approach: Swift in Action & Dedication to Meeting Customer’s Needs

Premio employees, from upper management to engineers, understood the critical challenges the customer was facing and dedicated themselves to the project as if they were the customer. They took immediate action by assembling a taskforce including senior management, engineering, supply chain, and manufacturing operations. The taskforce took full ownership of every aspect of the project on the customer’s behalf, collaborating among their regional teams in the US and Asia to get the project off the ground.

One key limitation was material lead times. To overcome this bottleneck, Premio maneuvered in a way the tier-one PC maker could not, synchronizing its engineering, supply chain, and operations teams while simultaneously mobilizing its suppliers and partners. Leveraging their strong business relations with industry key partners in their network, Premio managed to commit all required project deliverables to be completed within 14 weeks, including chassis tooling, PCB fabrication, and regulatory certifications. Premio also recognized that this new product, with custom components from top to bottom, required a sophisticated risk management plan. With this in mind, Premio’s taskforce worked in constant communication across geographical regions to mitigate any unforeseen risks that could jeopardize project schedule, thus ensuring a perfect project execution.

Premio’s dedication to the project success didn’t stop with delivering product on time, Premio teams had also provided many valuable best practices to speed up the customer’s deployment operations. Premio recommended combining additional software drivers into one master image so that one images would support multiple kiosk models, eliminating the overhead of managing multiple images during deployment operations. Premio introduced Flexstar hard disk screening process during product manufacturing so that the customer could benefit from a higher production yield rate with better system reliability beyond industry standard. Premio worked closely with the customer’s deployment schedulers to optimize their manufacturing schedulers and routed the exact quantity of computers to each deployment destinations.

## Results:

### Full Compliance, Lowered Failure Rate & Huge Cost Savings

With Premio’s help, a project that seemed nearly impossible was completed in just two months and they started shipping the newly designed industrial computers ahead of schedule, giving the customer much-needed buffer times to execute their deployment plan on time. More than 10,000 robust industrial-grade computers were deployed to sustain 24/7 kiosk operations, and they did so with less than a 1.9% field failure rate after two years in service, a record well beyond industry standards. On top of speed and quality, cost of ownership in operations also drastically improved. This embedded computer solution saved the client company millions in worldwide operations.

