



IBM Smart Business Testimonial Script
Mike Melton, White House Historical Association

My name is Mike Melton and I'm the administrative officer at the White House Historical Association.

The interior of the White House, the maintenance of it, comes from the money that we have raised through the purchase of our merchandise.

We have a piece of merchandise called the White House Christmas ornaments. They're very, very popular. We sell hundreds of thousands of them every year.

We have one SurePOS system here in our gift shop at 740 Jackson Place and then we have two IBM terminals at the Visitor Center and they get the workout.

The old system we had, the printers were much slower and we used to have to wait and wait and wait. Now we have PIN pads connected to the SurePOS system where the customer just signs right on the pad and then the printer prints out the receipt. They're the thermal paper type printers that are very fast.

And that's what we were looking for, is a printer that can produce that receipt lickety-split and can be given to the customer so we can take the next customer in line.

A small little gift shop will have anywhere from forty to fifty customers at one time. And so we want that equipment running and running perfectly, to get them in and get them out. Keep them happy.

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