



Client: KT Group
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Kiosk Manufacturer Says Long-Term Hardware Strategy with ASUS Softened Impact of Chip Shortages and Tariff Volatility

KT Group today revealed how a long-term decision to standardise its kiosk computing platform on ASUS Industrial Solutions helped the company avoid the worst effects of global manufacturing instability over the past several years.

As supply chains across the world struggled with chipset shortages, fluctuating tariffs, and unpredictable component lifecycles, KT Group says its 15-year partnership with ASUS provided rare continuity in a volatile market – enabling the company to maintain production, stabilize costs, and support global betting operators without disruption.

Planning for Stability Before Instability Hit

KT Group first selected ASUS as its computing partner when it expanded into retail betting kiosks in 2012. What began as an engineering-led decision quickly evolved into a strategic advantage.

“Looking back, standardising our platform on ASUS started as a technical choice, but quickly became a business resilience decision,” said Kenneth Larsen, CEO at KT Group. “When the rest of the industry was scrambling for components, we were able to stay consistent, predictable, and ahead of demand.”

During the height of global shortages, KT Group maintained uninterrupted production of its Whizz Betting Kiosks, now deployed across major operators worldwide.

According to KT Group, the long-term benefits weren’t only operational. The company reports measurable improvements after standardising on ASUS, including reduced failure



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rates, fewer thermal-related issues, and lower total cost of ownership for operators. “Our stability has given us supply confidence at a time when many businesses have none.”

Why the ASUS Partnership Made a Difference

KT Group attributes its stability during volatile periods to several key factors embedded in ASUS’ industrial offering:

- Long-term product availability that prevented forced redesigns when other vendors faced abrupt EOL cycles
- Global manufacturing scale that provided insulation against chipset scarcity
- Predictable procurement pricing, helping KT Group absorb global tariff swings
- Consistent BIOS and component stability, allowing multiple kiosk models to run on a unified computing platform
- Worldwide support and RMA coverage, reducing downtime for operators across regions

Larsen explains: “These factors enabled us to keep delivering new kiosks and servicing existing deployments, while competitors faced delays lasting months.”

Building on a Foundation of Continuity

KT Group says its partnership with ASUS will remain a central part of its roadmap as the company expands its kiosk footprint across Europe, Africa, the US, and Asia.

“The past few years proved how vital long-term thinking is,” said Larsen. “ASUS has become a strategic partner, not just a supplier – and that stability has directly supported our ability to scale.”

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About KT Group:

KT Group is a globally recognised provider of full-turnkey self-service kiosk solutions designed to meet the diverse requirements of clients. With expertise centered on crafting self-service



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kiosks and digital signage terminals that exceed client expectations, KT Group has solidified its position as a leading international manufacturer in the field.

Over the past 15 years, the company has expanded its presence, establishing staff and offices in multiple countries across the globe. This global network enables KT Group to provide efficient and timely service to customers, regardless of their location.