



# How to Create New Revenue Streams in IoT with Digital Signage Solutions

**Moderated by:** Patricia Schnaidt, IoT Solution Provider, Site Editor

**Presenters:**

Alex Khalil, Ingram Micro, Business Development Executive

Eric Kenyon, Ingram Micro, Senior Channel Account Executive

# Agenda

## What is Digital Signage?

- High level definition
- Parts and pieces in a solution

## What are the Applications?

- Hot segments of the market
- Areas growing

## How do I sell it?

- Resistance to buying
- Undersetting the applications
- Putting it all together



# What Are Digital Signs?

Digital signage may take many forms, but at its core, it consists of the following concept:

- Presenting a dynamic message, either singly or in multiples, connected to a network of some sort (wired or wireless).
- Digital signage provides the capabilities of:
  - Management in real time, distributing and adapting or altering content as required.
  - Collecting and analyzing data about the viewers.

Digital Signage is displaying the right message, at the right time, to the right audience!



# The Opportunity We See

*Your customers ARE buying ProAV technology*

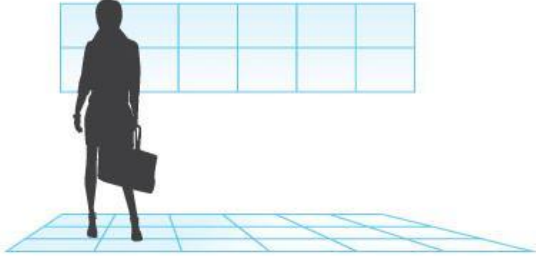
**\$35B+** | **40%**

in North America | from Services

Site Survey • System Design • Content Creation  
Installation • Programming • Break/Fix

*Its important how you start the conversation*

# Digital Signage: A Rapidly Growing Market



**Today 2 million+**  
networked out-of-home  
displays

**2016**  
**27 million displays**

*Double-digit* annual growth

**\$7 billion** in annual revenues

# Digital Signage Displays

## Our window to the Digital Signage world



### Display Technology:

LCD, LED, Projection, Interactive

### Commercial vs. Consumer vs. Prosumer

- Runtime (general rule of thumb)
  - 24x7x365 (commercial)
  - 12-16 hours a day (Prosumer)
  - 12 hours and below (Consumer)
- Warranty
- Durability
- Orientation (Portrait or landscape)
- Security features

# Displays: Talking Points

- **What is the Difference between commercial and consumer?**
  - ✓ **Warranty**
  - ✓ **Runtime**
  - ✓ **Brightness**
  - ✓ **Lockout Features and cloning**
- **TV/Monitor - What is the difference?**
- **Why are there so many different commercial options?**
- **How do I know what one to recommend?**
- **What is USB playback?**
- **LCD (CCFL) / LCD (LED) / LED / OLED**
- **What is the advantage to not having a fan?**

# Digital Signage Market Verticals

- Corporate
- Education
- Government
- Healthcare
- House of Worship
- Bar & Restaurant
- Hospitality
- Rental and Staging
- Sports Arenas
- Transportation





# Digital Signage: Applications are Growing



Digital advertising



Wayfinding kiosks



Check-in & search



Gesture windows



Shelf media



Touch/gesture walls



Smart workforce



Interactive tables



Check-out



Big media

# Making the Sale/What's Required



## 1. Knowledge

Big retailers use digital signs in their stores. So do small businesses, schools, colleges, hotels, restaurants, sports/entertainment complexes and more. Get to know specific markets—the language and hot buttons—in order to sell effectively.



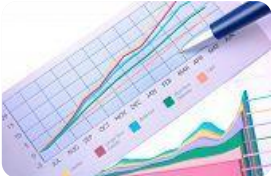
## 2. Education

Digital signage is familiar to most people, but not well understood. The technology is evolving (displays, media players, software) and so are the form factors: traditional signs, touch screens, kiosks, embedded signs, menu boards, etc. Be prepared to educate your prospects and explain all the different possibilities for using it.



## 3. WIFM

What's In It For Me....You may be selling to the owner of a company, the head of sales/marketing, the CFO—or one person who does all three. IT may or may not be involved. A decision maker may have an A/V background. Be prepared to tailor your sales presentation to different hot buttons.



## 4. ROI

Digital signage is not just about flashy graphics and bells & whistles. It's a significant investment that offers proven ways to increase sales, enhance customer experiences, turn inventory faster and much more. Talking technology alone won't get you far—be prepared to talk value and bottom line impact.

# Know the Industry Hot Buttons

*Match capabilities to specific industry needs*

## Retail

- Shopper experience, ambience
- Promote sales/merchandize effectively
- Upsell, cross sell
- Drive inventory turn: Overstocks/Out of Stocks
- Personalize the Customer Experience
- Bring “online experience” into the store; Enhance Sales Floor / ‘Bricks & Mortar’

## Transportation Centers

- Traveler updates/scheduling
- Weather/news
- Simplify directions/ wayfinding
- Ambience: Entertain while waiting / queuing
- Security monitoring, Emergency Alerts
- Advertising

## Hospitality

- Enhance Guest Reception/Guest Experience
- Updates on meetings, events, local activities
- Simplify directions / wayfinding
- Drive traffic to facilities (spa, restaurants)
- Weather/ News (Elevator/Welcome Boards)
- Menu Boards
- Ad revenue
- Security

## Medical

- Patient experience
- Medical advice
- Ambience: Entertain while waiting
- Ad revenue
- HOSPITALS: Directions / Wayfinding Emergency Alerts Paging Security

## Education

- Student experience
- Campus Schedules/Event Information
- Directions / Wayfinding
- Weather/ News
- Security Paging Emergency Alerts

## Banking / Financial

- Client experience
- Promote offers, branding
- Ambience/Queuing

## Corporate

- Tenant experience
- News/weather
- Ad revenue
- Menu Boards (Cafeteria)
- Emergency Alerts



# Be Prepared to Talk Value

## Replace Posters

- Streamline communications
- Lower costs
- Respond faster to changing markets

## Sales Promotion

- More promotions based on, seasons, demographics, inventory, price changes, etc.

## Ambience

- Enhance customer experience
- Support sales
- Entertain while queuing

## Branding

- Continuous support for brand via sign placement, content and interaction

## Customer Support

- Enhance service by providing more ways to learn, engage and interact
- Support live sales/support

## Targeted Promotions

- Drive sales of overstocks, upsell customers with related products
- Link signs to inventory/POS

## Advertising

- Earn additional revenue by carrying 3<sup>rd</sup> party ads

## Personalizing Experiences

- Use interaction and analytics to target information and offers that enhance the experience, build loyalty

## Product Demonstrations

- Use education /demos to drive sales, enhance support and service

## Directions / Wayfinding

- Simplify the customer experience
- Drive traffic to increase sales
- Opportunity for interaction and ads

## Customer Demographics

- Know patterns by age, gender, time
- Use info for sales, operations, traffic flow

## Monitor Operations

- Get accurate counts, monitor traffic flow, behavior in key locations

## Security

- Instantly know if activity is taking place “off limits”
- See patters of illicit behavior—i.e., shop lifting

## Emergency Alerts

- Use strategically placed displays for alerting
- Enhance safety, comply with regulations

## Employee Communications

- Use sign network for internal updates, training, security alerts, etc.

# Put It All Together

## Retail



Signs  
Kiosks  
POS

Promote  
Merchandize  
Analyze  
Personalize  
Labeling  
Demos  
Branding  
Training  
Security  
Ads  
Visual Paging  
Emergency Alerts

## Transport



Signs  
Schedule Boards  
Kiosks  
Elevator Signs

Schedules  
Directions/  
Wayfinding  
Ambience  
Entertain  
Queuing  
Weather/  
News  
Security  
Emergency Alerts  
Ads

## Hospitality



Signs  
Schedule/Menu Boards  
Kiosks  
Elevator Signs

Welcome  
Meeting Info  
Directions /  
Wayfinding  
Weather/ News  
Ads  
Security

## Medical



TV  
Signs  
Kiosks  
Elevators

Information  
Ads  
Directions /  
Wayfinding  
Ambience  
Emergency  
Alerts  
Paging  
Security

## Education



Signs  
Schedule /Menu Boards  
Kiosks

Schedules  
Information  
Directions /  
Wayfinding  
Weather/  
News  
Emergency  
Alerts  
Paging  
Security  
Promote  
Ads

## Banking



Signs  
Kiosks

Promote/  
Merchandize  
Ambience  
Queuing  
Analyze  
Branding  
Security  
Weather/  
News  
Emergency Alerts

## Buildings



Signs  
Elevator Signs  
Kiosks

Paging  
Emergency Alerts  
Menu Boards  
(Cafeteria)  
Weather/  
News  
Emergency Alerts  
Ads

## Religion



Signs  
Schedule Boards

Information  
(Sermons/Hymns)  
Paging  
Emergency Alerts

# Your Sales Presentation Needs to Address...

*Whatever solution you are presenting must be linked to what you have learned about the business objectives and issues.*

## Business Objectives

- More sales
- More customers
- More sales per customer
- More sales per location
- More higher margin sales
- Lower operating costs
- More productivity from sales/support associates

## Business Issues

- High cost of marketing
- Getting “mindshare” of customers
- Standing apart from competition
- Tailor messages to demographics
- Lack of brand differentiation
- Fast moving product cycles/inventory turn
- Products are poorly understood

## Business Value

- Enhanced Customer Experience
- More brand/marketing exposure at lower cost
- More opportunities for personalized messaging
- More sales, more sales per customer/location
- Fewer inventory write-offs
- More demonstrated instances of cross-selling
- Lower rates of shoplifting, security issues



# Positioning Digital Signage Solutions

## Basic

### Starter Solution:

- ▶ Plug & play package: Single player/ screen
- ▶ Content: still images, video; no real-time Video/Web feeds
- ▶ No audience analytics.
- ▶ No in-house technical support needed
- ▶ Options to grow—when the time is right

## Mainstream

### Keep Growing:

- ▶ Single player/multiple screens
- ▶ Content: HD video blended with real time feeds
- ▶ Touchscreen input/mobile device integration
- ▶ Audience analytics
- ▶ Options to expand

## High Demand

### Competitive Edge:

- ▶ Multiple players, multiple displays (i.e., video wall)
- ▶ Content: Extensive blending with real time feeds
- ▶ Touchscreens, mobile, gesture
- ▶ Proven reliability/ proven performance
- ▶ Investment protection







**INGRAM** MICRO<sup>®</sup>