



My Customers want Digital Signage. Where do I start?

Eliminate complexity

CampaignManager offers a SAAS platform you can install on your own infrastructure, allowing you to provide turn-key service to unlimited customers from a single back end.

The power of Intel® built in.

The 'unattended execution' nature of DS means that remote management changes from being a nice-to-have to a must-have. CampaignManager provides in-solution support for enterprise class management tools, right out of the box.

One server. Many customers.

Become the service provider. Drive all your customers from a single installation.

Delight your customers.

CampaignManager's rich set of features cater for everyone from a one-off store all the way up to national and international networks of thousands.

Flexible licensing.

Only pay for what you use. Increase or decrease licensing as required.



- Understand the basic components of a DS network
- Understand the greatest barriers to adoption
- Deploy the back end (once)
- Repeat as necessary

What does a DS network look like?

The physical components of a DS network are simple. They will usually consist of a front end, a back end and *n* end points. Usually:

- A command-and-control application accessed on a computer
- A back end distribution and monitoring service sitting on a server somewhere
- A computer connected to both the back end distribution and monitoring service and one or more screens; the tip of the DS iceberg.

OK. So far so good. So, you say, I just need to buy some software and put it all together? Well, technically yes. However things start getting complex very quickly.

Providing the Service itself

For example, where do you install the back end? Even if the customer has adequate IT infrastructure, will you get access to it? Even if you can, installing complex software on a customer's site is expensive and can't guarantee ongoing service revenues. How can you reassure your customer with an SLA if you can't control the back end yourself? If you install the back end on your own infrastructure, how do you open access to the customer? VPN? Remote Desktop? Too risky, too messy and insecure. How about using Digital Signage as a Service? Well, you could, but then you're effectively turning your customers over to what is in effect a competitor in the shape of a service provider.

CampaignManager provides the solution to these problems and many more.

Anticipate your customer's pain points

Customers are used to signage. Chances are, they use plenty of it already. Now they want digital and it's your job to give it to them. They will become disillusioned if you start talking firewall exceptions, NAT tables and port numbers. Things you can't avoid talking about if you're going to install the back end every time you add a new customer.

Complexity kills. So how do you encapsulate this complexity and get the customer up and running in no time?

Here's our recipe:

- Install CampaignManager in your own infrastructure (1 to 3 hours)
- Use the admin tools to create a new workspace for your new customer (3 minutes)
- Send your customer their log in details (30 seconds)
- Connect a PC to your service from their premises (5 minutes)
- Repeat as necessary

Okay, so we've skipped over a few things like training and getting to know the technology yourself, but that, in essence is what CampaignManager brings you. It eliminates the hurdles normally associated with providing DS to your customers.

- No more grappling with infrastructure you can't control
- No more battling with IT departments
- 100% turn-key, self hostable, multi-tenancy Digital Signage Software as a Service. By you.

Turn over for more...



Common pitfalls and their avoidance

Interested?

Get in contact with us to discuss your needs or trial the software.
info@ryarc.com

Trusted

Ryarc has been providing DS solutions since 2004. Customers include Microsoft, McDonalds, Some of the world's largest retailers and dozens of large international airports.

Innovative

Ryarc and Intel cooperate to bring you out of the box integration with Intel's new AIM suite. Target content based on real-time gender and age group audience metrics.

In store radio

CampaignManager also powers national in-store audio networks. Contact us for more details.

The Problem	Why it happens	How CampaignManager helps
Infrastructure requirements	Many customers want DS but fail to appreciate there's more to it than a PC and a screen. The back end can be complex and can't always be supported by the customer's infrastructure.	Create a workspace and back end for a new customer in under a minute. Install the client software on the player PC and be connected and publishing in 15 minutes.
Manageability	DS networks are by nature distributed and inaccessible. Unused to such installations it is common for access to PCs and their management to be an afterthought.	Your new DS platform provides enterprise class tools to effectively and cheaply manage remote devices. From asset lists to remote access our product makes it easy to discover, act upon and recover from
Eco-unfriendly reputation	With screens and PCs running 24/7 its easy to understand why this accusation can be levelled at DS networks.	Turn on and off screens remotely according to predefined schedules. With Intel AMT you can even turn on or off the machine too, extending lifespan and saving energy.
Unreasonable commitment requirements	Some systems lock the customer (or reseller) into expensive upfront costs and long contracts resulting in a lack of flexibility and a reluctance to engage	Our licensing system is easy and flexible. There are minimal upfront charges and licensing can be increase or decreased to meet customer demand
Lack of interoperability with 3rd party components	A DS system needs to be able to integrate with POS, Cameras and third party systems	CampaignManager comes with a full API allowing rich and deep integration with everything from Queuing systems to Stock Control to Gender recognition cameras
Security concerns	Customers often worry about unauthorized access to their network.	CampaignManager comes with trusted machine based security. Even a compromised password does not mean your network is compromised
3rd Party Access	Customers often need to grant limited access to the system. Examples include media providers or report viewers	Our product provides for unlimited customization of security. Multiple simultaneous customers can access the system, each with their own security profile. One user may only see the screen in their own branch whilst another may have access to the entire network.



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