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the **digital**
signage
people.



Guide to purchasing a digital signage system

Introduction

This guide outlines key considerations when planning to purchase a digital signage system. It will help you focus on what matters and achieve the best possible ROI.

Whether you're a purchasing professional, CEO, or head of marketing or IT, this guide is designed to assist in selecting a solution tailored to your business's needs. Each procurement process is unique, and we are happy to help design the right solution for you.

Whether in retail, workplaces, or public spaces, we can enhance your current digital signage systems and solutions to improve communication and engagement while remaining cost-effective. Our guide will help you better evaluate your purchase and maximize your digital signage's impact.





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1. Checklist for planning and purchasing a Digital Signage solution

When considering a modern digital signage network for a multi-store chain, workplaces, public spaces or other, remember the following:



Define screen objectives

Clearly identify the main goals of your digital signage system. Is it for advertising, driving impulse purchases, improving workplace communication, or enhancing the customer experience? Having well-defined objectives will guide your content and installation strategy, ensuring your system and your purchased choice of technologies meets specific business needs.



Installation guidelines

Understand the best practices for screen installation in different working environments, whether it's retail, corporate, or public. Factors such as screen height, angle, and visibility need to be considered to ensure your screens are effective and engaging.



Key locations

Choosing the right locations for your screens is critical. Prioritize high-traffic areas where visibility and engagement are maximized. Whether in-store, office, or public spaces, strategic placement ensures your messages reach the right audience at the right time.



Content management & integrations

A successful digital signage system depends on how content is managed and distributed. Plan your content strategy, and ensure your system integrates seamlessly with existing tools, such as APIs or external databases, to keep content fresh and dynamic. Define these needs clearly in your purchase requirement.



Standardized sizes and aesthetics

While each environment may vary, standardizing screen sizes, mounting methods, and aesthetics helps streamline installation and reduce costs. Consider how the design complements the surrounding space, and ensure the screens are visually aligned with your brand meets specific business needs.

CHECKLIST FOR PLANNING AND PURCHASING A DIGITAL SIGNAGE SOLUTION



Piloting

Before fully rolling out your digital signage system, run a pilot project to evaluate its effectiveness in a real environment. Piloting helps identify potential challenges and provides insights that can improve the final implementation, saving costs and time.



Hardware

Choosing the right hardware is essential for the success and longevity of your digital signage system. Consider factors such as durability, brightness, and the installation environment. A professional digital signage supplier can guide you in selecting hardware that fits your needs and ensures quality, performance, and cost-efficiency. Remember, the latest hardware may not always be the best fit. A tailored solution, focused on long-term cost-effectiveness, is often more valuable than investing in the most dazzling or expensive equipment.



Security

Digital signage systems may store and display sensitive information, making security a top priority. Implementing encryption, user authentication, and other security measures helps protect data and prevent unauthorized access or disruptions. It's essential to choose a software, hardware, and a digital signage partner that adhere to the highest security standards. This will safeguard your display network from hacking attempts and ensure compliance with current data protection regulations, such as GDPR.



Analytics & tracking

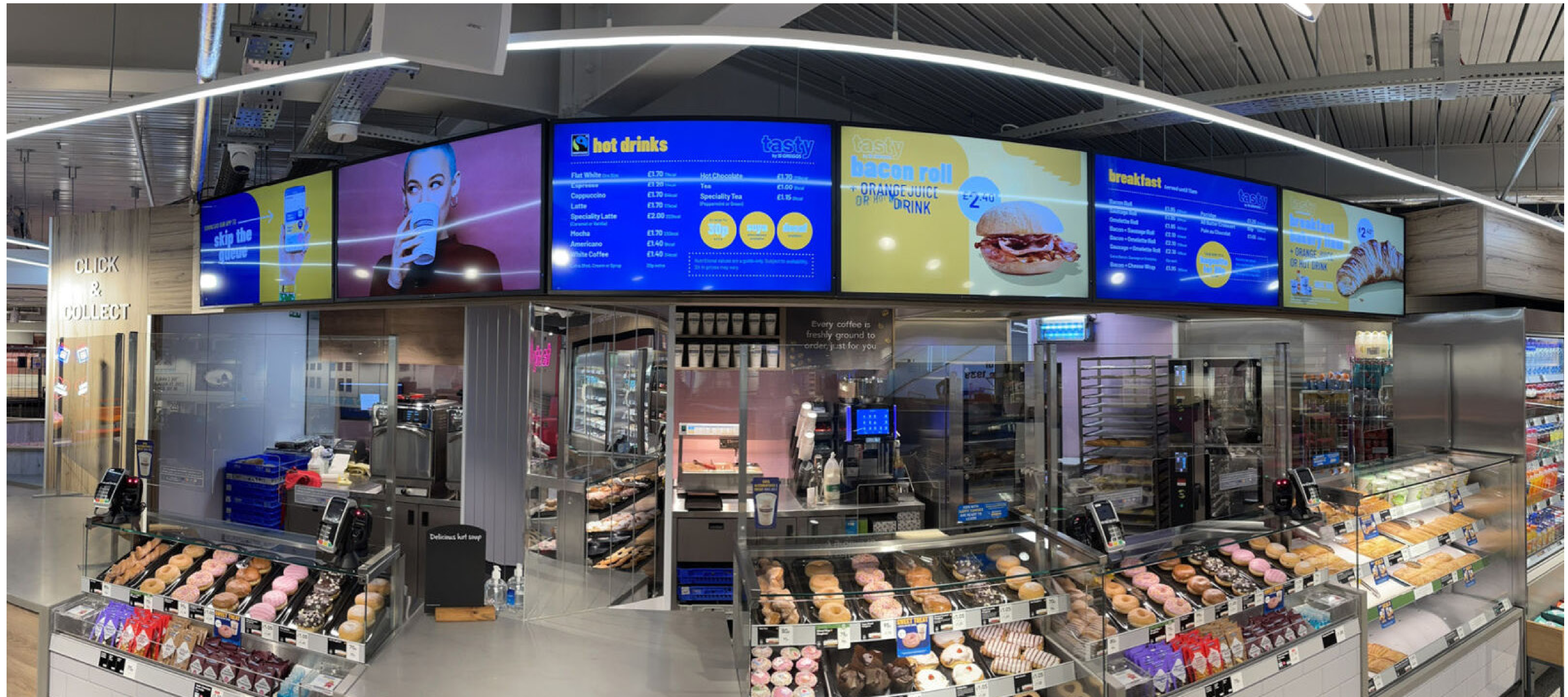
To measure the effectiveness of your digital signage, use analytics tools to track audience engagement, content performance, and ROI. Data-driven insights help optimize content and improve the overall impact of your signage. For this to be possible, make sure to demand solutions that are inherently GDPR compliant in addition to asking for executed solutions examples.



App-friendly, cloud-based software solution

Utilizing cloud-based digital signage software allows for flexibility and remote management. Cloud solutions offer real-time control over content updates, performance monitoring, and scalability. Ensure that the software is compatible with mobile devices, allowing users to manage the system from anywhere. This enables easy access and maintenance while ensuring the system remains operational and efficient. Choose a vendor that offers ongoing support, including maintenance, troubleshooting, and regular software updates.

2. Choosing a Technical Solution



Reliability is key

A digital signage system is only as effective as its uptime. Avoid issues like black screens or 'no signal' errors by choosing a partner who understands the complexity of your system and can maintain it properly. Technical competence is crucial for long-term success.

Value over cost

The best solution isn't necessarily the most expensive. Focus on systems that meet your specific needs without overcomplicating the implementation. A well-designed system tailored to your business objectives will deliver the best ROI.

Align technical solutions with your goals

For smaller-scale projects, a basic setup may work. However, for a comprehensive solution, it's important to plan with your long-term goals in mind. Understanding the technology and best practices will ensure your system meets your objectives efficiently.

Be ready for technical challenges

To maximise uptime, ensure your system has robust monitoring tools. Power outages and

connectivity issues can disrupt operations, so your system should include recovery capabilities and proactive maintenance plans.

Technology should simplify maintenance and communication

A digital signage system goes beyond a simple screen. Consumer-grade electronics must be avoided: for consistent, long-lasting performance, professional systems designed for long-term operation are essential. This minimizes maintenance and ensures your system delivers value.

Utilize smart data-driven screens

Digital signage can leverage vast amounts of data to optimize content. Choose a system that can respond dynamically to external factors such as time, weather, or customer behavior. Integration with other systems like POS, RFID tags, or beacons can further enhance the relevance of your screen network and content.

3. Purchase model

Goals and requirements guiding the purchase

Once the goals of the digital signage solution have been defined based on business objectives, it is time to decide on the purchase model, or how the signage solution is procured. This includes choosing a suitable technical solution, deciding on funding models and defining the roles between your company and the signage partner.

Choosing the technical solution

The next step is selecting the appropriate hardware and connectivity options. Consider whether the system should be wired or wireless, based on your infrastructure, installation environment, IT department policies, third-party software integration requirements, and the sustainability and performance demands on hardware IT purchases. Additionally, screen resolution and brightness must be tailored to each location, accounting for ambient lighting and viewing distances. Ensuring these technical specifications are aligned with your requirements is crucial for achieving optimal performance and a reliable digital signage network.

Make sure to identify these and other technological requirements in your purchasing process as early as possible. This will ensure that you end up with the right tech solution that best supports your business. Also, leverage the expertise of digital signage providers by asking for recommendations and best practices.

Deciding on the funding model

Usually, it is possible to purchase your new equipment and software either as an investment or by paying a monthly fee for the service. You need to decide whether to invest upfront in the hardware, screens and control equipment, adding them to your company's balance sheet, or to distribute the costs over time by perhaps leasing the equipment. Most software systems, CMS (Content Management Systems), are available

on a license subscription basis—monthly, quarterly, or annually—so it's important to factor this into your funding decision as well.

Choosing a partner and defining the roles

A good system supplier is a partner that helps you in every stage of the purchase. This way, a solution that suits your individual circumstances can be created and deployed in a controlled manner. An experienced partner can identify the roles necessary for a successful digital signage system and provide support when they are being defined in close collaboration with your team and stakeholders.



4. Conclusion

After reviewing the key factors for selecting a digital signage system, you are equipped to make informed decisions. Whether you are upgrading or expanding, it's essential to define clear goals, select the right technology, and

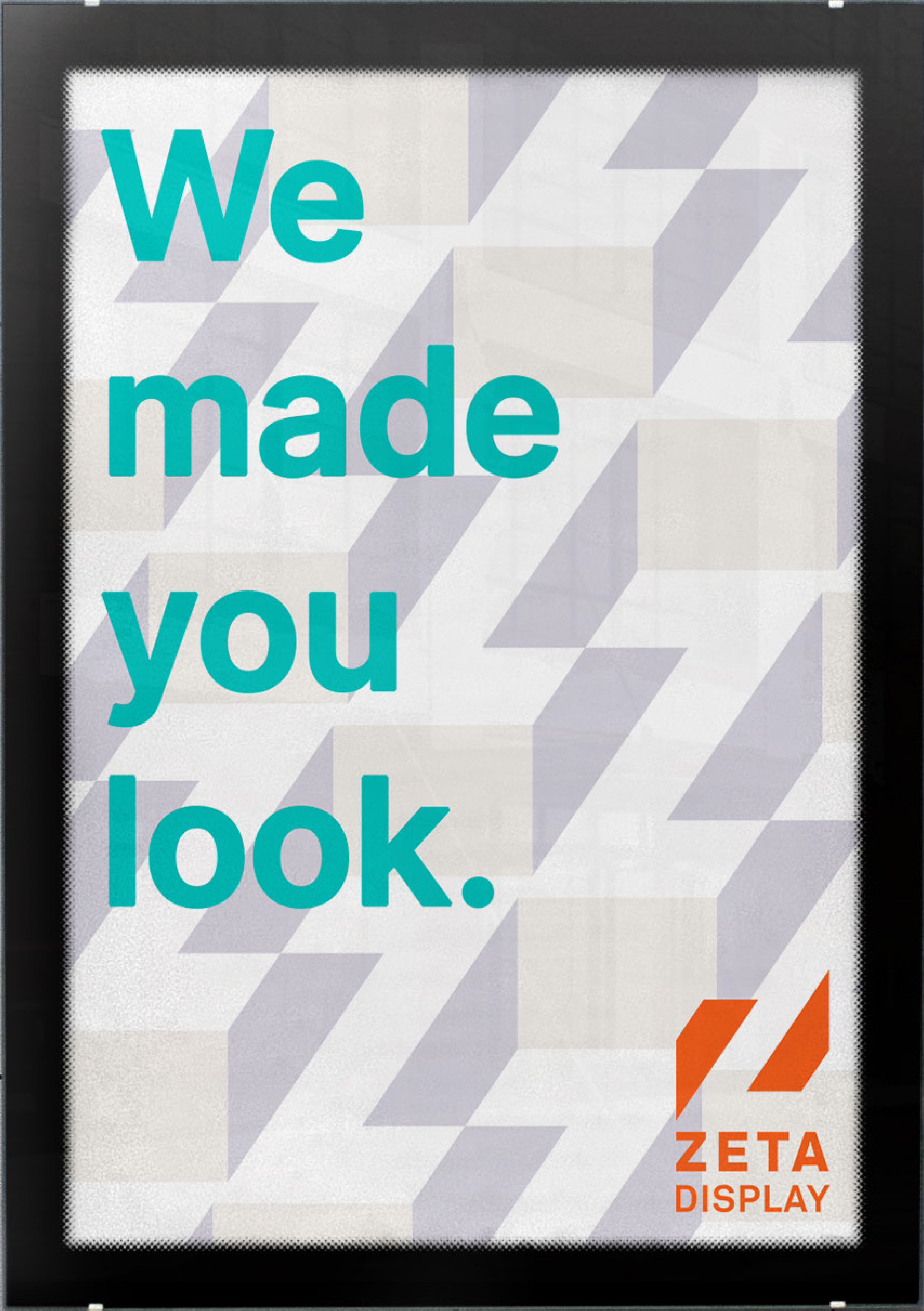
choose a reliable partner for ongoing support. For any further guidance or tailored advice, don't hesitate to reach out—our experts are here to help you find the best solution to meet your business's unique needs.

ZetaDisplay's Full Service Solutions Offering

Whether the goal is to connect, engage or serve your audience more efficiently and effectively, we have the right people, tools, and resources to help you.



Making digital signage your success



Feel free to contact us at anytime

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