

The Digital Signage Journey: Ensuring Success


When embarking on a Digital Signage journey, clear objectives are crucial in ensuring return on investment. In the marketplace we have seen various scales of deployment with varying levels of success and potential return on investment missed. From the worst example, a TV on a wall that is switched off and no relevant content showing, to the best examples where regular, relevant and dynamic content is published based on business intelligence and understanding the customer.

In this eBook, we evaluate the Digital Signage journey to ensure success and from our extensive experience share the critical success factors.

Driving your Digital Strategy

From our experience in this area we have seen various ROI models, a common metric is simply looking at the cost of printed media vs digital. A move from print to digital isn't simply about a cost comparison. As an example when companies adopted eCommerce, some companies added a static product catalogue to the web with no integration to stock and distribution with no consideration for the management of traffic to the site. Others, who became more successful, delivered customers a product range with real-time stock checking, substitutions and integration with payment and carriers to track delivery. A fundamental component to their success was not just representation of the old on a new media, it was how they exploited the opportunity of eCommerce. Similarly, when considering Digital Signage, customers who drive significant ROI are those who exploit the channel to digitalise their customer experience, build their brand and ensure customer loyalty.

The power of a hosted digital platform has the ability to manage content from a single portal driving creative content, the use of animation, video and ultimately guaranteeing valid content in the right place at the right time.

 **Continue reading to understand the value we can add to your business.**



Our Value Adds

01 Consultative Approach

We work with our customers to clearly identify objectives and what success looks like for them now and in the future.



02 Technology as the Enabler

The success of digital screens is based on the foundations in place at your stores. With the right set-up you'll avoid risk of failure and escalating costs.



03 The Importance of the Screen

From the best in class Samsung screens to the aesthetic enclosures from Ergonomic Solutions, its simply more than just a screen.



04 Content Management Solution

Have the ability to create, monitor, manage and schedule engaging media content.



05 Media

Unlock a new revenue stream with our Trust Retail Media Network.



06 Managed Service

Taking the operational headache and costs away from you.



Value Add: One

Consultative Approach

Before we embark on a Digital Signage deployment, we work with our customers to clearly identify objectives and what success looks like now and in the future. Digital Signage provides an opportunity to change and innovate to deliver an enhanced customer experience, increase customer loyalty, enhance brand equity, improve levels of customer understanding and much more, all having a common goal to drive and increase sales.

What does this mean to you?

- ✔ Objectives that have considered options, results and with the future in mind
- ✔ You have clarity on what you need and what can be achieved
- ✔ Confidence you have explored the options and are deploying the right screen for the right environment

Value Add: Two

Technology as the Enabler

The success of digital screens is based on the foundations in place at your stores. This is a necessity and without the right set-up, it will result in failure or escalating costs. We evaluate the critical elements to ensure success:

Do you have connectivity? We use enterprise-class WiFi, not only to ensure a robust connection to your digital assets but also to ensure we minimise the disruption, additional equipment and installation time and fees. What do we mean? Our Digital Signage Solution has been designed to simply need power if you have the right infrastructure.

But WiFi is not the only enabler; we take care of it all including Cloud-based Content Management. The content and the management system to ensure your screens are live. We even have a field team who will come to site if needed.

What does this mean to you?

- ✔ A partner who will manage your screens dynamically from a central hub
- ✔ No more blank or flickering screens as we will identify and remediate issues 24/7/365

The Importance of the Screen

There is a lot of choice on the market and picking the right screen is vital. We know the good from the great and working with market leaders Samsung, we ensure the right screen is deployed for the right usage in the right position. But that is not all – how about how the screen is displayed – the enclosure, the mount? Again with our strategic partner ecosystem, we work with market leaders Ergonomic Solutions. We offer affordable bespoke enclosures to support everything from outdoor, window displays and video walls to wayfinding and touch screens. Whatever the location, we have the perfect fit screen and enclosure to suit.

Unique to the Samsung screen deployment is something called a ‘System on Chip Player’. This is significant as it means the media player is part of the screen and there is no need for an external media player – saving money, power, installation and management costs.

What does this mean to you?

- ✓ The optimal screen for the right location
- ✓ Aesthetically pleasing enclosures to ensure the best look
- ✓ Confidence that health and safety, usage and vandalism has been considered



Value Add: Four

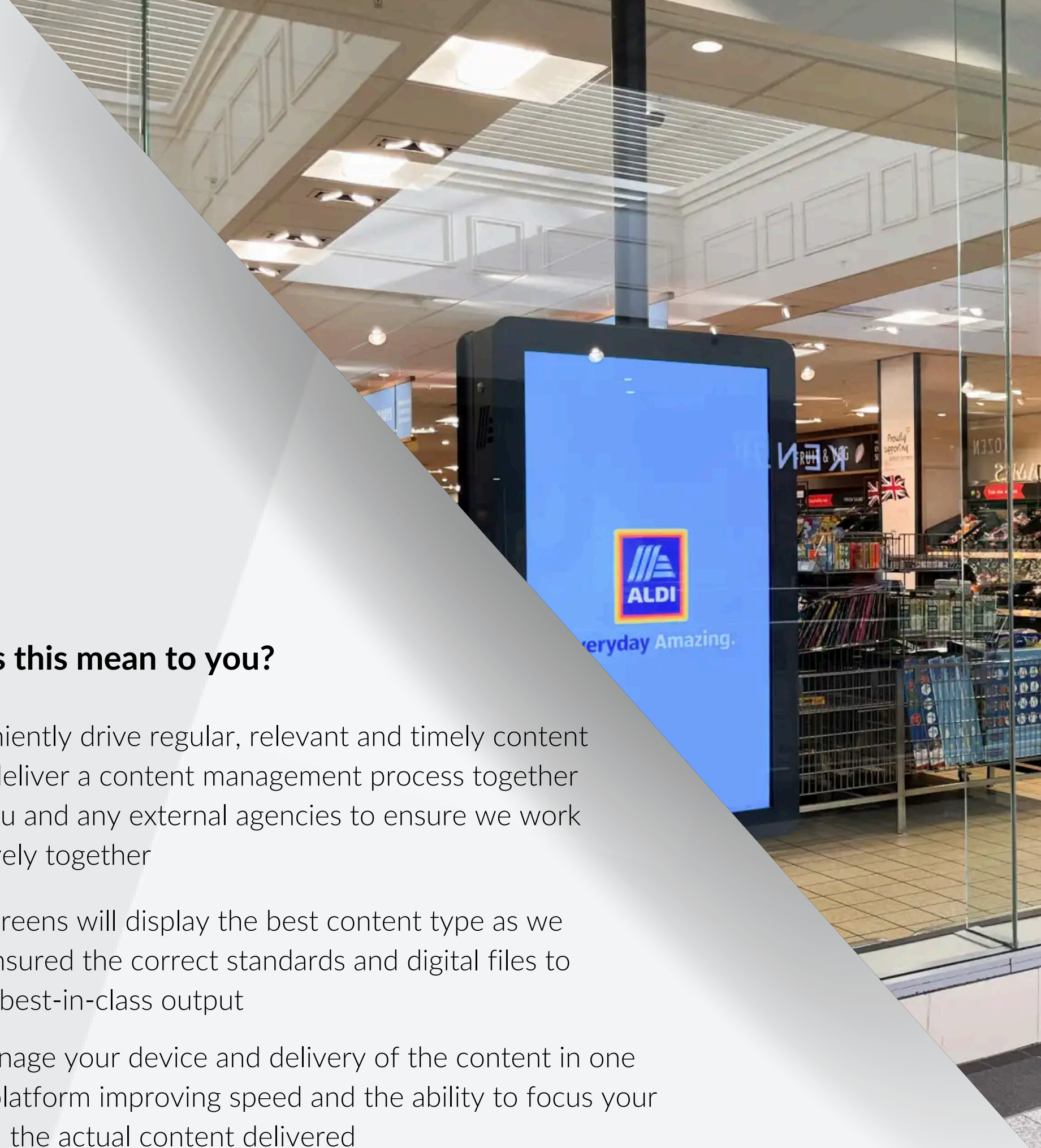
Content Management Solution (CMS)

It sounds simple, but you will be surprised how many retailers over look the 'How will content be managed on the screens you deploy?'

Packaged into our Digital Signage Solution, is a powerful and intuitive Content Management Solution (CMS). The CMS equips administrators with the ability to create, monitor, manage and schedule fabulous media content to wow target audiences.

What does this mean to you?

- ✔ Conveniently drive regular, relevant and timely content as we deliver a content management process together with you and any external agencies to ensure we work effectively together
- ✔ Your screens will display the best content type as we have ensured the correct standards and digital files to deliver best-in-class output
- ✔ We manage your device and delivery of the content in one single platform improving speed and the ability to focus your time on the actual content delivered





Value Add: Five Media

Delivering an enhanced customer experience and significant incremental revenue with minimal operational change or investment with our Trust Retail Media Network.

Benefit from the most effective forms of advertising and incremental Return on Marketing Investment (ROMI) with our first-party data-powered, scalable advertising solution. With our self-serve automated retail media marketplace advertisers enjoy easy access to customer audiences, AI-powered creative solutions, campaign optimisation and closed-loop reporting solutions.

What does this mean to you?

- ✔ Monetise your store, digital and data assets
- ✔ Achieve net same sales growth
- ✔ Enhance the overall customer experience

Value Add: Six

Managed Service

Last but certainly not least, did we tell you we manage all of this?

What makes us unique is in a time where there is a need to seamlessly blend the physical and digital environment, Digital Signage provides an enormous opportunity to improve customer experience and engagement.

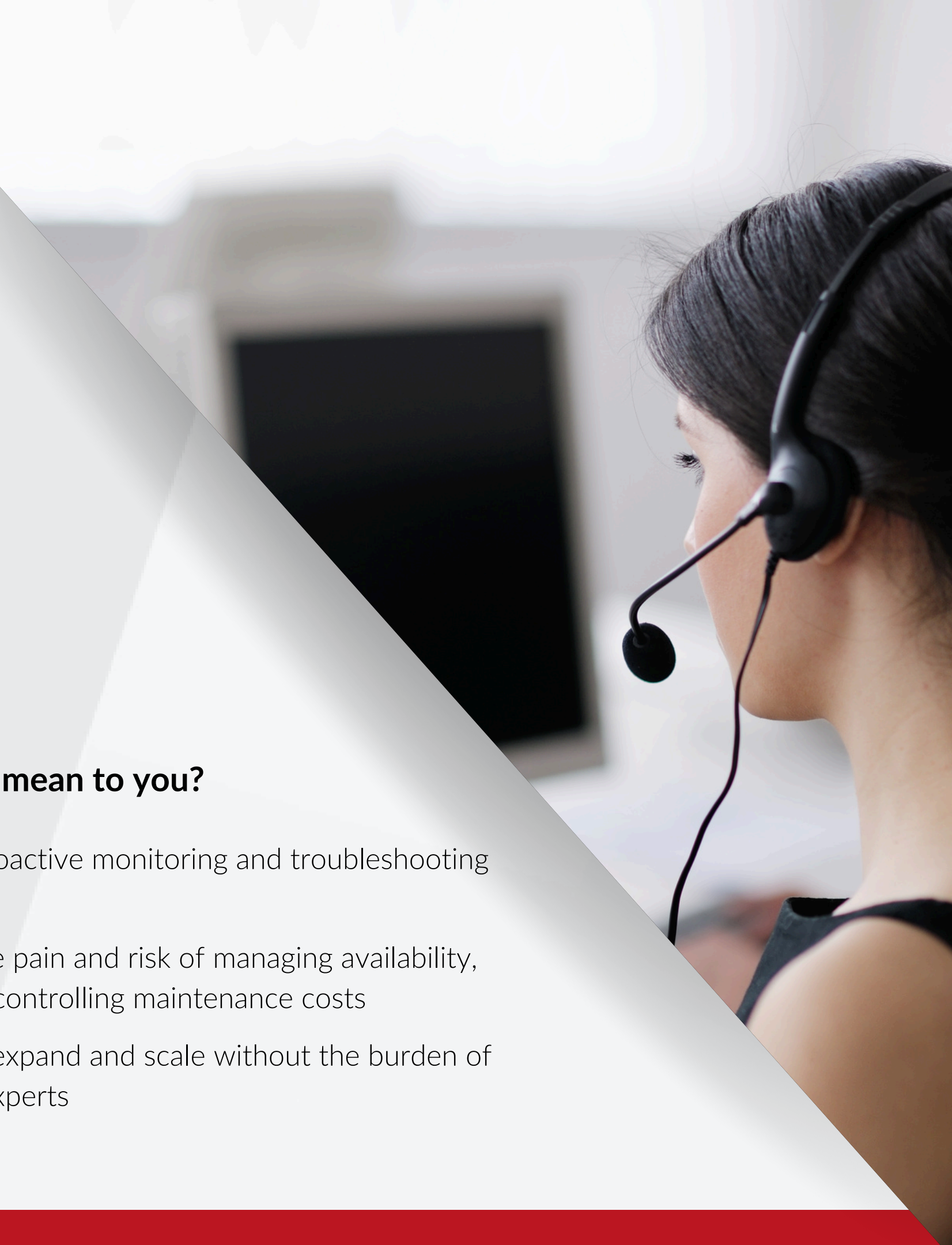
We are a Managed Service Provider offering you the perfect managed service level that fits your needs.

Each level provides exceptional value and tailored support to ensure your satisfaction. Choose the managed service level that suits you best and enjoy the peace of mind that comes with knowing you're in good hands.

To simply put it, we already do it and we do it well.

What does this mean to you?

- ✔ Delivering proactive monitoring and troubleshooting 24/7/365
- ✔ Removing the pain and risk of managing availability, security and controlling maintenance costs
- ✔ Flexibility to expand and scale without the burden of sourcing IT experts



Staying Ahead of Trends



There are and always will be new trends and innovations. For Digital Signage we are seeing a growth in AI driving automation, dynamic content via integrations, and personalisation for customers. For example, the power of smartphones and Digital Signage together extends your reach and investment.

Plus we are seeing a growth in Digital Signage bridging the gap in connecting employees. By working with Trust you can rest assured that as technology and business specialists we are reviewing and understanding the role of new technologies to ensure you maximise the benefits.

We often share that our Digital Signage Solution ethos is that it's 'More than a Screen' and we offer a proven all-encompassing Digital Signage Solution. We partner with you and bring all the elements together to ensure success.

Ultimately seeing is believing so get in touch today to arrange a proof of concept



Speak to our Team
of Experts:

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