



Digital Signage Solutions for Enhanced Customer Interactions

SageNet's digital signage solution provides multi-site retail businesses with a fully managed network service for deploying and delivering dynamic marketing messages to customers via digital displays at the point of sale.

On-premise digital messaging has quickly evolved from a future trend into the mainstream of today's retail marketing. Many multi-site businesses – from convenience stores and quick service restaurants to banks and credit unions – are now realizing the benefits of a digital signage network as an integral part of their in-store marketing strategy. The business advantage of digital signage is clear. A digital messaging strategy offers the potential to boost sales, build brand, and create a better customer experience.

SageNet has the systems integration expertise, highly qualified technical resources, and depth of experience in managed network services to design, install, and monitor a multi-site digital signage solution – enabling your marketing team to remotely create, deploy, and control dynamic digital content by site across the enterprise.

A Fully Managed Solution for Digital Signage

A trusted provider of wide area network (WAN) solutions and network-centric consulting services, SageNet provides a fully managed turnkey approach to digital signage deployment and network monitoring, based on our proven development methodology.

- + **Needs Analysis** – SageNet first works with our customers to gain a comprehensive understanding of their current network environment, business requirements, site surveys, and long-term business goals. This step is absolutely critical to the overall success of developing the right network solution. Once compiled and documented, the needs analysis serves as the basis for network design.
- + **Architecture & Design** – Based on the needs analysis, SageNet's network engineers then design a solution that is sound, efficient, technically flexible, and – more importantly – a network solution that meets the customer's functional requirements to SageNet's exacting standards. This phase also includes site surveys, a detailed budget, project plan, and installation schedule.
- + **Configuration & Integration** – SageNet's certified technicians assemble the digital signage solution components at our Tulsa production and distribution facilities. We procure the hardware – routers, switches, servers, etc. – and install and configure the software for the network solution. Each component is meticulously staged, configured, tested, and re-tested.
- + **Installation & Project Management** – SageNet employs a national network of certified technicians to handle the installation of the digital signage solution. SageNet project managers orchestrate all installation team activities, managing the process according to a customer-specific project plan. We have the resources and expertise to handle every aspect of the project.
- + **Maintenance & Managed Services** – A SageNet-engineered network solution enables the customer to quickly adapt to market changes. Plus, SageNet's Tulsa-based help desk monitors customer networks 24/7/365 and provides support to cover every contingency, including troubleshooting, site-level support to nontechnical staff, and nationwide break/fix maintenance and field support.



The wise choice for technology solutions.

"SageNet makes us feel like we're their top customer. Of course, I realize they have clients much larger than we are. But I can truly say that they make us feel like we're #1 – like we're the big fish in the pond."

- IT Manager, QSR Chain
with 180 Restaurants

The Bottom-line Benefits of a Digital Signage Network

- + Impactful advertising at the point of purchase
- + Centralized control of marketing voice
- + Focused messaging updated remotely, instantaneously
- + Brand consistency throughout the enterprise
- + Enhanced customer experience
- + Potential revenue stream through third-party advertising
- + Dynamic content versus traditional static signs
- + Reduced waste from quickly outdated printed materials

The Business Case for a SageNet Digital Signage Solution

Digital signs deliver measurable business benefits. Industry research finds that digital signage at the point of purchase increases customer inquiries by as much as 15 percent. It is particularly effective in retail settings, where digital signage has been shown to boost sales dramatically – by influencing customer behavior and enhancing the customer environment. Digital signage proves the adage that a happy customer is a good customer – and more importantly, a more profitable customer.

A digital signage solution is primarily a benefit to the corporate marketing team. It provides an enterprise-wide tool for delivering promotional messages tailored to customers across a geographic region and even to a specific location. Content is managed centrally and deployed strategically, deliberately, and consistently. Plus, messaging – from sales promotions to menu boards – can be changed instantly, as markets and customer demands change.

As an expert provider of managed network services, SageNet is the wise choice for your digital signage solution. We own and operate own of the largest private networks in the United States. And no one understands the networking needs of multi-site retail businesses better than SageNet. We currently manage network operations for many of the leading brands in the c-store and QSR industries.

The wise choice for technology solutions

SageNet is a leading technology solutions provider of mission-critical business solutions and managed services. From network design and installation, to 24x7x365 network monitoring and maintenance, to storage solutions and structured cabling services, SageNet is the wise choice for technology solutions. Visit us on the Web at www.SageNet.com. Contact us at 918-270-7000 or toll-free at 800-400-8999.



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