

Common Digital Signage Questions and Misconceptions

Ingram Micro | Digital Signage Division



Selling digital signage is about more than screens, size and resolution. Designing the entire solution requires knowledge and expertise, which is easily accessible through your Ingram Micro Technical Support team. Tom Jones, Ingram Micro technical solutions engineer, and Adam Baker, Ingram Micro technical support specialist, discuss some of the common questions and misconceptions in digital signage.

PRE-SALES HELP

Digital signage is no walk in the park. It's a solution that requires a well-rounded approach, and Ingram Micro Technical Support can help you during the pre-sales process. "The biggest misconception, at least with your traditional IT reseller, is that digital signage is about putting a few pieces together and magically having a great digital signage solution," says Tom. "Or they'll have an intimate knowledge of specific components of the solution, but then when it comes to tying them all together, they get stuck."

PUTTING THE PIECES TOGETHER

More often than not, the main component that has everyone's attention is the screen. But it's what's behind the screen that makes a successful solution. "The screen's the last thing you need to worry about," says Tom. "Make sure you have all of the other parts properly discussed and understood before worrying about 40- vs. 42-inch, plasma vs. LCD, and how you're going to orient it."

BEHIND THE SCREENS

Tom and Adam suggest a few points to consider. "If you're putting together a relatively big video wall, you may need to

consider good mounting solutions to help level out the wall," says Tom. "Or with cabling, you may need a distribution amplifier and RS-232 to really get the commands going accurately."

Beyond hardware, it's about managing the message. "Think about your content. If your content is bad, your solution is bad," says Adam. "Consider how you're going to manage the content; who's going to control it; how often you'll refresh it; and if someone will be doing it from home or on site."

"We have to worry about all of these back-end pieces before getting into things like video extensions, mounting solutions, and getting content from the player out to the screen," says Adam. "Once those elements are figured out, then we'll start worrying about monitor type, size and where you'll hang it."

LOOK FORWARD

"Look past the initial rollout," says Tom. "Once your digital signage solution is a success, ask about the next step. Are you going to scale up? Do you need to consider a dedicated content creation person? Have you allotted for the right amount of screens when you get to that point? Once the rollout is a success, you can plan on getting another deal from that organization, or from their customers who are impressed with the results."

For more information about Ingram Micro's Digital Signage Division, contact its dedicated sales team at (800) 456-8000, ext. 77607 or visit ingrammicro.com/digitalsignageinfo.



TM

Common Digital Signage Questions and Misconceptions

The bottom line is to think of your Ingram Micro Technical Support team as your team of advisors. “We can help you identify if you’ll need more than one screen; suggest that you consider a long-term content strategy; or ask about next steps,” says Adam. “We’re always staying abreast of the newest technology and the latest vendors. We’re there for you.”

INGRAM MICRO'S DIGITAL SIGNAGE DIVISION

Ingram Micro's Digital Signage Division offers a unique ecosystem for digital signage vendors

and service provider customers. Through this division, resellers can garner higher margins around solutions and services based on existing technologies that can be sourced through Ingram Micro. Ingram Micro Digital Signage Division's dedicated team provides customers with support, financing, leasing, training, sales and technical support resources. To learn more about Ingram Micro's Digital Signage Division, contact us at digitalsignagedivision@ingrammicro.com.

MORE INFO

ingrammicro.com/digitalsignageinfo



For more information about Ingram Micro's Digital Signage Division, contact its dedicated sales team at (800) 456-8000, ext. 77607 or visit ingrammicro.com/digitalsignageinfo.

