

# Focusing on the Total Digital Signage Solution

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 selling the total digital signage solution and how to avoid leaving money on the table.

## KNOWING THE AUDIENCE

Tom and Adam suggest asking for an end-user profile to help you design the ideal solution. But beware: Pushing just one solution could leave money on the table. “Knowing the end-user profile puts Tom and I into a ballpark with a couple of solutions,” says Adam. “But don’t try to sell one solution. As soon as you design a one-size-fits-all kit, you’re going to leave business on the table all over the place.”

## CONTENT STRATEGY

Approach the solution by connecting with the viewer. “I strongly suggest that you look at who’s going to be in front of the screen. The content has to be relevant to the viewer,” says Tom. “For example, if the digital signage solution will be in a retail establishment, you want something related to branding either the store, or the merchandise that they sell. And you can provide additional content that’s valuable to the viewer, like sports, weather and stocks. Ingram Micro also offers a custom content solution.”

## MAKING THE CONNECTION

You’ll need an internet connection for a real-time solution, such as stock tickers and news. But Tom has some LAN-based stand-

alone recommendations. “There are some stand-alone solutions that can make digital signage pretty effective,” he says. “You can design your content so it doesn’t have to go out and hit the cloud, but instead connects back to the server or LAN.”

## SCREENS

The most visible part of the solution is the displays. Tom and Adam have a few suggestions. “Always use commercial-quality displays. Consumer-grade displays are not appropriate for commercial installations,” says Tom. “They’re worlds apart, including warranty support, number of inputs and the orientation of the screen.”

## INSTALLATION

Whether you’re a large or small VAR, Ingram Micro can perform your digital signage installation. “We have a partnership with a nationwide network of installers who can send two guys out to hang the screen, connect the PC, set up your software, and turn it on and show you how to use it,” says Adam. “It’s a lot easier to capture more business by offering other services when you’re the last person to touch the customer.”

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](http://ingrammicro.com/digitalsignageinfo).



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## SERVICES

To round out the solution, Adam talks beyond the display and focuses on a long-term revenue generator — services. “If you just want to sell screens, you’ll make your points selling screens,” says Adam. “But then you have the service-oriented VAR who may structure a deal with a free screen and some low costs associated with its installation. In exchange for a low monthly contract, they make less profit from the sale, but earn more revenue over time.”

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](mailto:digitalsignagedivision@ingrammicro.com).

## MORE INFO

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