

New Business Opportunities Through Digital Signage



For Kevin Griffin, president of BLR Sign Systems, adding digital signage to his traditional signage and graphics business opened the doors to new opportunities. He talks about how he added digital signage to his line card, the opportunities it presents, the solution and advice for those considering extending their business into digital signage.

ABOUT BLR SIGN SYSTEMS

“We’ve been around as a traditional signage and graphics print house for about 40 years. We do all types of signage—interior, exterior—mostly for large-scale projects,” says Kevin. “The other side of the house is marketing communications—wide-format printing, trade show displays, graphics and more.”

Kevin discusses how he added digital signage to his solutions offering. “About three years ago a friend at Cisco suggested that I take a look at digital signage. After attending a few trade shows, it was clear to me that we needed to get into digital signage,” says Kevin. “We became an Ingram Micro reseller and went to market about two years ago.”

THE BLR SIGN SOLUTION

Initially BLR Sign Systems focused its efforts on offering its digital signage solution to its existing customer base, be they a *Fortune* 500 like Yahoo! or a gymnastics center just down the street. The sales conversation started with traditional signage, but it’s only recently that digital signage led the way.

“Our differentiator is our ability to focus on the message and the content. Digital signage is another tool that helps us put our client’s message where they need it,” says Kevin. “Recently we were contacted by San Jose State University to install their

digital signage. It was the first time that digital signage led the conversation before talking about their exterior signage needs.”

The BLR Sign Systems solution consists of Bright Sign, and Sherlock Systems media players; Bright Sign, Rise Vision and Four Winds Interactive software; LG and Samsung displays; Cables To Go and Peerless mounting hardware, among others.

THREE STEPS TO START

If you’re thinking about entering digital signage, Kevin offers a three-step process to be successful in the market. “First, be sure to attend the boot camps, road shows, industry events and webinars. Tap into resources, including members of the Ingram Micro digital signage advisory council,” says Kevin (he’s a member).

Second, make the time to understand the technology. “The biggest challenge is carving out enough time to learn about and understand the new market that you’re thinking about entering. You can’t dabble in it because the industry is changing rapidly,” says Kevin.

Third, once you figure out what your solution looks like, remember that you don’t have to do and know everything. “Partner,” says Kevin. “Know that your solution is as important as your partner network.”

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INGRAM MICRO'S DIGITAL SIGNAGE DIVISION

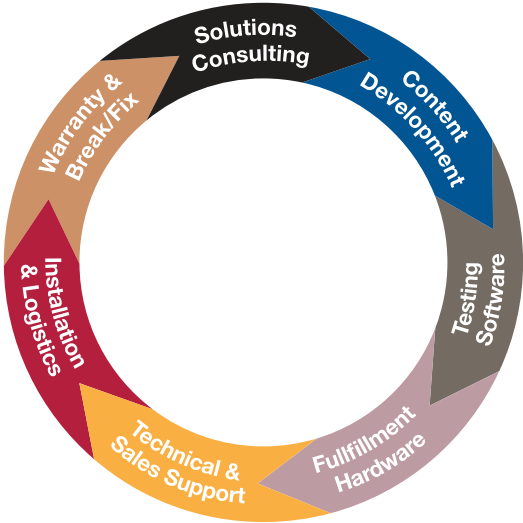
Ingram Micro's Digital Signage Division offers a unique ecosystem for digital signage vendors and service provider customers. Through it, resellers can garner higher margins around solutions and services based on existing technologies that can be sourced through Ingram Micro. The division's dedicated team provides service-provider

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.

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