

Sowing the Seeds of Digital Signage Success

Ingram Micro | Digital Signage Division



MacMan

The digital signage seed was planted five years ago at an Ingram Micro event. At the time, Mike Ohren, CEO of MacMan was exploring opportunities that could leverage his successful Apple business. Today, that seed has blossomed into a new business division that recently put MacMan front and center in the city of Eau Claire, Wis.

Mike describes his company's entry into digital signage. "Five or six years ago, there wasn't a Mac solution that was a viable digital signage solution," says Mike. "Then, about a year ago we began exploring all kinds of options. When we opened our new store at the end of November last year, we included a digital signage showcase that has eight digital signs — all NEC stuff — and content driven by Nanonation."

CITY JOB

While the new MacMan store was under construction, Mike struck up a conversation with the exterior sign installer. He thought MacMan's digital signage solutions were interesting and promised to keep the company in mind. "One day he calls and tells me that he talked to the city about digital signage at the ice rink," says Mike. "We followed up with them, got to know the officials there, looked at the site and formed a partnership."

The three-sheet ice rink solution consists of two 46-inch displays that show locker-room assignments, rink schedules and advertising. "They purchased one display, and we purchased the other. We own the software with Mac minis as players," says Mike. "We're selling advertising and sharing the revenues. We immediately met their objectives by putting up the displays and

creating all of the templates and content. All they have to do is open up a PDF file, make changes, upload it to the server and publish it."

SKY'S THE LIMIT

Based on the success at the ice rink, MacMan has received many more leads, including a local university, retail stores, medical offices, restaurants and more work with the city. Mike believes that the sky's the limit. "Looking forward, we're looking at revenues in the six-plus figures and eventually even seven," says Mike.

RECOMMENDATIONS

Mike has suggestions for anyone seriously considering selling digital signage. "Use yourself as a guinea pig. Use the experience to overcome any obstacles before going to the customer. For example, we configure and test our solutions here," says Mike. "And have a working demo on-site, including one or more signs. The time, money and effort that you invest up front will give you credibility with potential customers."

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



Digital Signage

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INGRAM MICRO'S DIGITAL SIGNAGE DIVISION

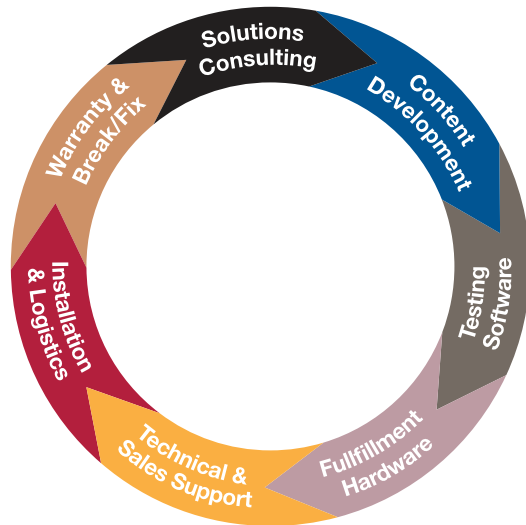
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provides service-provider customers with support, financing, leasing, training, sales and technical support resources. To learn more about Ingram Micro's Digital Signage Division, contact us at digitalsignagedivision@ingrammicro.com.

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