



Digital Media & Signage in the Retail Sector

Enhance retail environments with digital media and signage solutions

Transform the retail experience with video content, e-posters and large-format adverts to strengthen your brand and competitive advantage

Standing out from the crowd

With high street outlets competing for consumers' attention, creating a compelling in-store experience will help entice customers into your retail outlets and ensure you make a memorable impression.

Digital signage and media technologies enable retailers to differentiate their brand and products in an affordable and efficient way. From showcasing new products to promoting special offers, digital displays add a new dimension to communicating with your customers, ensuring they are both informed and entertained.

With research showing that up to 70 per cent of purchasing decisions are made at point of sale, engaging with customers at the right time and in the right place can significantly influence buying behaviour, enabling retailers to promote products with the highest profit margins or surplus stock levels.

Dynamic and real-time communications

With none of the constraints of static printed media, digital displays can be easily updated in real time. By combining centralised control with localised content, retailers can ensure consistency in brand and messaging across multiple stores while targeting local consumer demographics at individual outlets.

By minimising the need for printed sales and marketing material, digital media and signage solutions also reduce paper usage and the operational expenditure associated with producing and distributing posters, flyers and other collateral.

Digital signage can help retail organisations:

- Enhance the customer experience
- Create a more exciting and dynamic in-store environment
- Strengthen brand messaging
- Increase customer footfall and sales
- Launch special offers in a shorter timeframe
- Boost revenue through supplier sponsorship and advertising opportunities

With these factors all contributing to a company's competitive advantage, digital signage is increasingly popular within the retail sector - especially in today's difficult economic climate.

Did you know?

- A study commissioned by NEC Display Solutions and conducted at the University of Munich showed sales rates increased permanently by 60% to 80% for those products supported by a retail signage system
- One of Computacenter's retail customers achieved a 24% increase in footfall and a 21% increase in sales at stores featuring digital and media signage solutions
- Another of Computacenter's customers reduced its annual printing budget by 40% following a digital signage implementation, which will result in a saving of £140,000 in 2010



Digital Media & Signage in the Retail Sector

Maximising your investments in digital media and signage

Digital technologies can be applied in a variety of different ways, and it's important to consider the role they will play in your company's sales and marketing campaigns before implementation. This will not only influence the type of hardware you purchase but also your approach to content management. Getting these basics right is essential to maximising the return on investment from digital media and signage technologies.

The diversity of these technologies is growing all the time, especially as interactive surfaces become increasingly popular. In the retail sector, common applications of digital display technologies include using LCD screens, projectors and LED displays to create eposters, large-format adverts and information points as well as to stream video content.

Effective management of this content is vital, and can be co-ordinated via a PC, over a local area network or the Internet depending on your needs. To simplify ongoing content management, standard templates can be created along with automated workflows.

It is also important to consider the physical elements of digital media and signage solutions. The placement of screens and the type of content they display is key to in-store aesthetics. These factors all need to be addressed as part of your implementation plan to ensure your digital display solutions create the right ambience.

Minimising implementation risks and ongoing costs

With so many factors to weigh up, identifying the right digital media and signage solutions can be a massive challenge - especially if this is the first time your organisation has adopted this type of technology. Computacenter has 10 years' experience in implementing digital media and signage technologies, and has the market know-how to help you select, test and deploy a solution that will provide the best fit and best value for your business.

We are vendor-independent and have relationships with all the best-known brands in the industry, including NEC, Sedao, AMX, U-Touch and SMART. We can support you at every stage of your digital journey - from procurement and installation to training and support. We have extensive knowledge of the various content management options and how to balance the needs of individual outlets with corporate requirements.

As an end-to-end IT services provider, we can also help ensure your networking infrastructure has the necessary bandwidth to support media-rich software and hardware. As a result, we can help you minimise the cost and complexity associated with deploying digital media and signage technologies, which will sharpen your competitive edge in today's crowded high street.

"In a fiercely competitive industry, we are measured by our ability to differentiate. The system designed and delivered by Computacenter has put us well and truly ahead of the curve and we look forward to the future development of our retail environment alongside Computacenter."

Andrew Lee
Project Manager, O2

"The solution has been specifically configured to enable us to take content from our central databases and stream this to the 30 display screens situated around the campus. We can also screen content from TV channels and intelligently manage when information is displayed, which helps simplify IT support."

Graeme Tizard
IT Director, Doncaster College

Further information

To find out more about how Computacenter can help your organisation, log on to: www.computacenter.com/audio-visual or call: 0870 850 1111