

Scalefusion for Digital Signage Management

Set up Android, iOS and Windows 10 devices as digital signage. Manage content and monitor the performance of digital signage remotely.



Introduction

Scalefusion MDM enables business owners to put their best foot forward with gen-next advertising. Improved customer engagement, let your business grab more eyeballs with easy-to-configure devices that double up as digital signage in areas with large footfall. Ensure absolute control over the digital signage, update and edit content to be displayed and ensure device security from a centralized dashboard.

Overview

Turn any Android, iOS or Windows 10 device into digital signage for your business. Display interactive content, videos and presentations while ensuring the security of the digital devices.

Benefits

- Play videos, images, audio and presentation for business
- Remotely update, edit and change content
- Configure the devices as digital signage with single-app presentation mode
- Display videos, images, presentations on business devices as screensavers
- Set up screen settings, brightness and disable hardware buttons
- Track device location, performance and troubleshoot errors
- Automate security checks and rebooting for scheduled downtime

Digital Signage: Advertising Tool for Forward-looking Businesses

The upsurge of internet media has challenged and changed the conventional modus operandi of advertising. Companies and businesses earlier turned to print, radio and TV for advertising where customers had to come to the source of the advertisement and not vice-a-versa. The next in advertising was flex boards, static signs, posters and flyers that could easily pile up as unattractive and uninteresting to the customers.

Fast forward to the 21st century, we have reduced attention spans and neck and neck competition within businesses that not only overwhelm the customers but also make impressing them a challenge.



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Digital Signage is hence a 'delivered-to-customer' form of advertising or branding a business. It makes use of interactive displays and engaging content such as videos, presentations, image carousels coupled with audio. It allows businesses to communicate with their audiences and make a long-lasting impression. It is one of the most cost-efficient ways to scale-up the marketing and advertising strategy of businesses.

Most commonly, digital signage can be set up in areas with a large footfall such as stadiums, shopping malls, stores, restaurants, cafes, hallways, hotel lobbies, transport hubs and waiting lounges.

Digital Signage: Beyond Advertising

While one of the most popular business use-cases of digital signage is for advertising the product and gaining customer eye-balls, it is also used for multiple other purposes where information has to be conveyed to a large audience.

This includes:

- At transport hubs to display schedules, departures, arrivals.
- As wayfinders in museums, zoos, shopping malls, exhibitions, stadiums and trade shows.
- To display notices in universities and schools.
- As an element of interior design and decor in hotels, restaurants and waiting areas.
- For displaying product information on manufacturing floors.

Elements of Digital Signage: The Must-Haves

Digital signage comprises of three major components that are critical for their effectual use:

- **Hardware:** Deploying the right kind of devices- large displays, Android TV displays, Android tablets, phones, iPads, Windows 10-powered monitors.
- **Software:** A comprehensive content management software that enables businesses to push, update and edit content, images, videos, audios and presentations.
- **Content:** The strategically designed content pertinent to your needs.

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The versatile application of digital signage makes it one of the most imperative elements for any business. And as businesses crusade toward effectively leveraging digital signage to meet any of the goals stated above, they also face a set of challenges.

Digital Signage Management: The Challenges

When businesses create a digital signage strategy, they consider the locations and spots to place their digital signage for maximum eye-balls. Naturally, these locations are not confined within the conventional parameters of the businesses' office. And this is just the beginning of the several hardware + software challenges that arise in digital signage management.

These challenges include:

- Configuring the entire device inventory and making them ready for deployment.
- Monitoring each device individually, irrespective of the device location.
- Ensuring the devices are up and running at all times.
- Troubleshooting device issues and resolving them.
- Disabling device peripherals like power, volume and back button.
- Selecting and configuring appropriate content management software.
- Editing, updating, managing the content displayed.
- Setting screen layout, brightness and orientation.
- Preventing misuse, loss and theft of the digital signage.

Scalefusion for Digital Signage Management

Scalefusion offers the perfectly oiled hardware-software combination to turn any device into digital signage. With Scalefusion, IT teams of business can exercise enhanced control over the digital signage devices deployed across varied geographic locations. Scalefusion provisions the businesses to choose and deploy any digital signage software on the device but also offers native content management, eliminating the need to separately opt for a digital signage solution.

Here's the list of versatile features of Scalefusion MDM for managing digital signage:

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Over the air enrollment

Considering a large device inventory has to be configured as digital signage, instead of individually provisioning the devices, IT teams can deploy business-ready devices over the air. Android devices can be configured using Android Zero-touch, iOS devices can be configured using Apple DEP and Windows 10 devices can be provisioned using Windows Autopilot right before they are shipped. IT teams can provision the devices before they are unboxed and deploy them directly at the point of installation.

Content Management

Scalefusion Content Management eliminates the need to have a third-party digital signage solution. Using Scalefusion content management, IT admins can:

- Publish, edit, update images, videos, GIFs, PowerPoint presentations and text documents on the digital signage.
- Create and update interactive presentations on Scalefusion and display them on the digital signage devices.
- Set the presentations as screensavers that are played only when the device is idle.

Businesses can upload content files directly to the Scalefusion dashboard or upload an external storage link to publish the content on the devices.

Single app kiosk mode

When IT teams choose a third-party digital signage solution, to ensure that only the digital signage app runs on the device continuously, they can lock the device to single app mode. The IT teams can install any public or private app and push the device to run only one app at a time. When Scalefusion Content Management is used for digital signage, the respective app can be pushed in single app mode. Alternatively, businesses can also push one single website to display content in the single app mode.

Configuring device peripherals

To make sure that the devices are up and running quickly, IT teams can push Wi-Fi configurations based on the location of the device. To ensure the digital signage devices are not tampered or accessed by unauthorized users, the IT teams can disable device peripherals such as hardware keys including power, home button, volume button, screen brightness and screen orientation.

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Remote mirroring and troubleshooting

One of the most critical challenges of IT teams managing digital signage across diverse locations is to ensure that they are up and running at all times. With Scalefusion, IT admins can remotely mirror Android and iOS device screens using the Remote Cast and Control feature. For select Android devices, IT admins can take control of the screen. Further, they can observe the device issues, push files to quickly resolve them for reduced device downtime. Further, they can take screenshots and screen recordings to create context-aware support tickets, on the Scalefusion dashboard.

Inventory monitoring and task automation

Scalefusion digital signage management enables IT teams to have a 360-degree overview of the entire device inventory. For Android and iOS, they can track the device location and apply geofences to ensure alert triggers whenever the devices move in or out of the geofence. Further, the IT admins can track battery, data and storage of the entire device inventory and automate overage alerts. With Scalefusion Workflows, IT teams can automate recurring tasks to maintain optimum device health such as scheduled downtime and reboot. Since most of the digital signage devices are unattended, these remote automation capabilities help businesses in ensuring that the devices are always performing as expected.



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Summary

As businesses strive to make a mark in the fast-evolving competitive era of hyper-product marketing, digital signage deems as the most attractive and affordable offline marketing medium. With Scalefusion digital signage management, the costs of additionally opting for a content management/digital signage solution is mitigated and business can make use of a powerful MDM suite coupled with a content management solution.

About Scalefusion

Scalefusion MDM allows organizations to secure & manage endpoints including smartphones, tablets, laptops, rugged devices, POS, and digital signages, along with apps and content. It supports the management of Android, iOS, macOS and Windows 10 devices and ensures streamlined device management operations with Remote Troubleshooting.

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