Digital Signage

“The next generation
SP Managed Service”

Hany Hussein

DMSaaS Lead – Emerging Markets
Why Managed Services?

- The Opportunity: Business Video and Digital Signage
- Digital Signage Applications
- SP Advantages- Managed Services
- Use Cases
- Next Steps
What is Digital Media?

- Digital Media is one of the most compelling and effective ways for organizations to communicate with customers, employees, partners or students about products, important news, training and events. DM brings both intimacy and immediacy to communications and information and reaches target audiences anytime, anywhere
  - Desktop Video
  - Digital Signage
  - Enterprise Video

90% of Internet traffic will be video by 2014.

Video applications are one of the few solutions where true ROI can be demonstrated.
Service Provider Business Concerns

Revenue Growth
- Profitable service offerings
- Pricing and commoditization concerns
- Business Model strategies

Infrastructure Investment
- Increase utilization of network and DC assets
- Explosive video growth, impact on network
- Extending additional network services

Customer Base
- Need for differentiation - customer experience
- Customer retention and loyalty
Pervasive Video “the broader picture”

Increasing ROI with Added Solutions

- Network & Media Services
- Unified Communications
- Telepresence
- Physical Security
- Digital Media Suite
- EcoSystem Applications

Phase 4
- UCS Integration
- New Application Services
- Integrated Surveillance

Phase 3
- Wayfinding (RF)
- Smart Signage (2D & Text)
- Analytics
- Video Surveillance

Phase 2
- Media Transcode / Transcribe
- Media Search
- Integrated CDN
- Remote Expert

Phase 1
- Digital Signs
- TouchScreen
- Live and On Demand Signage (Cast)
- Show and Share

Today
- Web Collaboration
- Hosted Telepresence
- Integrated Telepresence

Medianet & CDN Services

Customer Sat & Retention
Revenues
Productivity
Bandwidth

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Leveraging Digital Signage to Drive MS
Promoting SP Assets and Expertise

- A Digital Signage (DMS) foundation enables new business services. It is an accretive investment.
- Business Video extends the SP value proposition and drives new monetization opportunities.
- Implementation complexity promotes SP expertise.
- Compelling business services expand Customer Relationships and drives Customer Retention.
What Does Business Video Enable?

**Sales and Marketing**
- Promote, cross-sell/up-sell
- Marketing videos that grab viewer attention
- Compelling product and service information
- Provide a human face on content
- Reduce perceived wait time

**Corporate Communications**
- Direct line of communications to employees or customers
- Global corporate messaging consistency
- Immediate executive communications
- Live broadcast of company events

**Training**
- Cost-efficient training to remote employees
- Information consistency across channels
- Power of video—users retain more information
- Increased ability to absorb information in searchable segments

**Information Sharing**
- Instant communications for rapid response
- Directional signage (way-finding)
- Informational videos available on-demand
- Breaking news relevant to employees/emergency communications
Digital Signage Business Applications

Sales Uplift
- These screen networks take specific aim at increasing sales using digital messaging. Examples include “sale on aisle four”-type messages, countdown discounts, cross-sell messages located in strategic parts of the store.

Brand Messaging
- Extending the business brand and enhancing the customer’s opinion and experience of that brand.

Third Party Messaging
- Under this model, businesses that own or host the screens sell some or all of the screen real estate to third parties. Directly addresses ROI.

Internal Communications
- Used for improving internal corporate, government office or institutional communications. This “inward facing” signage can be used to boost morale, recognize achievements and improve business or organizational processes.

Public Messaging
- Keep the general public connected with the services they need. Can be used to broadcast critical, time-sensitive information, or even evacuation orders, by pushing impossible-to-ignore audio alerts and live video feeds to screens.

Customer Interaction
- Customers hate waiting in lines, used to minimize perceived wait time, providing entertainment and lifestyle content to catch the customer’s eye and improve his mood.

Source: Digital Signage Today, 2009
Capitalizing on Two-Sided Markets
Business to Business to Consumer (B2B2C)
Digital Media Signage as a Service (DMSaaS)

SP Benefits

**Revenue Growth**
- Expansion of Network and Managed Services
  - Bandwidth and data center subscription uplift
  - Potential for additional services
  - Monetization of business video growth

**Infrastructure Investment**
- Economies of Scale
  - An accretive investment, *leverages existing network and data center assets.*
  - Leverage existing SaaS support resources for service management

**Customer Base**
- Enhanced Business Relationships
  - Service bundling creates customer “stickiness”
  - Expanded relationships with non-IT divisions, such as Sales and Marketing. Similar to Directory Services advantages
  - Partner effect with Business Models, Media Strategy and Content Development
Monetization through Managed Services

Expand Time to Value

Enterprise

Hosted/On Prem

Managed Service

Cloud

• Internal SP

• Customer Dedicated Technology/Solution

SP MS

• Accretive Network Investment
• Vertical Market synergies
• Comprehensive BV Solutions
• Virtualized Services

• Cloud/Virtual Services for BV
• Peak Bandwidth Offset
• White Label Services to leverage Channels
DMSaaS
Managed Services

- Margins and GTM strategy will dictate which components the SP will offer directly for MS bundle.
- Customer relationships controlled by the SP
- Leverage network infrastructure
DMSaaS
Business Model Examples

- Marketing and sales
  - GTM Strategy
    - Retail, Airports, open spaces - ad funded
    - Advertising Exchange SP Sales, channel

- Displays and DMP’s
  - SP Owned

- Content Creation
  - SP or Content Provider

- Content Mgmt System
  - SP or Ecosystem Partner

- Network Opn’s & support
  - SP and/or VAR Channel

- Installation & Implementation
  - SP or SI
DMSaaS

Business Model Examples

Marketing and sales

GTM Strategy

• SP monthly fees based on #displays/DMP’s, DMM -- SLA’s
• Content Creation & Mgmt billed by 3rd party

Displays and DMP’s

• Owned by SP
• leased to Customer

Content Creation

• Content Provider Or Enterprise

Content Mgmt System

• Content Provider or Ecosystem Partner

Network Opn’s & support

• SP and/or VAR Channel

Installation & Implementation

• SP or SI
DMSaaS
Business Model Examples

Marketing and sales
GTM Strategy
- Single SP Invoice, includes:
- Displays, DMP’s & DMM
- Content Management -- SLA

Displays and DMP’s
- SP Owned

Content Creation
- SP or Content Provider

Content Mgmt System
- SP

Network Opn’s & support
- SP

Installation & Implementation
- SP or SI
Architecture

IP VPN Network (SP)

SP Data Center

DMP

DMPs

ECDS

SAN Storage Array

DC Switches

ECDS

Transcoding

Content Development/Media Agency

Single DMP Site

DMM Server

Directory service

Video Streaming Server

CMS

WWW Server
Cisco Digital Media Suite Customers
Lloyd’s of London

- World’s leading insurance brand

- Challenge:
  The need to modernize the look of Lloyd’s

- Implemented Cisco Digital Signage with the goal to modernize Lloyd’s and received much more:
  - Informs brokers while they wait to see an underwriter (underwriting floor receives > 4,000 brokers each day)
  - Adds value to members’ subscriptions
  - Opens new opportunities for communicating with its members through rich, dynamic content

- Business Benefits:
  - Broker new contracts and deals
  - Ability to switch screens on and off automatically reduces energy costs
  - Increase revenue by improving member experience

“Our original goal was to modernize the look of Lloyd’s. Not only has the new system done this brilliantly, it has opened up so many more opportunities for communicating with our members.”

– Craig Carter, IT Architect, Lloyd’s of London
Norsk Tipping
Real-Time Communications and Marketing

- Official Norwegian lottery founded in 1949

- Challenge:
  Tremendous costs around paper distribution to 4500 retail locations

- Implemented Cisco Digital Signage across all locations for more efficient:
  Marketing and promotions to customers
  Communication around results, odds

- Business Benefits:
  Increase revenue by driving product up-sell/cross-sell
  Reduce printing costs and eliminated paper waste
  Faster customer communications
  ROI analysis of sales

“With its flexibility and scalability, the Cisco Digital Media suite is helping us strengthen our brand, increase sales, make it more attractive for retailers to sell our products, and maintain customer confidence.”

– Stein Onsrud, Technology Advisor, Norsk Tipping AS
Stars Centre

- Stars Centre is part of the City Centre shopping complex in Heliopolis, Egypt

**Challenges:**

- Needed a simple and flexible way to attract customers
- Needed a new way to drive revenue from advertising

**Implemented Cisco Digital Signage:**

- About 500 DMPs across the mall to entertain and attract customers
- Ability to display compelling content such as advertisements, movies, Web pages, images, flash animations, and live feeds that entertain

**Business Benefits:**

- **Increase customer satisfaction** and draw crowds
- **Higher sales** as a result of larger crowds
- **Generate revenue** from selling advertising space
- **ROI:** conservative study estimated payback time < 2 years
CityJet

- **Background**
  Subsidiary of Air France
  Carries about 1.6 million passengers per year

- **Challenges**
  Scale training and improve their corporate identity with both onsite and mobile employees spanning three base airport locations

- **Benefits of Cisco’s Digital Signage and Social Video Systems**
  Increased productivity by communicating company wide initiatives in real-time
  Brand protection and awareness
  Strengthened staff morale
College of Southern Nevada

- College of Southern Nevada (CSN) is the largest college in Nevada serving two-thirds of Nevada's population

- **Challenges:**
  - Need to communicate to remote offices
  - Provide training
  - Distribute executive communications

- **Benefits of Cisco Digital Signage implementation:**
  - **Critical component of safety strategy** for communication during emergencies allowing for **instant communication** and the **avoidance of panic**
  - **Lowered printing costs** and campus clutter by reducing the number of posters necessary to promote events on campus
  - Encourages and **improves collaboration**

"Video technology is everywhere. If you don’t have it, you’re behind. With Cisco’s Digital Signage Solution you’re not only keeping pace, you’re ahead of the curve. DMS has helped our college communicate better."

- Josh Feudi, Interim CIO, College of Southern Nevada
Orange - TPSA Poland

- **Challenge:**
  Orange and TPSA faced GTM challenges with traditional paper marketing campaign - very complex logistics, high risk of mistakes, complicated process of advertisement processing.

- **Solution:**
  By implementing DMS Orange will reduce huge costs of printing marketing materials and their distribution across the Poland.

- **Business Benefits:**
  Orange has created new marketing revenue streams. They will sell advertisement spots for mobile terminals manufacturers like NOKIA, SAMSUNG, HTC, Apple in POS.
Cisco Systems
Engage and Inform 67,000+ WW Employees

- “Cisco Now”: Corporate-branded, all-employee news and corporate information digital signage property

- **Challenge:**
  Needed a more efficient and effective way to engage and inform employees around the globe

- Implemented Cisco Digital Signage to dynamically deliver global and site-based news:
  Includes employee cafes, break areas, labs, badge rooms
  Content includes: corporate/product announcements, company facts, customer wins, financial updates, volunteerism opportunities, crisis communications

- **Benefits:**
  Centralized and standardized communications, with ability to customize content to ensure location relevancy
  Platform is easily being extended to customer-facing executive & customer briefing centers, lobbies, sales offices

Alignment with CEO John Chambers’ vision of using video communication to drive company strategy
Next Steps.....

• Hold a joint Business Acceleration Workshop to define vertical GTM strategy
  
  Customer demographics
  Margin Analysis
  Build Use Cases
  Develop Sales Enablement Resources

• Adopt DS for corporate communications, building signage, employee training, way-finding, etc.
Why Do SP Customers want Managed Services?

- Limited expertise and capacity
- Faster time to market and consistency for high impact content
  - Sales, communications, information, security, safety, etc
  - Flexible online content management
- Updated brand image
- Limited capital (SMB)
- OpEx vs. CapEx equation (Enterprise)
- Increased productivity
  - Collaboration, Communications, Time to Market, Consistency
- Full Outsourcing through SP & Media House (No more IT barrier)
- High Quality & Secure operations thru SLAs
- Fixed monthly fee/DMP
Sales Enablement for SP’s Tools and Resource Ideation

**Sales**
- Top Questions for Customers
- The Executive Conversation
- Business Justification Tools
- SP’s Differentiators
- Services and Support (Network Assessment, Readiness…)
- Partner Engagement
- Incentive Programs
- Communications
  - Best Practices
  - Communities of Interest
  - *Use Collaboration Assets*

**Business Paradigm**
- Similarities to Yellow Pages business. Revitalized customer sales engagement and partnership
- SP Enterprise (retail, etc) adoption drives awareness
- Business Model Options

**Customer Awareness/Input**
- Biz Video Demo Center
- Video Demo Days
- Brand Awareness Campaigns
- Executive Sponsorship Program
- Focus Group/Panels for Pricing

**Customer Support**
- DS Impact Analytics (ROI)
Digital Signage
Target Customers for the SP

- Managed or Hosted Service
  - Retail Sales
  - Banking/Finance
  - Healthcare
  - Transportation
  - Public Sector
  - Food Services
  - Sports & Entertainment
  - Hospitality

- Enterprise
  - Employee Communication
  - Training
  - Collaboration and Connected Workplace
  - Customer Service
  - Concierge/Lobby Ambassador
## SP Business Acceleration Workshop
### Work Streams

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Customer Demographics</th>
<th>Vertical Markets</th>
<th>Business Models &amp; Pricing</th>
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</thead>
<tbody>
<tr>
<td>Customer profile and market information for GTM Strategy</td>
<td>Galster (Field)</td>
<td>Galster/Blau</td>
<td>Galster, Blau</td>
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<tr>
<td>Develop high level benefit summary</td>
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<tr>
<td>Segment by vertical markets</td>
<td>Jain (BU)</td>
<td>Pinyol</td>
<td>Jain</td>
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<tr>
<td>TAMs, penetration, growth forecasts, margin, SMB vs. VSE vs. Enterprise</td>
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<tr>
<td>Leverage Customer Demographics</td>
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<tr>
<td>Capture pricing and cost benefits</td>
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<tr>
<td>Develop high level benefit summary</td>
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<tr>
<td>Create Business Models relative to GTM strategy and financial goals</td>
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<td>Build Model Options and input parameters</td>
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<td>Cost reductions and Revenue potential</td>
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<td>ROI and Monetization content</td>
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### Due Date
- **Pre-workshop**
- **Pre-workshop**
- **Pre-workshop**

### Customer Metrics Drive Workshop

- Collaborate with *SP's Sales and Marketing*
- Segment by vertical markets

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# Sales Enablement

## Potential Work Streams

<table>
<thead>
<tr>
<th>SP Lead</th>
<th>Cisco Lead</th>
<th>Sales Enablement (Workshop Output)</th>
<th>Sales Engagement Technical Services</th>
<th>Sales Support</th>
<th>Brand and Solution Awareness</th>
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<td>Galster</td>
<td>Black</td>
<td>ID Roadblocks, define programs and tools to drive awareness and adoption of DS.</td>
<td>Bandwidth Calculator, Network Readiness Assessment, Video Discovery Workshop</td>
<td>Financial Discussion Tools, Executive Conversation - Business Training, Demo’s, EBC’s, POC’s, Loaner Programs, Partner Incentive Programs, etc</td>
<td>SP Customer Demo Days, Internal Communities of Interest (promote Best Practices, etc), SP’s adoption of DS in retail outlets (cross leverage as demo sites)</td>
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Service Description

• “DMS Managed Service” is contracted by End-Customer for a period of 2 to 3 years

• DMPs, DMM and CMS are provided to End-Customer by SP (SP remains the owner of the products during the entire period of Managed Service)

• “DMS Managed Service” is deployed across the IP VPN network of the SP

• SLA for “DMS Managed Service”:
  • 4hrs for DMM (4hrs SP base) + CMS: Backup provided by SP
  • SLA for DMP equivalent to SLA from SP IP VPN

• SP may provide LCD/Plasma Displays on customer request. With Cisco Displays, SP may provide similar SLA as for any CPE or DMP

• SP may provide as a service TV streaming content

• Pricing quotation are provided on a per/project basis (See pricing simulation)
Service Description

• 1 DMM/multiple customers (possible redundant DMM)

• Enabledware Multi-tenant platform for content management, editing and scheduling

• DMM and Enabledware servers are hosted in SP Data Center

• Content creation, scheduling and distribution remain customer responsibilities or potential media house - Some SPs can provide content creation and management as an optional service

• TV Broadcasting can be provided by SP as an extra service

• SP/Partner provides training for content creation, distribution & management

• SP secures content back-up
Cisco Digital Media
Bundled Business Video Example

Digital Signage
- LCD’s, DM Encoders, DM Players and Media Manager to produce media
- Remote Publishing to endpoints
- Optimized WAN delivery

Baseline Service

Cisco
- Live Event
- Event Center

Add on-demand viewing based on functional location

Cisco Show and Share
- Social Media Feeds
- Enhancements
- Video AMA
- Secure business workflows

Push content to targeted internal audience

Media and CDN (eCDS/CDS-IS)
- Real time transcription of content
- Transcoding and transcription of content
- On-demand viewing based on text/tag search
- Indexing and Key Words

Efficient content delivery

Telepresence
- Live video communication and interaction
- Realistic and interactive
- VPOD opportunities

Live and on-demand replay of TP recordings, virtual attendant, virtual expert services