How to Win More Business with Userful's New Corporate Signage Solution

Partner Webinar

December 2nd, 2021

Userful
Emerald Signage

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Logistics

- Everyone is automatically muted for the duration of the webinar to ensure good sound quality

- There will be a Q&A period at the end of the webinar. If you have any questions, please go to the Q&A section of your interface to ask them

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Introduction

Webinar
Speakers

Daniel Hurtado
Product Line Manager

Shane Vega
Director of Product Marketing

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Goals

- Help you win more business with our Platform solution for Digital Signage with support from Userful, the leader in software-defined AV-over-IP

- Provide a deep dive on winning more business with Userful's New Corporate Signage Solution and how to access to free trials for your customers

- Help you understand the digital signage landscape and communicate the benefits of a Platform Infrastructure and native CMS as the ideal solution for modernizing digital signage deployments

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Agenda

- Addressing the Pain
- Ideal Customer Profile
- Positioning
- Key features for large scale digital signage
- Collaborative Sales Process
    - Questionnaire
- Resources
- Free Trial tools
- Q&A

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Userful Platform GTM-Fit - Customer Journey

Urgent Pain

Infrastructure

- 1. Lack of Management Tools for Infrastructure

Application

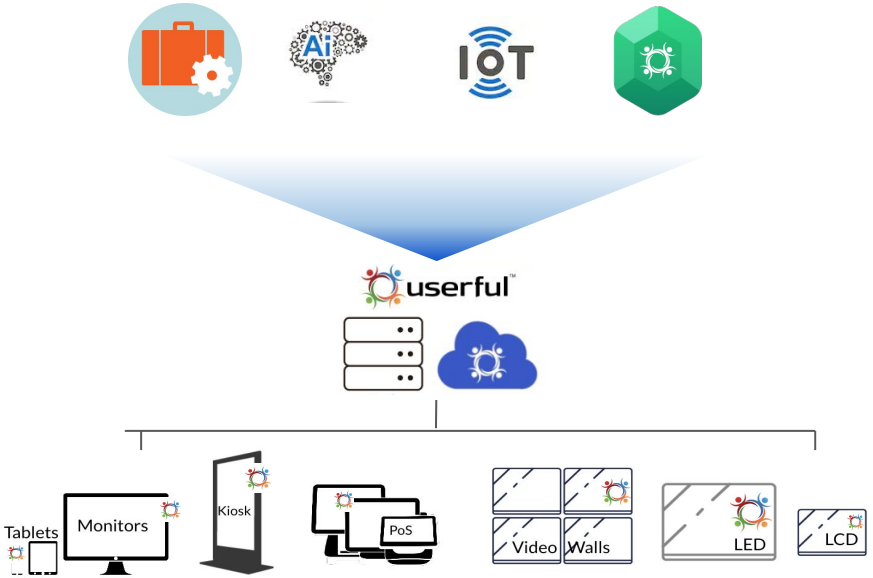
- 2. Need to Communicate Effectively
- 3. Hard to use CMS tools

Time to First Value

- Consultation
- Free Trial

Become a Strategic Platform

- ITs strategic choice for visual implementations
- Other applications



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IT Pain - “How to avoid headaches?”

- IT is being dropped into new AV projects
- Siloed solutions means more to manage
  - Solutions that don't scale
  - Become unreliable
  - DIY computer-based
- Proprietary hardware
- New devices on their network
- People looking for a CMS+Infrastructure (though not always expressed as infrastructure)
- Users requesting out of scope help (content management)

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Solution to the Pain - What to do when IT hurts!

IT teams need:

- A robust and reliable infrastructure that gives them confidence and peace of mind.
- They need a reliable way to centrally manage the solution's software and hardware while allowing others to put up whatever content they need to in the most efficient way possible.
- To allow their stakeholders the flexibility to deploy whatever content they need, the solution must be interoperable and future proof.
- The solution must be able to scale to accommodate needs today and growth.
- IT is burdened and the solution should be set and forget as much as possible while ensuring uptime performance.

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CMS landscape

Competitor Types

Pure CMS plays

APPSPACE

ScreenCloud

CMS with spec'd player

ENPLUG

Proprietary Player+CMS

SCALA

Raydiant

nixplay SIGNAGE

Proprietary Player platform + Digital Signage integration variety

BrightSign®

Standard-based platform + visual application variety

userful

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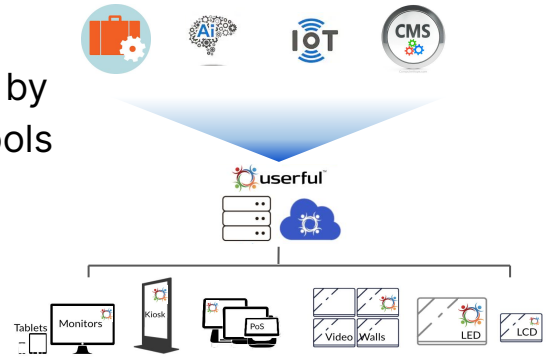
Positioning

- **Primary Message:**
  - Userful's software platform eliminates the headaches associated with large scale digital signage deployments by providing enterprise class infrastructure management tools alongside flexible content creation tools.



- **Value Proposition:**
  - Fully integrated Corporate Signage solution within the larger Userful Visual Networking Platform.
  - Platform Value add:
    - End-to-end management. From server, to client.
    - Leverage the same signage displays for other sources including secure local sources
    - One platform more use cases. IT can also deploy control rooms, operations dashboards, experience rooms and more.
    - Software defined fast evolution

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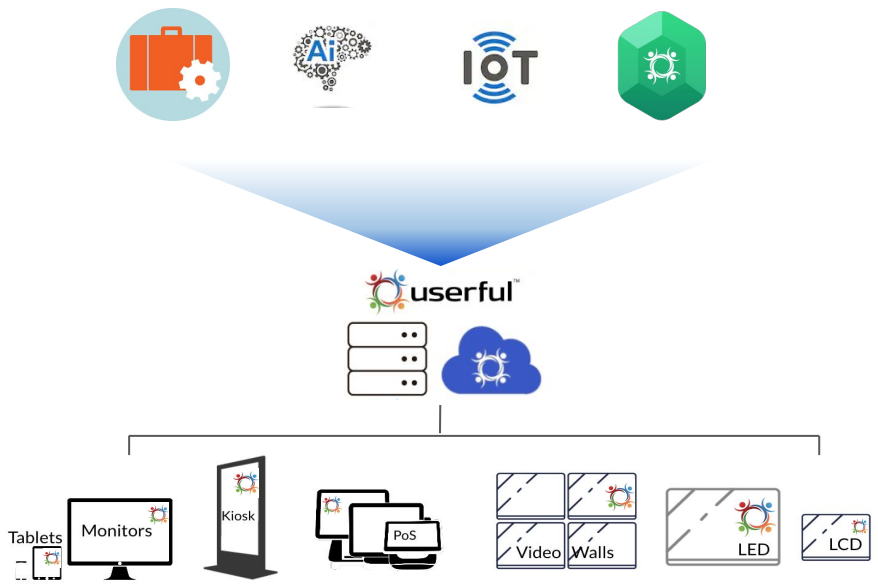
Userful Platform Advantage

Beyond Digital Signage Content Management:

- Centralized control and end-to-end management of displays and end-points
- Flexible system that supports multiple configurations and use-cases
- Interoperable with legacy systems using standards-based hardware
- Global distribution and scalability via software-defined AV-over-IP



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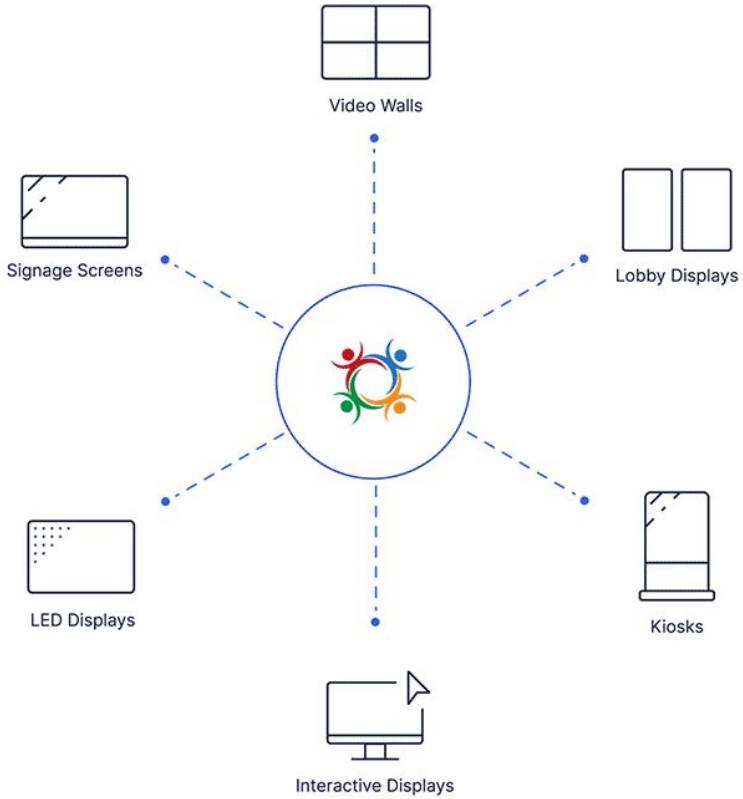
Key Platform Features for Large Scale Corporate Digital Signage

- **Platform Key I&O Features for digital signage:**
  - Locked Device Mode
  - Remote Reboot
  - Display Power Management
  - Managed Updates
  - Memory Management
  - SAML SSO (using Okta)
  - Role Based Access Control (RBAC)
  - Network and CPU monitoring tools
  - Single screen & video wall
  - All standard hardware and hardware-less options



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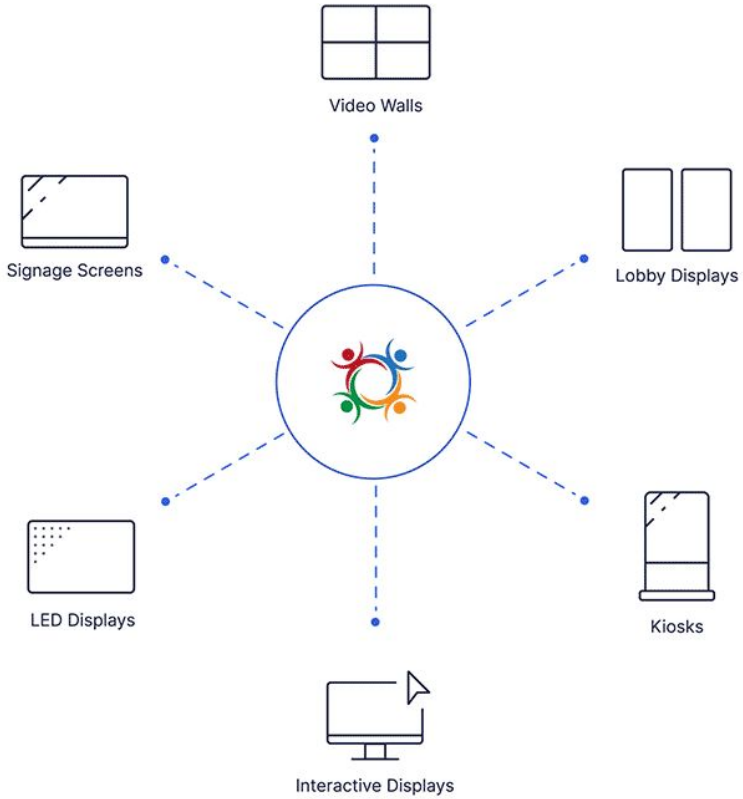
Key Platform Features for Large Scale Corporate Digital Signage

- **Platform Key I&O Features for digital signage:**

On Roadmap:

- *Improved UX for large scale management*
  - *Scheduled updates*
  - *Live 'Snap Shot' of screen*
- *Wi-fi provisioning*
- *Cellular provisioning*
- *Screen manageability - HDMI-CEC*
- *More advanced network monitoring tools*



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Key Emerald Application Features

- **Emerald Key Features:**
  - Content creation and editing features corporate digital signage projects need.
  - Easy to use tools for staff, enables staff, lessens IT involvement.
  - Administration tools for the right content, right people.

Userful
Emerald Signage

Canvas Content Creator
Create custom posters from over 300 templates.

Social Media Integrations
Leverage social media organic content with integrations

Targeted distribution
Organize displays for targeted content distribution

Infotaiment Widgets
Including live news updates, weather, QR codes, clocks and calendars

Show templating
Combine assets and widgets in a single view

Administration and Security
Manage roles and permissions

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Some Use Cases

Corporate Communications

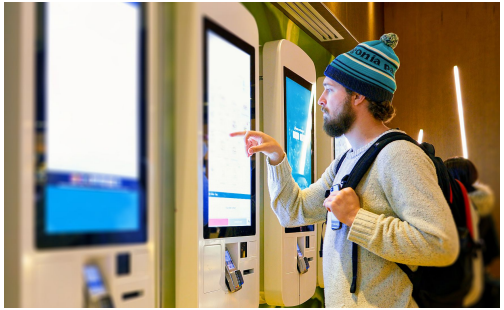
Health and Safety

Welcome messaging

Emergency Messaging

Organizational updates

Interactive Kiosks



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Userful Sales Approach as an Advantage

- Trusted Partner
  - Support available 24/7 coverage
  - Security compliance
  - Best practices

- Collaborative based approach with our partners
  - Userful and partner sell a complete solution
  - Global coverage with local partners

- Roadmap sharing

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Questionnaire

1. What are your goals?
2. Where do you need to communicate?
    a. Determine how many target locations?
    b. Options for single screens or need large format video walls?
3. Who will create the content?
    a. How can they create engaging content?
    b. Consider training
4. What content/information do you need to get across?
    a. Is there flexibility to automate these data going to the screens?
5. Who will manage the content
6. Who will manage the screen infrastructure?
7. Is IT comfortable with a custom OS and proprietary hardware or would they prefer a standards-based solution?

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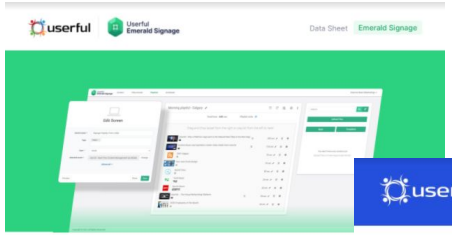
Resource Library - Corporate Signage

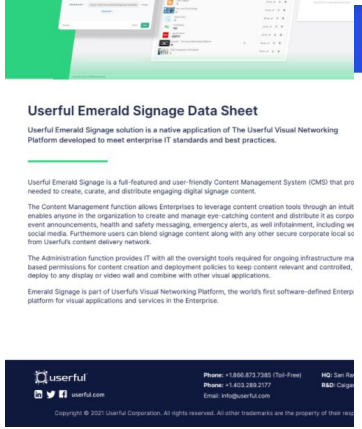
Visit our 11.1 release page to access all corporate signage content in one place to share with customers.

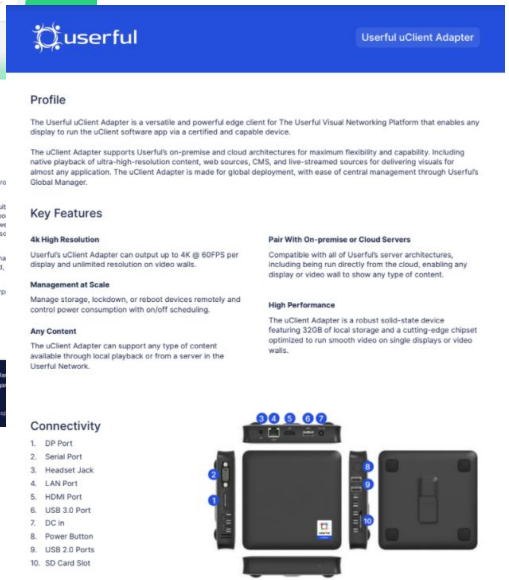
- Product Data Sheets
- Solution Briefs
    - Corporate
    - Education
    - Government
- On-Demand Webinars
- Email Templates
- Support Portal

https://www.userful.com/release/11-1

Follow up email with the following resources and training recording will be provided after this session.







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Emerald Signage Launch - Free Trial Offer

Enable your customer to try Emerald Signage for Free!

- Select any of the use cases
- Free 30 Day trial of Emerald Signage
- Use on current Userful displays
- Use uClient Adapter

Get your customer running and satisfied faster

<u>Your account manager will reach out with more details on go to market planning:</u>

- **Free trial program**
- **Account mapping**
- **Lead reciprocation**

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Upcoming Partner Webinar

2022 Userful's Annual Partner Update

On January 12, 2022 we will be hosting our Annual Partner Update, where Our CEO, John Marshall will be presenting updates, sharing the latest from Userful, as well as a glimpse into our roadmap, Some of the topics include:

- New Partnership Program,
- Updates To The Pricing List
- New Product Announcements
- And more!

Save the date. We will send out invitations soon.

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Q&A

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