



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

Partner Webinar

December 2nd, 2021



Userful Emerald Signage

- 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



Webinar Speakers



Daniel Hurtado
Product Line Manager



Shane Vega
Director of Product Marketing

- 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

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

Useful Platform GTM-Fit - Customer Journey



Urgent Pain

Infrastructure

- 1. Lack of Management Tools for Infrastructure

Application

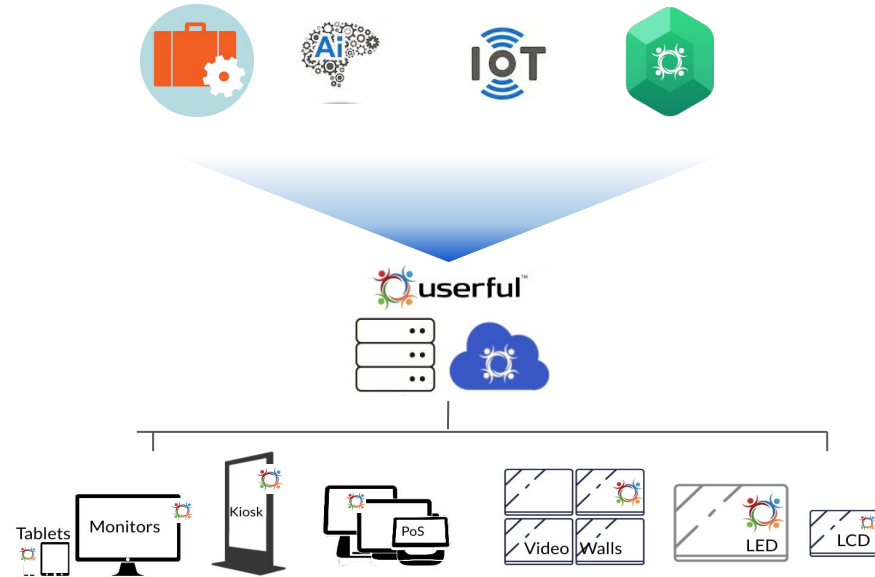
- 2. Need to Communicate Effectively
- 3. Hard to use CMS tools

Time to First Value

- Consultation
- Free Trial

Become a Strategic Platform

- ITs strategic choice for visual implementations
- Other applications



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)



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.



CMS landscape



Competitor Types



Pure CMS
plays



CMS with
spec'd player



Proprietary
Player+CMS



Proprietary Player
platform + Digital
Signage
integration variety



Standard-based
platform + visual
application variety



Positioning

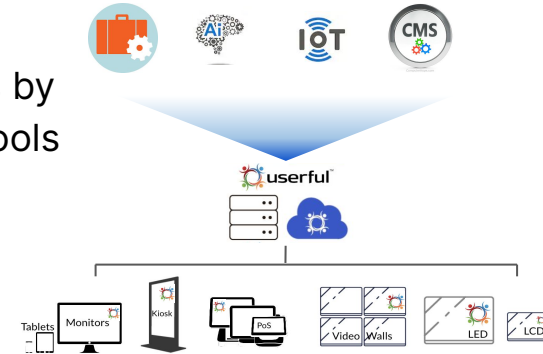


- **Primary Message:**

- Useful'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 Useful 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

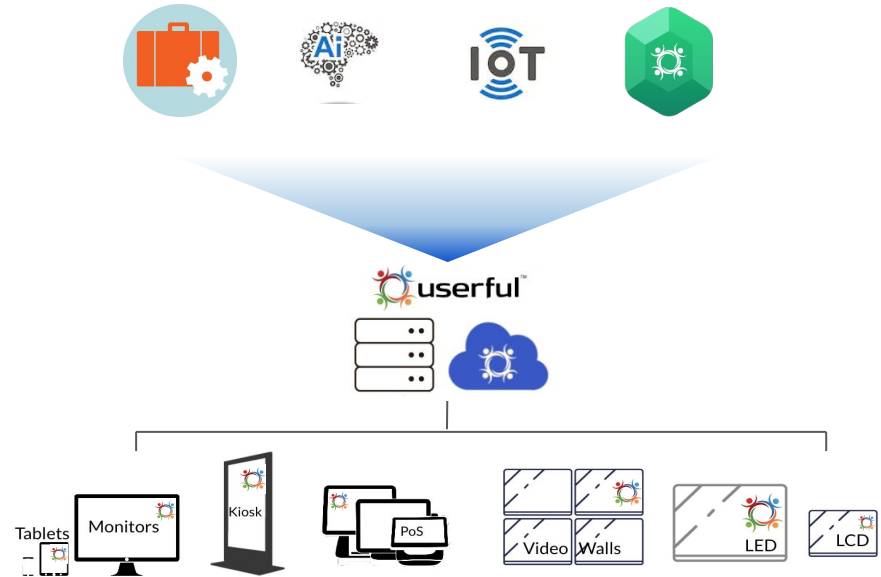


Useful Platform Advantage



Beyond Digital Signage Content Management:

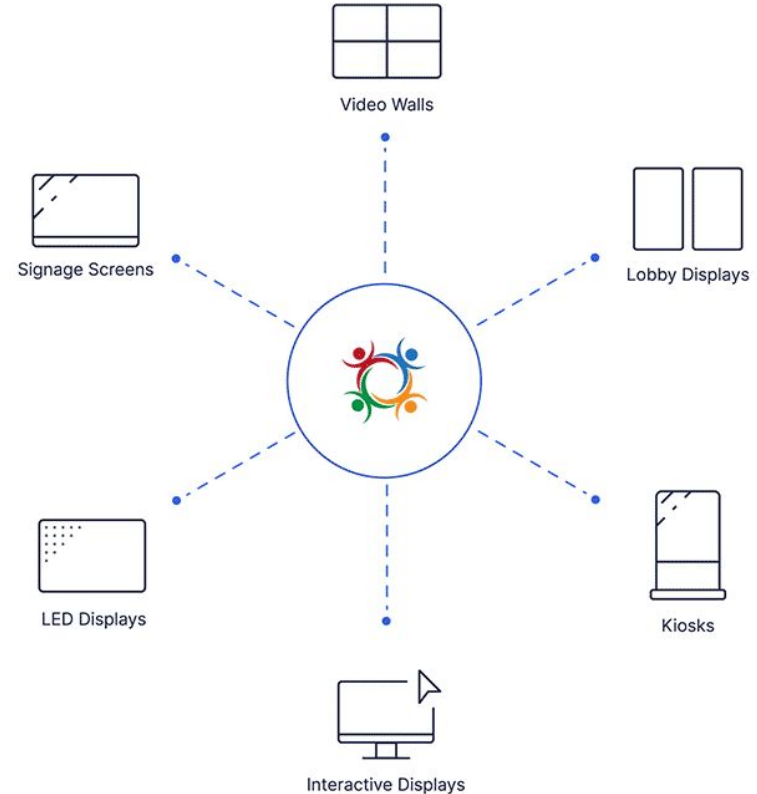
- Centralized control and end-to-end management of displays and end-points
- Flexible system that supports multiple configurations and use-cases
- Interoperable with legacy systems using standards-based hardware
- Global distribution and scalability via software-defined AV-over-IP



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



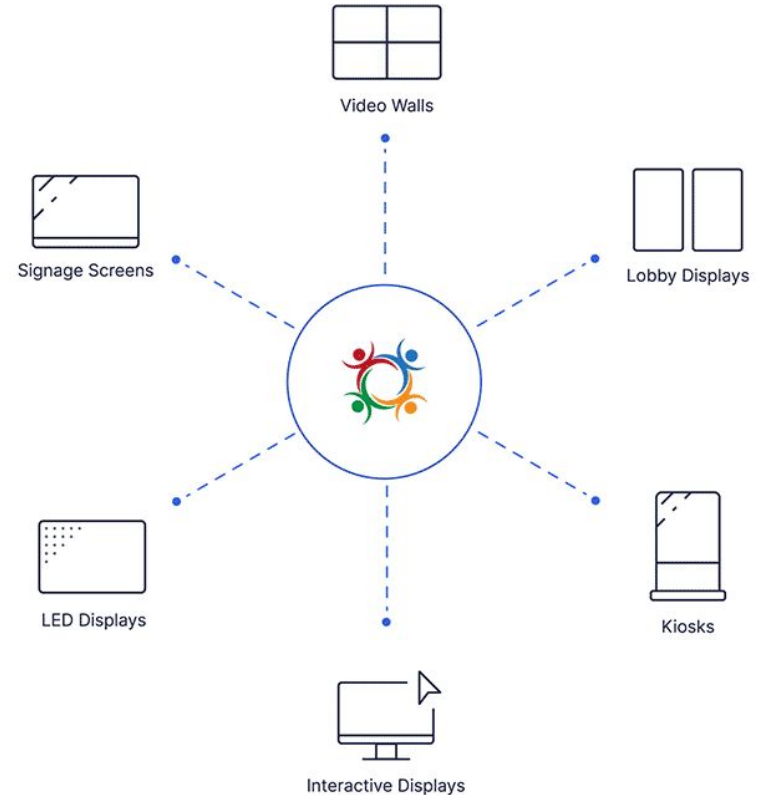
Key Platform Features for Large Scale Corporate Digital Signage



- **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*



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.



**Useful
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



Infotainment 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

Some Use Cases



Corporate Communications



Health and Safety



Welcome messaging



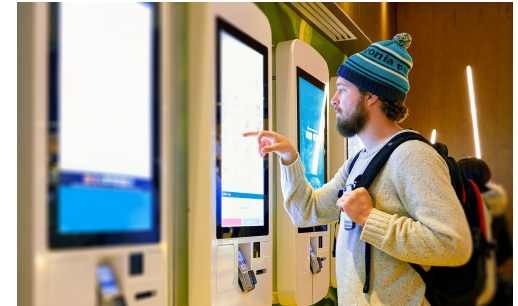
Emergency Messaging



Organizational updates



Interactive Kiosks



Useful Sales Approach as an Advantage



- Trusted Partner
 - Support available 24/7 coverage
 - Security compliance
 - Best practices
- Collaborative based approach with our partners
 - Useful and partner sell a complete solution
 - Global coverage with local partners
- Roadmap sharing



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?

Resource Library - Corporate Signage

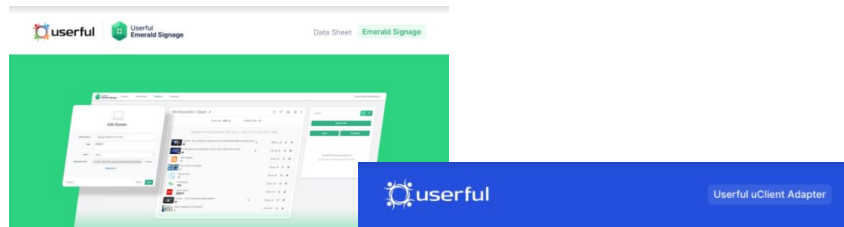


Visit our 11.1 release page to access all corporate signage content in one place to share with customers.

- 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.



Userful Emerald Signage Data Sheet

Userful Emerald Signage solution is a native application of The Userful Visual Networking Platform developed to meet enterprise IT standards and best practices.

Userful Emerald Signage is a full featured and user-friendly Content Management System (CMS) that pro needed to create, curate, and distribute engaging digital signage content.

The Content Management function allows Enterprises to leverage content creation tools through an intuit enables anyone in the organization to create and manage eye-catching content and distribute it as corpo event announcements, health and safety messaging, emergency alerts, as well infotainment, including so social media. Furthermore users can blend signage content along with any other secure corporate local is from Userful's content delivery network.

The Administration function provides IT with all the oversight tools required for ongoing infrastructure ma based permissions for content creation and deployment policies to keep content relevant and controlled, deploy to any display or video wall and combine with other visual applications.

Emerald Signage is part of Userful's Visual Networking Platform, the world's first software-defined Enterp platform for visual applications and services in the Enterprise.



Profile

The Userful uClient Adapter is a versatile and powerful edge client for The Userful Visual Networking Platform that enables any display to run the uClient software app via a certified and capable device.

The uClient Adapter supports Userful's on-premise and cloud architectures for maximum flexibility and capability. Including native playback of ultra-high-resolution content, web sources, CMS, and live-streamed sources for delivering visuals for almost any application. The uClient Adapter is made for global deployment, with ease of central management through Userful's Global Manager.

Key Features

4k High Resolution

Userful's uClient Adapter can output up to 4K @ 60FPS per display and unlimited resolution on video walls.

Management at Scale

Manage storage, lockdown, or reboot devices remotely and control power consumption with on/off scheduling.

Any Content

The uClient Adapter can support any type of content available through local playback or from a server in the Userful Network.

Pair With On-premise or Cloud Servers

Compatible with all of Userful's server architectures, including being run directly from the cloud, enabling any display or video wall to show any type of content.

High Performance

The uClient Adapter is a robust solid-state device featuring 32GB of local storage and a cutting-edge chipset optimized to run smooth video on single displays or video walls.

Connectivity

1. DP Port
2. Serial Port
3. Headset Jack
4. LAN Port
5. HDMI Port
6. USB 3.0 Port
7. DC In
8. Power Button
9. USB 2.0 Ports
10. SD Card Slot



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 Useful displays
- Use uClient Adapter

Get your customer running and satisfied faster

Your account manager will reach out with more details on go to market planning:

- Free trial program
- Account mapping
- Lead reciprocation



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.



Q&A