



# Digital Signage Company Fast-Tracks Business Growth

Cisco Capital® assistance helps speed service rollout and time-to-revenue for Playthe.net

Customer Name: **Playthe.net**

Industry: **Media**

Location: **Spain**

## Challenge

- Increase demand for digital signage in public places
- Provide easy-to-install screens and Wi-Fi
- Cut upfront spending and help improve cash flow

## Solution

- Cisco Meraki® Cloud Managed Solution with Cisco SMARTnet® support
- Financed by Cisco Capital funding

## Results

- Right technology and funding model to grow the business
- Improved cash flow management with alignment of spending to income
- Stronger balance sheet to attract future investors



“Cisco Capital helped us acquire the technology we wanted on the favourable terms we needed to grow the business.”

Jorge Garcia, Finance Director, Playthe.net

## Challenge

The town of Cuenca, Spain, is better known for its cliff-hugging hanging houses and gothic cathedral than for cutting-edge advertising. But a team led by Luis Miguel Vindel floated the idea of it being hailed as the “Google of outdoor ads.” The concept was simple: get the owners of bars and other popular spaces with high footfall to install TV screens by giving them free Wi-Fi.

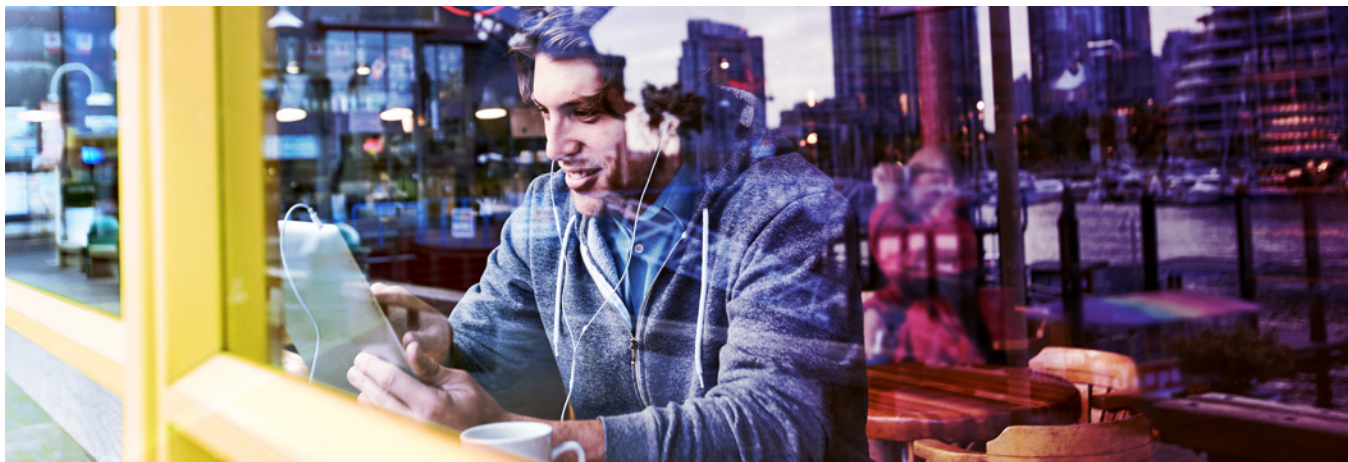
This approach allows venue owners to screen TV shows and sporting events along with ads, so brands could reach audiences in new places. To get the idea off the ground, the company Playthe.net needed the right technology and finance solution.

## Solution

Playthe.net chose Samsung display screens but it needed a robust, easy-to-install, and simple-to-manage Wi-Fi solution. The answer was a Cisco Meraki solution, a 100 percent cloud-managed Wi-Fi system with high-grade, built-to-last access points.

**“We install a router in each site where we have a screen,” says Benjamin Castrillo, Co Founder of Playthe.net. [This links to a Cisco® portal that gathers the vital data we need to run and analyze the system.](#)”**

To speed service rollout, Playthe.net needed access to cash. Cisco Capital arranged a €520,000 (US\$587,000) three-year finance lease covering purchase of the first 3000 access points. It also includes Cisco SMARTnet for technical support, flexible hardware coverage, and fast access to Cisco engineers.



“Right now we have more than 2000 access points in Spain, and we are hoping to add many more. But our real aim is global growth.”

Aixa Poisneuf, Marketing Director, Playthe.net



## Results

Using the Cisco Wi-Fi service, end users simply log-in through a Facebook or Twitter account to a Playthe.net portal. The company controls features such as the portal language using the cloud. Playthe.net can also gain useful insights such as the number of devices in reach of the router, their distance from it, and the time they spend near the TV screen.

Cisco Capital funding has helped Playthe.net achieve its aim of rapid expansion. Aixa Poisneuf, marketing director for Playthe.net, says: **“Right now we have more than 2000 access points in Spain, and we are hoping to add many more. But our real aim is global growth.”**

The firm already has more than 5000 clients and 50 staff. The next target is to become the biggest digital signage company in Europe with 20,000 screens. **“Cisco Capital helped us acquire the technology we wanted on the favourable terms we needed to grow the business,”** says Playthe.net finance director Jorge Garcia.

Financing has helped Playthe.net defer upfront costs. It can better match spending to income, boosting cash flow. Also, keeping the lease as an asset on the balance sheet has made it easier to attract further investment, as evidenced with a €1.5 million (US\$1.7 million) tranche of equity funding.

**“Cisco is the ideal partner with the same global hopes as Playthe.net,”** says Playthe.net chief executive officer Luis Miguel Vindel. **“Right now we’re in Spain, Portugal, and Hong Kong. But our sights are set on extending the service to more countries. Cisco offers proven products around the world and meets our high expectations.”**

For more information please visit:

[www.ciscocapital.com/emea](http://www.ciscocapital.com/emea)

## Product List

### Wi-Fi

- Cisco Meraki Cloud Managed Solution
- Cisco SMARTnet support

### Finance

- Cisco Capital three-year lease

