

Office Supply Retailer Deploys Digital Signage for Corporate Communications in Preparation for Stores

This global office supply store chain chose the Cisco Digital Media System (DMS) for corporate digital signage and is partnering with Cisco in a turnkey digital signage solution for stores around the world.

EXECUTIVE SUMMARY

OFFICE SUPPLY STORE CHAIN

- 1,300 stores in the U.S. and others in more than 150 countries
- 43,000 employees

BUSINESS CHALLENGE

- Provide regular corporate communications to headquarters workforce
- Pilot digital media system in five stores in partnership with Cisco that demonstrates a return on investment

NETWORK SOLUTION

- Cisco Digital Media System for Retail

BUSINESS RESULTS

- Launched Cisco digital signage pilot in corporate headquarters campus, with 60 LCD screens in different buildings
- Working with Cisco to define pilot in five stores

Business Challenge

A long-time Cisco customer—with Cisco routing and switching, unified communications, unified contact center, wireless, and other solutions—this large retailer has deployed the Cisco DMS in their sales offices, to begin testing the viability of digital media for both corporate and retail venues.

“The customer is looking for a 100 percent payback and revenue from hosted digital ad signage,” says the Cisco account manager. “They are going to be weighing the benefits of going with a retail specialty vendor offering a proprietary, add-on, non-IP standard network and a Cisco-managed solution with plenty of additional applications that can be easily added.”

Network Solution

In May of 2007, Cisco reseller NEC Unified Solutions helped to deploy a Cisco DMS pilot with 60 LCD monitors in the company’s sales offices using the Cisco Application and Content Networking System (ACNS), including the Cisco Digital Media Manager at the data center and the Cisco Digital Media Player 4400G in each sales office. The Cisco Digital Media Manager allows for the easy, centralized management, scheduling, and publishing of digital media for live or on-demand playback. The Cisco Digital Media Player is an IP-based hardware endpoint that plays high-definition live and on-demand video, motion graphics, Web content, and other dynamic content on digital signage and enterprise TV. Cisco LCD 100 PRO 40N screens feature full high definition 1080 pixel native resolution, landscape and portrait modes, and built-in speakers for advanced audio.

The kickoff event featured an address and question and answer period hosted by the senior vice president of sales to 3,000 sales personnel via Cisco Live Meeting. The success of the pilot was seen as the catalyst for bringing digital media to the stores and warehouses.

Currently, an internal consultant is creating content for the digital signage in the sales offices, including the company’s television commercials and corporate announcements.

“The next step is to show them how the technology can work for them in the stores,” says the Cisco account manager. “We’re proposing a pilot in five stores that is part of a unique business plan where a partner will manage the DMS content.”

Business Results

The new model proposed by Cisco challenges existing retail media specialty vendors that charge for the upfront analysis in a new account and then provide a proprietary network service at little to no cost, receiving their payment from advertising revenues. Cisco instead is suggesting a much more flexible, IP-based solution that can be easily and inexpensively adapted to also offer video on-demand for training and executive messaging in the stores, video surveillance, interactive video customer terminals, and other applications.

PRODUCT LIST

Routing and Switching

- Cisco Catalyst 6500, 4500, and 3750 Series switches
- Cisco 2800 and 2600 Series Integrated Services Routers
- Cisco Wide Area Application Services (WAAS)

Voice and Unified Communications

- Cisco Unified Contact Center
- Cisco Unified Communications Manager

Wireless

- Cisco Aironet 1242 Series access points

Digital Media

- Cisco Digital Media Player 4400G
- Cisco Digital Media Manager
- Cisco LCD 100 PRO 40N, 40-inch screens

“This is potentially a whole new business where a partner can provide the upfront consulting and then the content and advertising management to a much broader, global retail community,” says the account manager.

For More Information

To find out more about Cisco Solutions for Retail, go to:

<https://www.cisco.com/web/strategy/retail/index.html>



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