

## What can happen

### #1 Wrong Technology

The chosen technology ends up being the wrong one and does not deliver even your most simple needs. You went with a vendor that had a vested interest in one specific application and had no regard to your true needs.

### #2 The dangerous attraction of ad-based models

Your revenue generation system fails and leaves you with low margins and poor quality advertising. You did not have to pay anything at first but now realize that in order to keep your network alive, you have to invest in quality content.

### #3 There had to be a guinea-pig and you were it!

You were sold a new solution by a newly launched digital signage company and realize that you had become a test site for them. Your network ends up being inappropriate for you, is not expandable and you don't have the support needed to maintain it.

### #4 Your network has become a management nightmare

There are too many cooks in the kitchen and your numerous implementation teams are not communicating with each other. You have gone from project sponsor to project manager and have to dedicate all your time to its completion and maintenance.

### #5 Where is my content???

Your network is now installed and everything is ready to go but you don't have any content and did not budget for it. You thought you could reformat some existing content and realize this does not work too well. Your whole system is in danger of a slow but sure death.

## What to do to avoid it

#1 Do not let technology steer your digital signage project. It is the wrong approach. Plan your communications first and then find the technology that is a match for your needs. Also select partners that are impartial and that can advise you on one application or another.

#2 Do not let yourself get lured by vendors who want to install an ad-based model at no cost to you, claiming that ads placed will pay for it in time. Not only will you probably promote other companies' brands at the expense of your own, but you will also lose your message in the noise. Remember, you generally get what you pay for.

#3 Before implementing a digital signage network, make sure you select partners with a broad range of experience in the industry. Verify that they can help you, not only with the choice of hardware and software, but also with your communications strategy and content management.

#4 To ensure the success of your project without being involved in it 100% of the time, select a partner that will cover all of your bases. By having a single point of contact and accountability, you avoid numerous headaches and ensure better profit margins.

#5 Your investment will only pay off if you have the right content to broadcast and if you have planned an operating budget. Content is king. You should therefore clearly define who will develop your content, how often it will need to be updated and how much it will cost.

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### #6 The "In-House" solution

You set up an in-house digital signage support team that ends up not having the appropriate skills to make it work. Content is not refreshed and your software configuration is not up to task. Your network has downtime.

### #7 A network up in 3 months!

This may be a request from your boss to match what your competition is doing. You rush to work with all the various vendors and have just enough time to get the network in place but most essential components have been forgotten. The result is poor.

### #8 The wrong displays have been installed

Plasmas, LCDs, touch screen kiosks... it is not always obvious what to choose. You installed one of them and realize they show issues: burn-in, break-downs, security, etc. but it is too late to make any changes.

### #9 You forgot to involve critical departments

You have selected your network and are confident that your I.T. dept. can handle it all. I.T. quickly realizes that this medium requires sign-offs on data-networking, security and corporate change. Their enthusiasm suddenly collapses.

### #10 Communication interrupted!

Your network is now installed but you forgot to connect it to other major communication structures essential to the proper functioning of your organization. You now have to run two parallel systems that can't communicate to each other.

## What to do to avoid it

#6 From environmental design to content and maintenance, select a team that is dedicated to your project with enough digital signage experience to fully support your network and keep it alive. This will keep your internal resources focused on their primary responsibilities.

#7 Before you set up a network, particularly in rush times, clearly define your achievable business goals. Then, plan your communications, your installation and your maintenance and think future expandability. The right advice and the right team will save you time and money and have you avoid costly mistakes.

#8 Before selecting any displays, ask an experienced vendor to advise you. Location, altitude, type of content and amount of time the screens are ON will determine what display to select. Do not take this lightly. In most cases, commercial grade displays are recommended and you won't find them at Costco. Make sure you do this right.

#9 Review your company's internal policies and make sure you get buy-in from all the stakeholders that need to be involved in your project to ensure everyone's needs are met. You will avoid major roadblocks and save time and money.

#10 Digital Signage must support, not undermine your overall business objectives and brand strategy. Do the homework to ensure that you are not only meeting your business objectives, but also matching your internal process workflows.