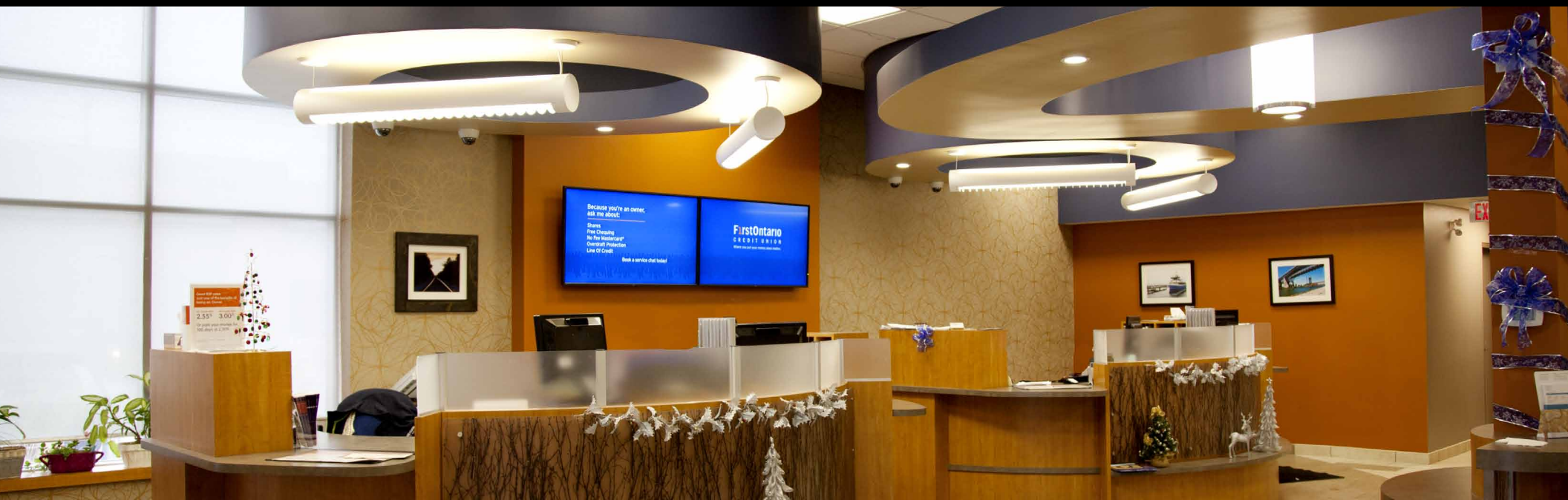


DIGITAL SIGNAGE GUIDE

{ for Financial Services }

How to make an informed buying decision

ADFLOW Networks
reshaping the customer experience™





Introduction

Financial institutions find themselves under increasing pressure to connect with customers quickly and effectively. This immediacy stems from changing personal financial habits that have resulted in customers having fewer reasons to visit a branch with the growing prevalence of direct deposits, ATMs, and online banking. With only a few moments to capture a customer's attention, banks are adopting digital signage to target their audience.

While many financial institutions are convinced that digital signage can play a critical role in customer engagement and satisfaction, the question has become – how do I ensure I am investing in the right technology and people to meet our needs now and in the future? What is a critical “must have” and what is merely icing on the cake? These questions are answered in this guide, helping you on your way to making an informed buying decision.

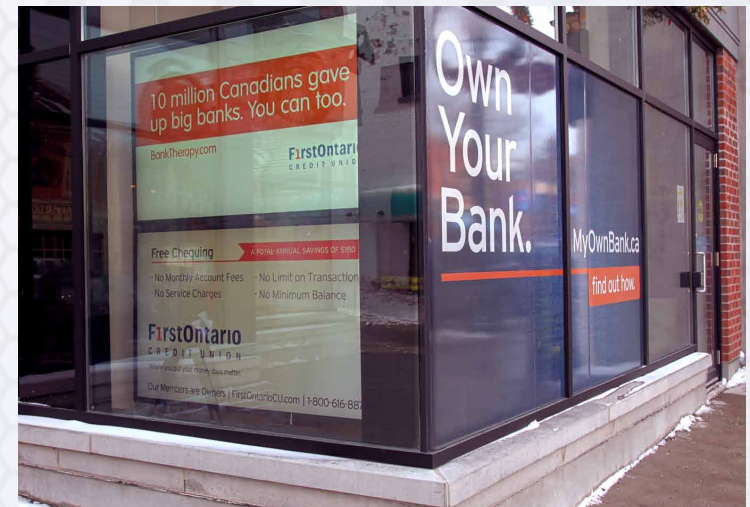
Digital Signage for Financial Services

- Exterior facing screens create product **awareness** and can draw new customers into branches.
- Digital signage facilitates cross and **up-selling** of products; research shows that the more products a customer purchases from bank, the less likely they are to leave for another bank.
- The in-branch experience such as interactions with tellers is one of the only ways for banks to **differentiate** themselves and digital signage can help enhance the banking experience.
- Digital signage can reduce perceived wait times by **educating** and informing customers.
- Digital signage in the ATM drive-thru lane can be a great way to **connect** with customers.
- Digital signage on ATM screens can be used to **attract** customers into the branch.
- Reduce **training** time for employees and ensure regulations are followed.
- Digital signage promotes your **brand** and ensures no competitor's products are shown as happens if using cable services.
- Information such as interest rates can be updated in **real time**. This information can be updated automatically from other business systems.

Key Questions to Ask Your Provider

The global digital signage market is expected to reach USD 20.03 billion by 2020, according to a new study by Grand View Research, Inc.⁽¹⁾ This rapid growth has attracted many players making it challenging for buyers to select the right provider. Technology companies that offer digital signage solutions as a sideline to their core business often do not have the depth of expertise to deliver on complex multi-branch projects. The ideal partner should be strongly focused on digital signage, making a continual investment in product development. Some insightful questions you can ask your potential digital signage providers are:

- What percentage of your company's total revenue comes from the sale and support of digital signage?
- Do you have on-staff content creative services, site survey and solution designed expertise?
- What percentage of the companies total product development budget is dedicated to the digital signage solution?



(1) Grand View Research: Digital Signage Market Analysis By Technology (LED, LCD, Front Projection), By Application (Transportation, Retail, Corporate, Banking, Healthcare, Education) And Segment Forecasts To 2020 <http://www.grandviewresearch.com/industry-analysis/digital-signage-market>

Technical Considerations

Technical needs for digital signage will vary with each buyer's situation and goals, however, there are some basic functional requirements that all digital signage should offer. Look for a system that provides:



Continuous Play

Content continues to play, even in the event of Internet connectivity loss.



Multiple Screens

The ability to span content across multiple screens.



Workflows

Workflow controls, enabling content upload and approval before scheduling.



Pre-set Timing

Screens that can be automatically turned on and off at user defined times.



Security

A system that is secured and locked out from malicious use.



Proxy Server Access

Supports proxy server access and central content support through an edge server.

Technical Considerations Cont'd



Video Walls

HD Video Walls with no dilution of image quality.



Interactive

Touch enabled as well as static capabilities in one system.



Content Zones

Each display, including touch-enabled monitors, LCD panels or projection devices can have multiple zones with different content in each zone (i.e. Weather, News feeds, Twitter, etc).



Enterprise Integration

Real-time integration to other "source of truth" systems for pricing and/or inventory information.



Don't forget to ask about these basics:

- Unlimited file sizes
- Portrait or landscape mode
- On-hold messaging

Scalable: Multi-Site Deployment

If you require digital signage installed across multiple branches, ensure that content distribution can be managed and controlled across screens on the network using content distribution rules. For example, special incentive offers and interest rates may vary across regions, therefore your digital signage system should be able to segment content and offers by location and screen. The system should be capable of being centrally managed from any remote location, and users should only see functions that they are allowed to access.



Monitoring and Support

The importance of active monitoring of all media players within the same system 24/7 cannot be understated. Look for a vendor who can provide the necessary services for the full lifecycle of the project, including:

- Initial installation
- Training
- System Monitoring Support

Additionally, a dedicated call centre for all “how to” and technical support is critical to success.



Interactive & Dynamic Technology

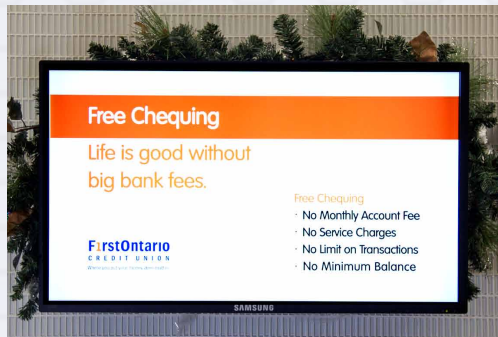
In today's market, traditional digital screens displaying videos or a series of photos are the bare necessity for engaging audiences. If you want to step it up a notch; touch enabled screens, motion sensors, tethers, dynamic content distribution, and facial detection are cutting edge options to consider, that can greatly enhance the effects of digital signage. These options do not just engage audiences but interact with them on a more personal level, providing a meaningful and tactile experience.

Read through the following real-life examples to gain a better understanding as to how dynamic and interactive screens can take your company to the next level!



FirstOntario Credit Union

Background: FirstOntario Credit Union has a membership of 90, 000 people who share in the profits and decision-making of the organization. It is open to anyone living in Ontario and offers a full suite of banking products in its 23 locations, serving 13 communities within Hamilton, Halton, Niagara, Haldimand-Norfolk and the Oxford, Ontario regions. FirstOntario Credit Union recognized their need to provide informational messaging that could adapt to daily events and synchronize across all locations immediately.



Dynamic Technology: ADFLOW Networks was called upon to develop and install dynamic dual feed media players configured specifically for FirstOntario. Dynamic displays empower a company to specify particular variables that will automatically influence the messages displayed. For example, messaging can automatically change based on time of day, or location. Additionally, FirstOntario can choose to very easily make immediate updates to displays at one location, or dozens of locations.

“With digital signage we can readily change a rate, so if the marketplace changes over the weekend, and on Monday we have a special rate, we can get it out to all of our branches instantaneously. We can also provide varied messages, by branch, enabling us to create tailored content as opposed to everything looking identical,”

- Karen Bragdon, Branch Manager & Strategizer, FirstOntario

Koodo Mobile

Background: Koodo Mobile is a Canadian wireless telecommunications provider, offering cell phone, data and Internet services to businesses and consumers alike. Koodo Mobile commissioned ADFLOW Networks to provide their patented digital signage Dynamic Messaging System™ (DMS) with interactive touch screens, dynamic content distribution and LED reader board integration.



Touch Screens: Since integrating ADFLOW's digital signage in to Koodo's mall kiosks, customers can interact with a touch screen that informs and educates them on the many product features, plans and promotions available to each mobile device or service.

- The interactive mall kiosk enables customers to educate themselves about product features and details, with a much more engaging experience than traditional content such as pamphlets or slideshows.
- Since customers can educate themselves, Koodo's sales representatives have more time available to speak with a greater number of people.
- Koodo is able to maintain their reputation for being at the cutting-edge of technology by displaying impressive hardware and software in their interactive kiosks.



About ADFLOW Networks

ADFLOW Networks is a digital signage pioneer. As innovators we continue to leverage new technologies in order to provide our customers with unique solutions that help them stand apart from their competitors. We are a solutions

company and our core competency is delivering enterprise turnkey Digital Signage Networks to our customers.

Check out our corresponding Digital Signage Capability Checklist [HERE](#).

[> DOWNLOAD EXCEL VERSION](#)

DIGITAL SIGNAGE CAPABILITY CHECKLIST

INTERACTIVE FUNCTIONALITY	ADFLOW	COMPANY A	COMPANY B
Does the solution support "touch enabled" screens?	Yes		
Can the solution support the triggering of content? i.e.. Buttons, motions sensors, tethers, facial detection	Yes		
Does the solution support interactive kiosks?	Yes		
Does the solution support customer queue management?	Yes		
Can content be used for both the Signage Screens and Interactive screens?	Yes		
Can all user interactions be captured and reported on?	Yes		

SUPPORT	ADFLOW	COMPANY A	COMPANY B
Does the company offer 24/7 active monitoring of all media players?	Yes		
Does the company provide on-site service plans with performance guarantees?	Yes		
Does the company offer extended warranties on all hardware?	Yes		
Does the company offer both Tier 1 and Tier 2 call centre support?	Yes		

REPORTS	ADFLOW	COMPANY A	COMPANY B
Does the system provide analytic reports?	Yes		
Can reports be customized?	Yes		
Can a "proof of play" report be generated?	Yes		

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REPORT



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