MANAGING DIGITAL KIOSKS WITH DIGI ROUTERS

Remote Connectivity for Content Management

Retail outlets like major furniture stores are reaching out to third-party marketing and sales agencies to create digital catalogs, ads, and banners to display within their various branch locations. Additionally, they are having them install digital displays, sales kiosks, and more to present these materials to store visitors. These agencies often experience issues with client networks – causing delayed deployments and revenue losses.

Case Background | Catalog Management Providers

A leading catalog management software company based in Tampa offers clients a platform that powers digital signage, catalog kiosks, digital poster boards, and ambient television at physical stores. Their myriad of solutions are engineered to transform brick & mortar stores into destination experiences. At first they depended upon their clients' networks to provide connectivity to the digital assets they managed and maintained. Many of their clients had unreliable internet services, that when down, prevented them from effectively managing the content on client devices. Additionally, not all customers had ethernet outlets in all the locations they wanted digital assets placed within their stores. They needed a way to get all client devices online independently, and wirelessly, to provide excellent service.

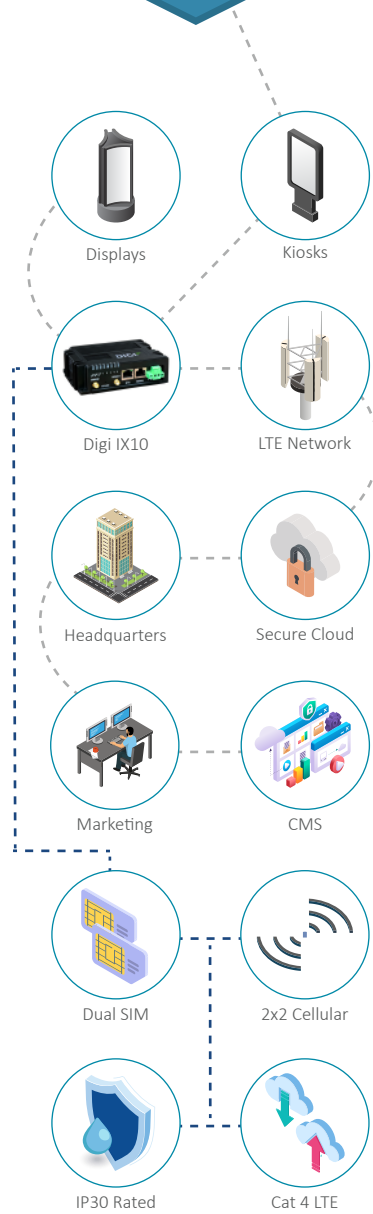## Solution Overview | Reliable and Independent Connectivity

This company had sophisticated panels, displays, and software that relied on a mixture of customer supplied hardwired connections and Wi-Fi. This resulted in unreliable bandwidth, restrictive firewalls, IT audits, and policy exceptions. Subsequently, deployments could be delayed by months – if they even received final approval. They reported lost sales due to their complete dependence on someone else for cloud connections. The answer was to bring their own independent connectivity to the customer site, leading them to discover the team at USAT, and by extension Digi International. We were able to present them with Digi WR11 and IX10 routers capable of delivering reliable, cost-effective cellular connections to link their displays with their cloud services. This drop-in connectivity translated into faster deployments, reduced downtime, fewer service calls, and increased sales.

Benefits Observed | Increased Revenue with Fast and Easy Deployments

After purchasing preconfigured Digi routers from USAT, coupled with simple 3GB monthly Express M2M data plans they were able to securely operate outside of their customers' infrastructure, bypassing all of the delays and obstacles present in their prior deployments. With the preloaded Digi routers, they didn't need to be on client networks. All they had to do was plug them in, check the antennas, and got systems up and running in a single day.

Our Team | Device Provisioning, Activation, and Installation Services

For 25+ years USAT has provided expert branch connectivity solutions to marketing agencies and retail operations nationwide. We provide top-tier support for every aspect of your business-critical fixed communications projects. The solutions engineers we employ configure, provision, kit, and ship all your devices hot and ready for immediate use. And when you utilize our installation services, our technicians ensure each device is functioning securely, reliably, and at peak performance.

Cellular Router:	Router Software:	Carrier Network:
Digi IX10	**Digi Remote Manager®**	**Express M2M™**

Displays | Kiosks
Digi IX10 | LTE Network
Headquarters | Secure Cloud
Marketing | CMS
Dual SIM | 2x2 Cellular
IP30 Rated | Cat 4 LTE

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