



Simplifying Digital Signage Content Management

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SIMPLIFYING DIGITAL SIGNAGE CONTENT MANAGEMENT

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Managing digital signage content and kiosk information poses complex challenges for employees in charge of managing content but developers have recently made considerable strides to simplify the process so even the most novice of users can easily publish information.

The need for simplification became evident because of staffing issues during the pandemic. Employees without technical backgrounds found themselves in a position to take on duties of publishing digital information in waiting and conference rooms, production facilities, offices, hospitals, schools and government centers. With such role changes permanent at many companies, the struggle by businesses of all types over the last two years to communicate with employees and an increasing number of visitors has corporate leaders investing in digital signage solutions that can be operated with less-specialized skill sets.

“If the technology is cumbersome, users won’t use it much – if at all. And that can trigger a solution’s downfall,” said Heinz Horstmann, CEO of leading self-service and digital signage software developer PROVISIO. The company’s new SiteKiosk system is designed for businesses looking to use employees outside of IT to oversee content development and management.

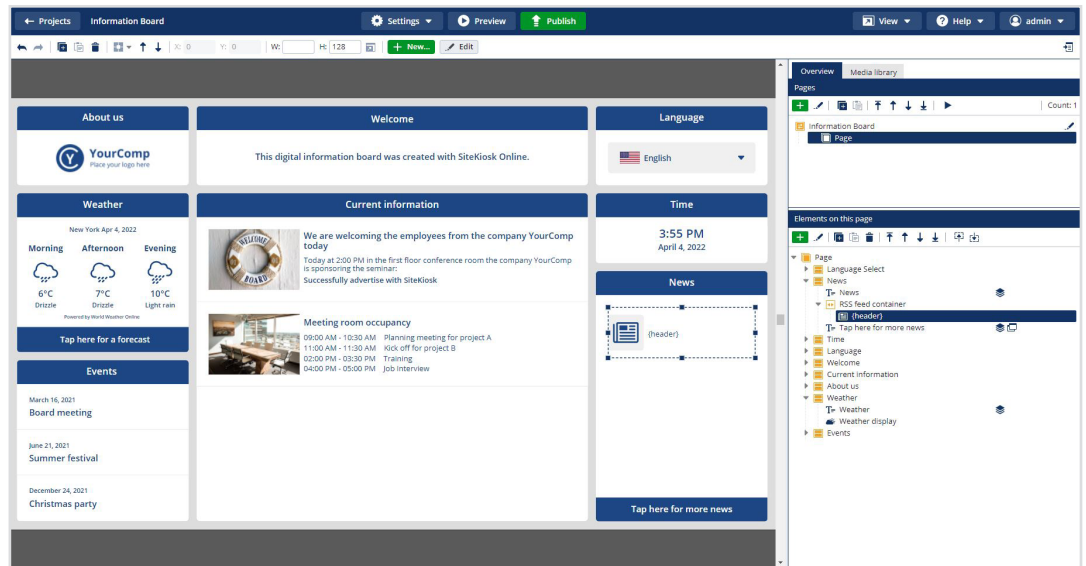
Here are four ways technology helps make such efforts more effective and efficient.

Ease of use

People expect technology to be easy to use. When it’s not, they either avoid it or, in the case of a customer, go elsewhere seeking a better experience. Businesses face a host of challenges daily, not the least of which is connecting with its employees and customers. Digital signage and kiosks serve as a means to fill this communication gap.

“There has long been a need for systems that enable anyone without computer or programming skills to create content and distribute it,” Horstmann said.

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Systems like SiteKiosk remove the guesswork and headaches from the creation and publishing processes by providing an intuitive way to organize, design and publish the content that should be displayed.

“Content is laid out visually as it should appear on the digital signage screen and lets the publisher see exactly what an end user would see.”

Content is laid out visually as it should appear on the digital signage screen and lets the publisher see exactly what an end user would see. The interface’s design allows the content manager to quickly start and complete a task, reducing time to completion and enabling faster updates for existing content.

The content you include is completely customizable. Content from multiple sources can be added, deleted, moved or resized with drag and drop simplicity. Edits can be made in real time or scheduled to be published at a specific time.

Content can be published to displays to utilize touchscreen capabilities, microphones and cameras for remote workers to converse and interact with other team members who are off-site. Printing can also be enabled for scenarios that require users to take information with them.

Remote access and management

Content management systems require regular updates to keep them operating smoothly and to guard against viruses and other technological

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havoc. Updates and maintenance can represent one of the largest hidden costs associated with digital signage and kiosks. Remote management systems offer an array of capabilities to help lower these costs.

Content can be updated or deleted with the click of a mouse. SiteKiosk provides detailed analytics to better understand how the units are used and ensure they stay operational. When displays malfunction, alerts can be sent automatically to the responsible employee so that they can initiate repairs for malfunctions from hundreds of miles away.

Security

Security has always been at the top of the list of concerns for digital signage deployers. Though digital signage responsibilities often are executed by teams of content managers, not all of them should have the ability to access everything within the platform. That’s why different levels of permissions and controls can be set for each user and project.

Real-time changes can be made at any level, from the entire business down to individual locations or a specific region or location. SiteKiosk provides levels of security where only specific individuals can publish information and material in accordance with company protocols and plans.

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Outcomes

The more information employees and consumers have the more satisfied they are in general. In today’s connected world, they expect a consistent stream of information from digital signage and kiosks that they interact with.

Time is money, and when employees spend hours in front of a screen throughout the day trying to figure out how to navigate a management tool to distribute content, they’re wasting both. As a result, the need for easy-to-use digital signage platforms are driving post-pandemic business for content managers, some experts say.

Systems that enable quick updates allow employees posting information to tackle other duties within the business. This also saves companies money in terms of less time spent with content development and in travel for preventive and physical maintenance at multiple locations.

“Our goal is to develop a secure, content management software for Windows and Android devices that can be used by anyone with basic computer skills.” Horstmann said. “Content management systems should not pose a big learning curve nor should a large capital investment be required.”

ABOUT THE SPONSOR:

PROVISIO is a software company specializing in secure kiosk applications and digital signage software with headquarters in Miami and Munster (Germany).

The SiteKiosk software, developed by PROVISIO, is the market-leading kiosk software for Windows and Android used for the tamper-proof operation of kiosk systems.

SiteKiosk offers comprehensive solutions for remote monitoring and management of kiosk systems and devices deployed in a public setting. The integrated content management system (CMS) enables the creation and central distribution of digital advertising content and interactive applications. The functions of the software are constantly being improved and expanded to meet the expanding demands of the kiosk and digital signage markets. PROVISIO was founded in 1996 and employs about 25 people. Thanks to years of experience focusing on the specialized demands of secure public computers, the company is an expert in turnkey kiosks and digital signage software as well as the implementation of individual and complex custom development for medium-sized and large enterprises.

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