



CMS Playbook

Your guide to finding the right
content management system
for digital signage

datmedia.com.au



Purpose of this Playbook



Whether you're brand new to digital signage or have years of scheduling experience under your belt, successful outcomes rely on being able to use a content management system (CMS) that works for you.

We developed this Playbook with that in mind: helping you work out what you want from a CMS, and then choosing the right one for the job. We have years of experience helping clients get the best out of their digital signage network, and their CMS in particular.

A content management system is the glue that holds your digital signage network together. More than that, it saves your business time and resources while improving compliance by automating intelligent distribution of marketing assets.

It also enables your business to use existing campaign assets created for other digital channels giving you even more value from your content spend.

As an experienced partner in digital signage, we created this CMS Playbook to help you understand how a good content management system works. After all, your digital signage network is only as good as the CMS that runs it. The right choice will enable you to bring campaigns to life, drive foot traffic and influence purchase decisions with ease.



Why use a CMS?

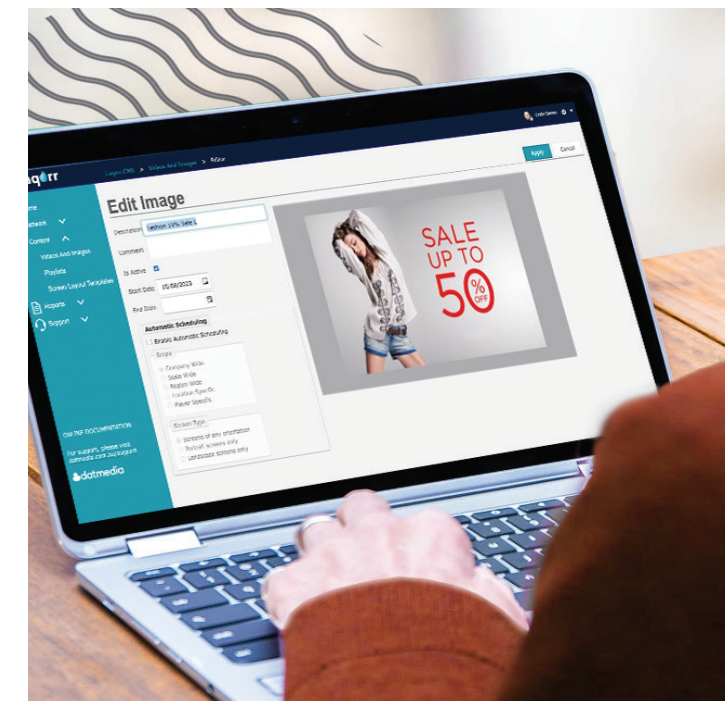
There are four main reasons to use a CMS:

- **Convenience:** manage your screens from any location at any time
- **On Time Delivery:** update content in real time or schedule for a specific time
- **Flexibility:** easily reconfigure your network to suit your latest content strategy
- **Compliance:** automated, auditable content delivery and performance data

Alternatives to a CMS in digital signage are limited. You could load media files onto USB drives then install them in each screen separately. It's time consuming and error prone.

A cloud based content management system is a more convenient option. A CMS is the control centre that lets you schedule, update and monitor content and devices remotely.

It securely connects a library of videos, images or other visual feeds with a network of displays. By tagging files and creating playlists, you can instruct the CMS to deliver that content in a specific order to specific screens at a specific time.



But it also gives you the flexibility to deliver different content to different screens at a different time. No two displays have to be alike.

Plus there's monitoring and reporting functionality. This lets you understand the health of your scheduling strategy as well as your physical network. Reporting features give you the data you need to improve your scheduling outcomes.



WHAT A CMS OFFERS YOU

Content Management

- On Time Delivery:** Your campaigns will play exactly when you want them to.
- Flexibility:** Adjust schedules for live content or campaigns on demand.
- Compliance:** Take logistics and staff errors out of file distribution.
- Localise:** Engage customers with local content designed specifically for them.
- Dayparting:** Target your campaigns to the days or times they will work best.

Device Management

- Convenience:** Manage an entire network through a single secure browser.
- Monitoring:** Quickly identify and resolve technical problems.
- Diagnostic Tools:** Rectify issues with online diagnostic tools.
- Reports:** Get up to the second data about content and hardware.
- Secure:** Have confidence in your safe network environment.



A CMS is much more than just a simple scheduling tool. It's a control centre that delivers all this through one secure browser to any device, anywhere, at any time

How to choose the best CMS for you

With varying degrees of convenience, most content management systems do the same job. Your objective is to find one that meets your scheduling and device management needs, is easy to use, is supported by a provider you can trust and all at the right price. So how do you choose the best CMS for your organisation?

Start by interrogating your business needs, your marketing strategy and how you plan to manage your network. The responses will help you make the right choices and avoid wasting time and money on something that simply isn't right for your company or budget.

Assess your content strategy and digital signage network

Localisation

- Is there a mix of national, state and location based campaigns?
- Do all files play at the same time in all sites?

Media Formats

- Do I run various media formats; images, video, website and live feeds?
- Do my video files require audio?

My Team

- Is one person be responsible for scheduling, or several?
- Do different team members require different levels of access?

Screen Types

- Do I have a mix of portrait and landscape screens?
- Do I have large-format LED displays?

Network Size

- How many screens and locations do I need to manage?
- Is the network expanding?

IT and Support

- Are there restrictions within the existing IT network?
- Who supports the hardware after installation?

As you can see, the nature of your business, your team and your content strategy determines the kind of CMS that's the best fit for you. So what's next?

"A CMS is not just a tool for content distribution; it integrates and influences all aspects of your digital signage strategy."

Alan Brawn
Digital Signage Federation



Establish your criteria for the ideal CMS.

With your business objectives and content strategy in mind, assess what you want from a content management system and its provider.

Using the table below, assign a priority to each of the criteria and items. This will help you focus on those features that are critical to your organisation, and find the content management systems that will be fit for purpose.

What Do You Want The Ideal CMS To Do?		PRIORITY 1. Not important 2. Nice to have 3. Essential
Criteria	Items	
Features	Content <ul style="list-style-type: none"> • Accepts ready-made media files created in-house or by agency • Supports different formats of images, videos and audio playback (JPGs, PNGs, MP4s, MP3s) • Cached-to-player content ensures constant playback if internet is disrupted • Onboard tools to create media files • Automatically generate fresh templated content from source data (eg price list or trading hours) • Adjustable layouts support various files and feeds to different areas of the same screen 	
	Scheduling <ul style="list-style-type: none"> • Playlist media files with specific start and end dates • Automate playlists with content localised to specific states, regions, sites or players • Daypart content for specific times of the day, days of the week or periods • Failsafe content activated when schedule runs out of applicable content 	
	Device Management <ul style="list-style-type: none"> • Add new screens to the CMS with ease • Diagnostic tools for system verification and first aid resolution • Automation of system events (eg player reboots) • Support for interactive elements like websites, touchscreens, QR codes and social media 	
	Reporting <ul style="list-style-type: none"> • Customisable dashboard visibility over network health • Download assorted file and player stats including Proof of Play and Up Time • Export logs of user activity 	
	Accessibility <ul style="list-style-type: none"> • Login using any browser • Supports multiple users with different levels of access and accountability 	
	Compatibility	Devices <ul style="list-style-type: none"> • CMS is compatible with multiple operating systems; ensures a choice of popular displays and media players can be managed with your CMS • Transition existing players and screens onto the one CMS platform
Support	IT <ul style="list-style-type: none"> • CMS meets your organisation's IT requirements including security, access and data usage • Your IT environment meets requirements of the CMS: no firewall preventing vital data or communications 	
	Pre-Sales and Implementation <ul style="list-style-type: none"> • Access collateral and expertise to help when aligning criteria with CMS features • Demo and trial CMS to get first-hand feel for the system • Thorough, practical blueprint of CMS deployment, set-up and support available 	
	Training <ul style="list-style-type: none"> • Personalised content management training and ongoing support available • Device management training and support available • Online training tools and video tutorials available 	

Continued

What Do You Want The Ideal CMS To Do?		PRIORITY 1. Not important 2. Nice to have 3. Essential
Criteria	Items	
Support	Content Strategy and Scheduling <ul style="list-style-type: none"> Support developing and integrating a content strategy into CMS configuration Provider offers Scheduling and Content Production As a Service Online and phone support available for content or scheduling queries 	
	Device Management <ul style="list-style-type: none"> Live monitoring tools for fast resolution of network errors Outsourcing Live Monitoring to the CMS provider Online and phone support for technical faults or outages 	
	System Development <ul style="list-style-type: none"> Provider regularly enhances the CMS with new features CMS provider is able to create custom features based on your specific requirements 	
Price	Establishment <ul style="list-style-type: none"> Minimal fees to set-up and implement the system 	
	Hardware <ul style="list-style-type: none"> CMS does not lock us into using specific or limited hardware choices at higher price points 	
	Ongoing Licence Fees <ul style="list-style-type: none"> Flexibility to select preferred billing options; for example: per endpoint, per site, per users, once-only, upfront or recurring monthly/annually 	
	Support <ul style="list-style-type: none"> Support services from CMS provider are available at a reasonable cost with flexible plans 	

Next Steps

With your priorities sorted, you're on track to choosing the right CMS for your organisation. What are the next steps?

Research

Choosing the right CMS is critical for your digital signage solution. It's just as important to choose the right provider.

Research:

- With your priority list on hand, look for a CMS that has all the features you need
- Ensure it's compatible with your existing organisational structure
- Check that the CMS Provider offers service and support options
- Ask about the flexibility of their pricing plans

Get A Demo

Engage with companies you like and ask about a free, no obligation demo. See for yourself how their CMS works and whether it's the right match for your organisation.

Get A Demo:

- Watch the CMS in action
- Check out its features
- Ask about:
 - system implementation
 - training
 - scheduling and device support
- Meet the team
- Compare different systems

Trial Licence

Ask for a trial licence and test the CMS at your office. Put the system through its paces and get to grips with all the features it offers.

Trial Licence:

- Test CMS in your own time
- Learn if features are fit for purpose
- Use existing media player and display
- Or arrange for supply of devices

Implement

Now you've found the CMS with the muscle you need to run your digital signage strategy, it's time to find out about their implementation strategy.

Roll Out:

- Ask about your CMS provider's implementation blueprint
- Engage with teams and stakeholders
- Map out the installation schedule
- Secure training

Arrange A Pilot

The only thing better than trialing a CMS in the office is trialing it in a live environment. When you're satisfied that a CMS is a good fit for your organisation, arrange a pilot.

Arrange A Pilot

- Test CMS in one or two live sites
- Learn if it meets expectations
- Decide if CMS features are fit for purpose in 'real world'
- Use existing media player and display
- Or arrange for supply of devices
- Discover if CMS provider is looking after you





Laqorr CMS

Easy content management for digital signage

A well-chosen CMS can transform your digital signage into a powerful tool for engaging customers, driving foot traffic and influencing purchase decisions.

Our proprietary content management system Laqorr* is feature rich, intuitive, easy to use and can be relied on to run your network the way you want. And it won't break your budget.

Ask for a free demo

See for yourself how it will make your digital signage more powerful. When you're ready to progress, we can arrange an on-site trial so you can put Laqorr through its paces in your own time.

Visit datmedia.com.au and download our other resources:

- Digital Signage Playbook
- LED Buying Guide
- Digital Signage Solved

*Pronounced 'La-Core'



datmedia spoke our language. We can now custom tailor and curate playlists with a few clicks of the button, all from my desktop.

Jo Gates
Internal Communications Manager

FOXTEL

Want to know more?

Get in touch with our team and find out we can help you get the most from your CMS and digital signage network.

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