

inSites

Unlocking Insights from the World of Placemaking

No. 11

DIGITAL CONTENT REIMAGINED



**HOW DIGITAL SIGNAGE IS
TRANSFORMING
BRICK-AND-MORTAR RETAIL.**



umdasch
THE STORE MAKERS

FROM POINT OF SALE TO POINT OF EXPERIENCE

Overall, the role of brick-and-mortar retail has evolved from a place of simply making sales to a place of providing experiences. Customers are at the heart of this, with a focus on providing a unique shopping experience. Now, more than ever, it is important for brands to stand out from the competition and capture customers' attention. How can this be achieved? Through **creative staging** and the **intelligent use** of digital technologies.

Unlike mere staging, digital touchpoints go beyond pure presentation. They influence internal processes within corporate groups and companies, sometimes playing a decisive role in **day-to-day operations**. Digital touchpoints at the point of sale also bring **economic factors** into focus.

In this issue, you will learn more about the three levers for greater impact with digital signage.



1. Lever

CONTENT ON POINT: THE RIGHT MESSAGE IN THE RIGHT PLACE

Whether in the form of LED walls, interactive displays or digital information kiosks, screens have long since evolved beyond mere technical gimmicks that scream for attention. They facilitate **real-time communication** at the point of sale.

Digital signage provides a **platform for brands to tell their stories**, whether at a product launch, promotional event or in showcasing their brand identity. The content is the decisive factor in determining whether and how the presented messages reach the target group.

Even the most sophisticated customer journey is nothing more than a rigid shell without coherent content. To be effective, a brand needs appealing visualisations and a **smart system** to control the digital content, thus enabling consistent communication.



“CONTENT SHOULD BE AN ESSENTIAL PART OF ANY COMPREHENSIVE DIGITAL STRATEGY AND MUST BE INCLUDED IN ALL CONSIDERATIONS.”



LISA SAGER
HEAD OF CREATION DIGITAL SOLUTIONS,
UMDASCH THE STORE MAKERS

One such system is the **Dealer App**, a clear software solution developed by the Digital Retail team at umdasch The Store Makers. It enables retailers with large branch networks to display the right message with the right branding at the right time across all branches. The app is user-friendly, requiring just a few clicks and no prior graphic design knowledge. This means **less effort and greater efficiency** for retailers. For brands, it ensures **clear, consistent communication** across all locations.



Easy access to centrally imported content is particularly important for large branch networks such as that of hagebau.

WHAT MATTERS:

Content is key – it determines whether the message is conveyed correctly. Smart networking and simple control allow the full potential of content to be realised across all branches.

2. Lever

THE FUTURE OF SCALING: FROM INDIVIDUAL SERVICES TO ALL-INCLUSIVE PACKAGES

A holistically successful digital signage solution requires a **complex system** involving hardware procurement, software programming, content creation, installation and operation. Comprehensive technical expertise, organisational excellence, ongoing maintenance and seamless support are also required.

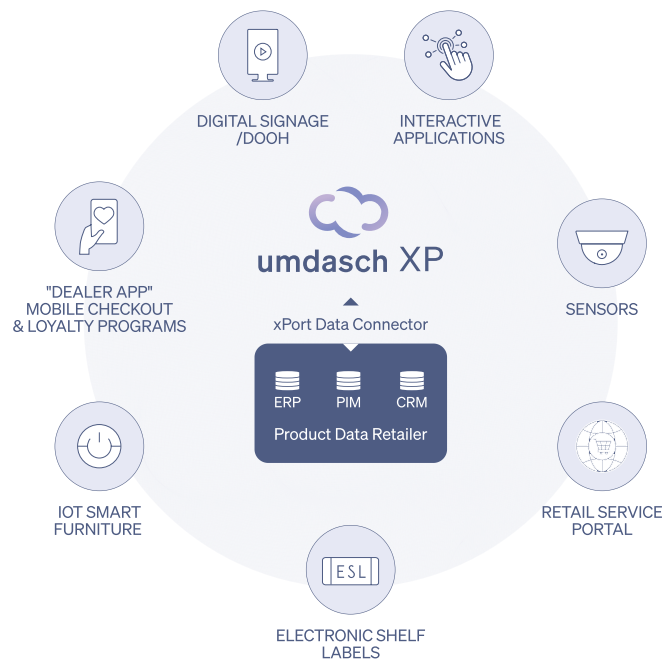
For many companies, handling all of this in-house poses a significant challenge, and even experienced IT departments may find it to be uncharted territory. This is where a **reliable partner** who knows how to do it and takes care of everything comes in handy, such as the Digital Solutions team at umdasch The Store Makers.

“OUR JOB IS TO TAKE AS MANY TASKS OFF OUR CUSTOMERS’ HANDS AS POSSIBLE SO THAT THEY CAN FOCUS ON THEIR CORE BUSINESS, SAFE IN THE KNOWLEDGE THAT THEIR COMMUNICATION IS IN THE BEST HANDS.”



BERND ALBL
MANAGING DIRECTOR DIGITAL SOLUTIONS,
UMDASCH THE STORE MAKERS





Everything at a glance: the Digital Retail specialists at umdasch have developed the umdasch eXperience Platform, a tool that solves a major challenge in the market.

It has developed a tool that simplifies touchpoint management while giving retailers an overview of how their devices are being used: the **umdasch eXperience Platform (umdasch XP)** offers a clear, user-friendly solution that revolutionises collaboration and data analysis in retail.

As a modern **management platform**, umdasch XP simplifies and centralises the monitoring of digital touchpoints at the point of sale (PoS). Retailers benefit from **increased efficiency** and **precise management** of their system landscape – regardless of regional or operational restrictions.

Services such as this ensure that digital signage at the point of sale is constantly evolving. The easier it is to manage content and devices, the more innovative the content and interaction with other touchpoints can be. The underlying service package and a strong partner are also crucial when it comes to the **scalability** of a digital signage system.

This is because the service portfolio is also changing from full-service integrator to **managed service provider**. This means that in future, the integration partner will be even more deeply integrated into a digital signage network, from procurement to operation. Ultimately, this will go so far that the devices themselves will be provided from the partner's inventory.

**“WHETHER IT’S ASSET TRACKING,
TICKETING, ROLLOUTS OR
DIGITAL SYSTEM MANAGEMENT,
WE OFFER A COMPREHENSIVE
ONE-STOP SOLUTION.”**



ECHNATON CARRERA
SOLUTION DEVELOPMENT MANAGER,
UMDASCH THE STORE MAKERS

WHAT MATTERS:

Successful digital signage solutions require **considerable expertise and attention to detail**. The more that can be sourced from a single provider, the smoother the process will be.



3. Lever

RETAIL MEDIA AS A BUSINESS MODEL: WHEN SMOOTH INTERACTION BEARS FRUIT

**“ANYONE WHO DOES NOT
TAKE FULL ADVANTAGE OF
DIGITAL SIGNAGE IS
MISSING OUT ON ENORMOUS
POTENTIAL THESE DAYS.”**



BERND ALBL
MANAGING DIRECTOR DIGITAL SOLUTIONS,
UMDASCH THE STORE MAKERS

In addition to providing information and creating digital experiences, advertising is another main focus of digital signage. **Retail media** is not just a communication tool; it is also a **business model**.

Retailers can now monetise their in-store screens by selling advertising space, thereby tapping into **new sources of revenue**. The store is becoming an advertising space, and a smart networked ecosystem can be extremely valuable here.



When content delivery interacts with digital signage hardware and other smart touchpoints to enable seamless, data-driven communication tailored to specific target groups, regardless of location, time of day or manual intervention, the system runs virtually on autopilot. The only thing that remains is a partner in the background who monitors everything and makes adjustments as soon as they are needed.



In the convenience sector, for example, flexibility in content delivery is often required in order to run promotions tailored to the weather or time of day.

WHAT MATTERS:

Selling **digital advertising space** can generate additional income. It is crucial that all digital touchpoints **interact smoothly**, both in the foreground and background.



Digital signage is diverse but complex. As is so often the case, the trick is to make it look simple, which requires **experience** above all else. Digital signage primarily thrives on the content it displays. That seems obvious, you might think.

However, it is precisely at this level that it is important to convey the **right message** at the **right time** and in the **right way**. To achieve this, **smart software solutions** such as the Dealer App from umdasch The Store Makers are available. This allows content to be set up in just a few clicks, ready for use across entire branch networks. The touchpoints, in turn, can be monitored and managed with the umdasch eXperience Platform. This is necessary because a successful digital signage network involves much more than just providing content or installing devices. It requires **organisational excellence, ongoing maintenance, smooth support** and, of course, comprehensive technical expertise.



Finally, the nature of the content has also evolved, transforming from an information and experience medium into a lucrative advertising tool. Digital signage has become a transformative factor for the entire retail industry.

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