Developing new revenue streams with engaging digital signage

Brought to you by the GSA
GLOBAL SIGNAGE ALLIANCE

Presented by Kevin Bierman

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Digital Signage Solutions

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Who we are

The Global Signage Alliance is the global not-for-profit industry association dedicated to promoting the different signage solutions that its members offer. The GSA Members, all users of digital signage solutions based on the Samsung Smart Signage Platform (SSSP) including Samsung MagicINFO, are dedicated to exchanging ideas, and sharing information and experiences to promote and increase the adoption of future-proof digital signage solutions.

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What we do

With a strong participation of key industry stakeholders including solution providers in the areas of signage as a service, hardware distribution, software solutions, installation, integration and development services, and end-users (such as retail chains, corporates, educational institutes, healthcare, banking, etc.), the GSA combines the forces of all members to help realize the next generation of digital signage.

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Our values

To create solutions based on the SSSP including Samsung MagicINFO, and to define standards for digital signage, while it supports and promotes unique added-value solutions based on global standards.

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Partners

4INFINITY

JAECKEL.IT

UPPERSOLUTIONS
Information Technology

EMBEDIGITAL

DVC

Signethics
get flexible > go digital

ON TECH

FINESSE
TECH

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BADGER LABS

HANDY AV

ScreenCom
NARROWCASTING & DIGITAL SIGNAGE WORLDWIDE

EWQ

caritel

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Brands

BOSS
HUGO BOSS

DIOR

Sorbet

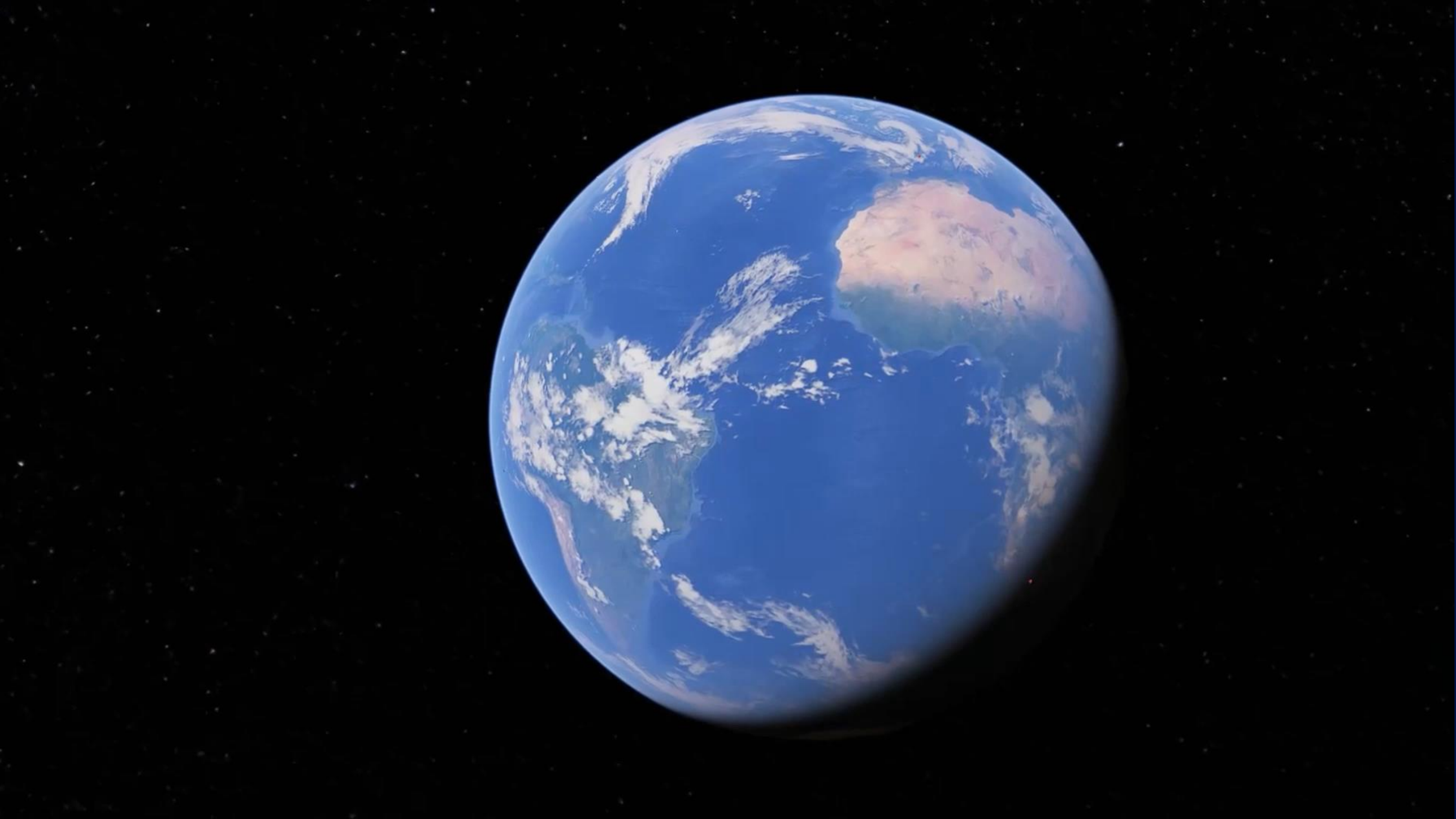
PUMA

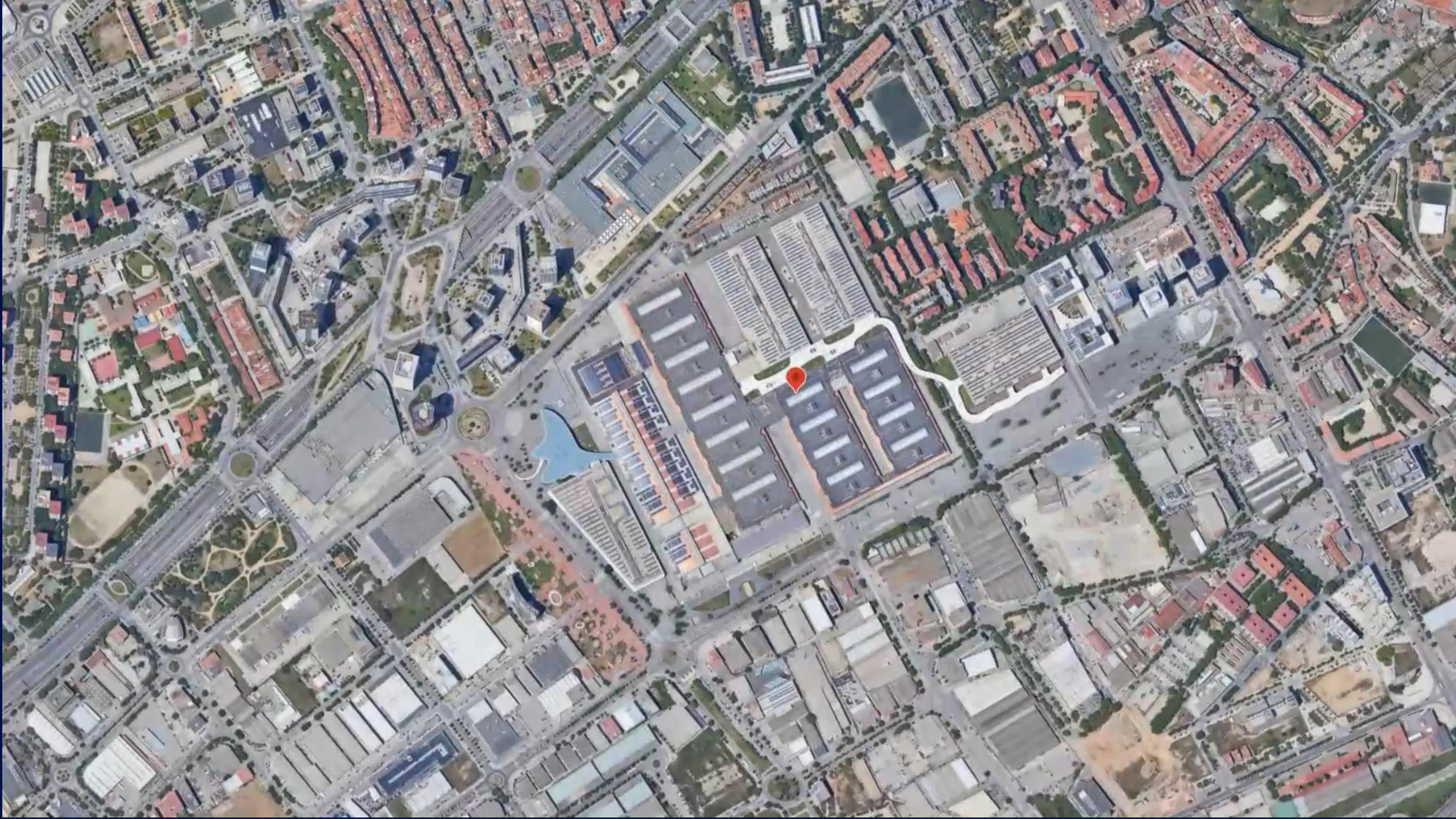
TSB

SAMSUNG

PRIMARK

GYMSHARK





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For more than 25 years, we have worked with top brands, in all industries to develop, create and implement digital signage platforms across the continent that facilitate in-store marketing and advertising, corporate communication, and audio applications.

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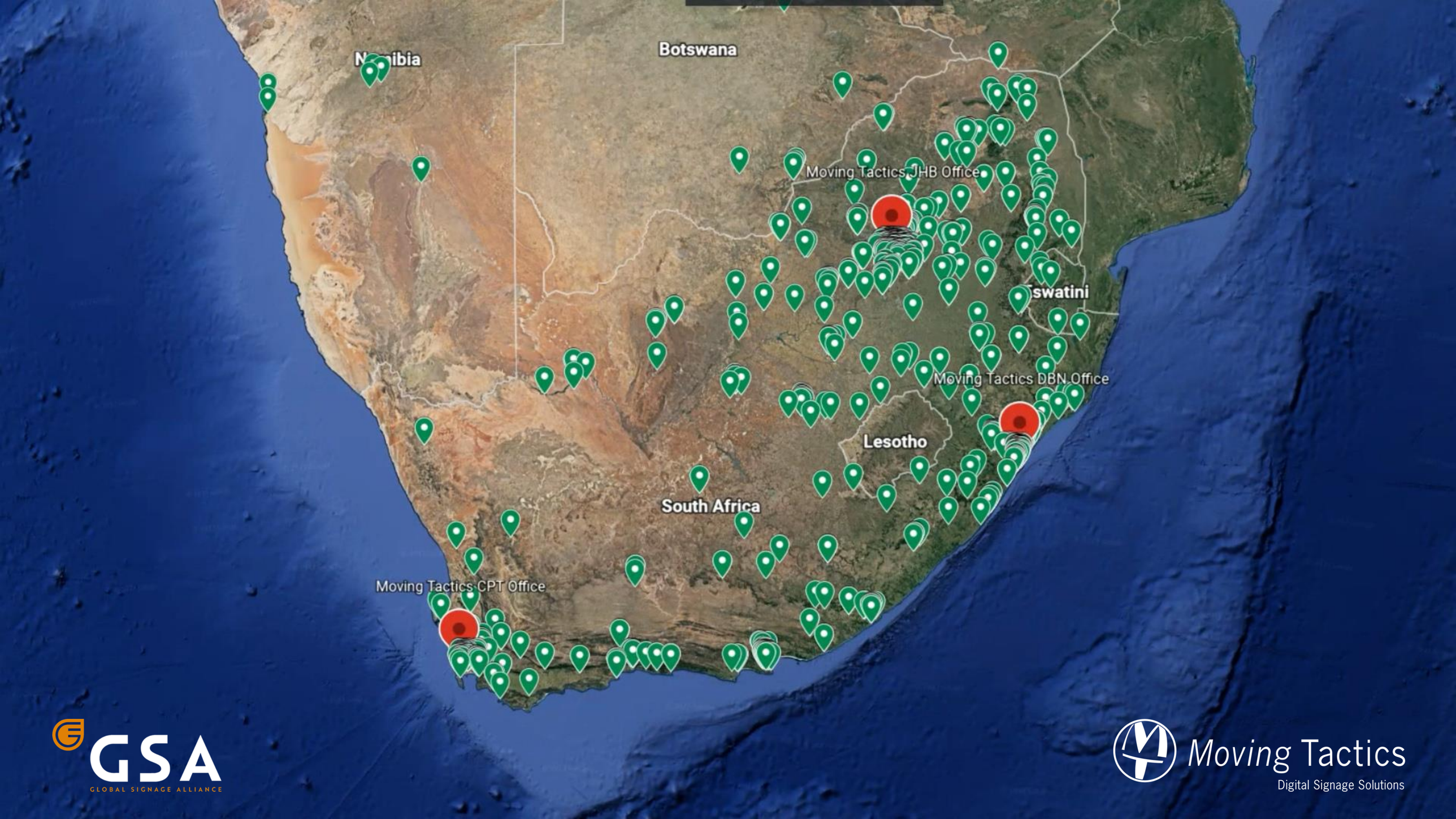

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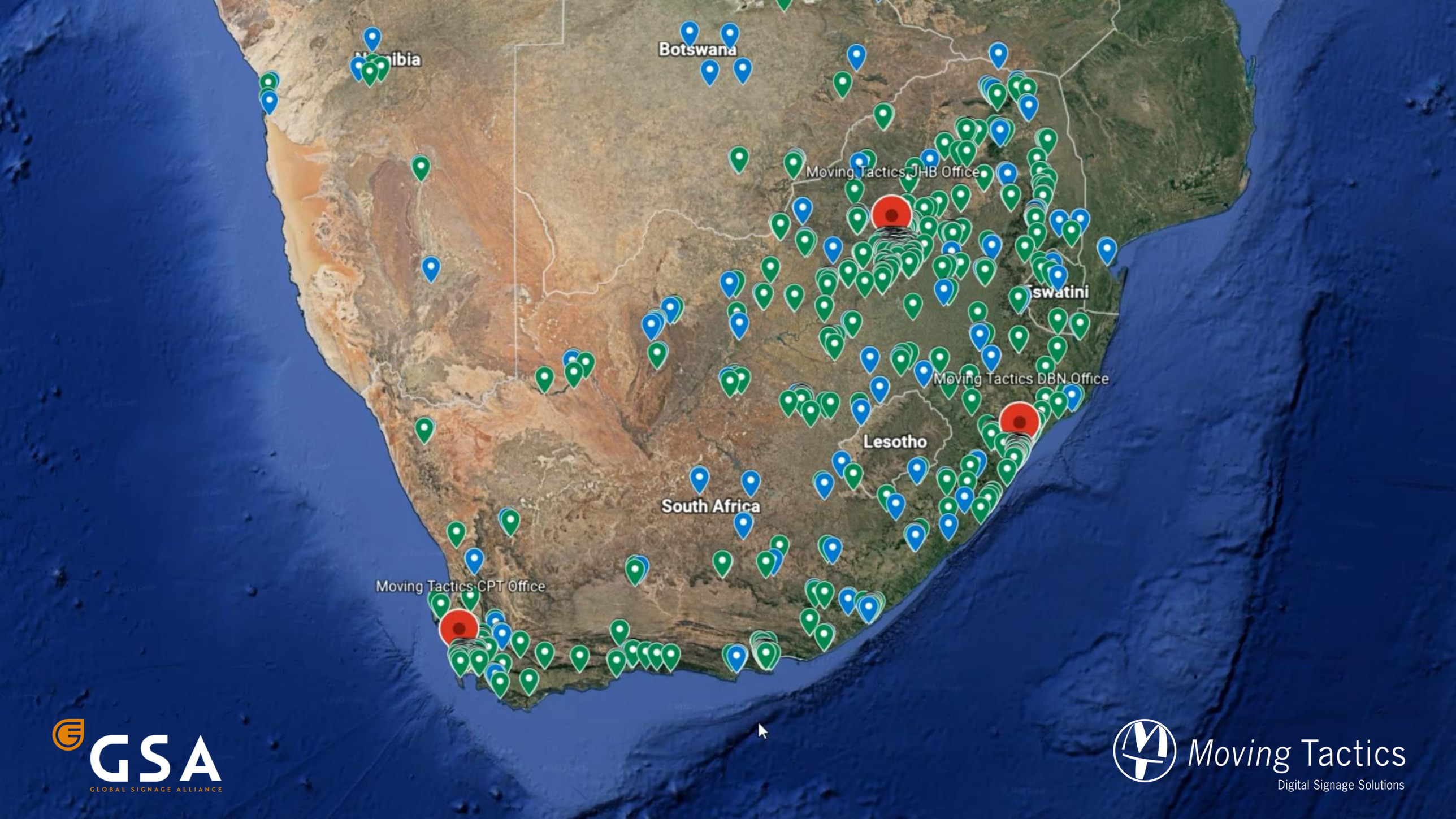

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How the world see's us

Credit: Santam

What we also do

A few innovations that make us Proudly South African

sasol

Coal to Oil

PROUDLY SOUTH AFRICAN®

Computicket
the Ticket you can trust

CHALLENGES

Infrastructure **Cost** **COVID** **"Load shedding"**

- South Africanism

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" 'n boer maak 'n plan."

- South African Proverb

"A farmer needs to devise a strategy."

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"The last mile requires ingenuity and the humility to accept new methods, not just the textbook theories.“

- Pauline Warui

Best Business Practice In Africa

By utilizing

SOC (System-on-chip) or

SSSP (Samsung Smart Signage Platform)

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integrated systems europe

FLAME-GRILLED, IT JUST TASTES BETTER

STEERS®

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Moving Tactics Business

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Brands

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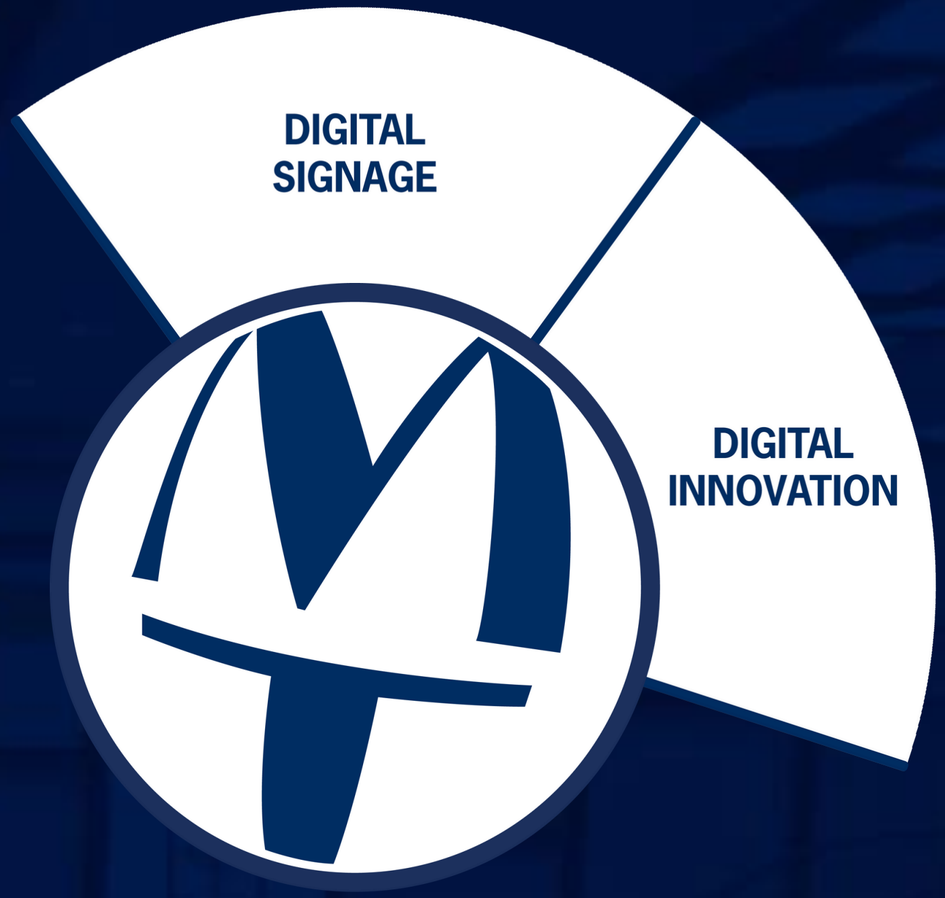

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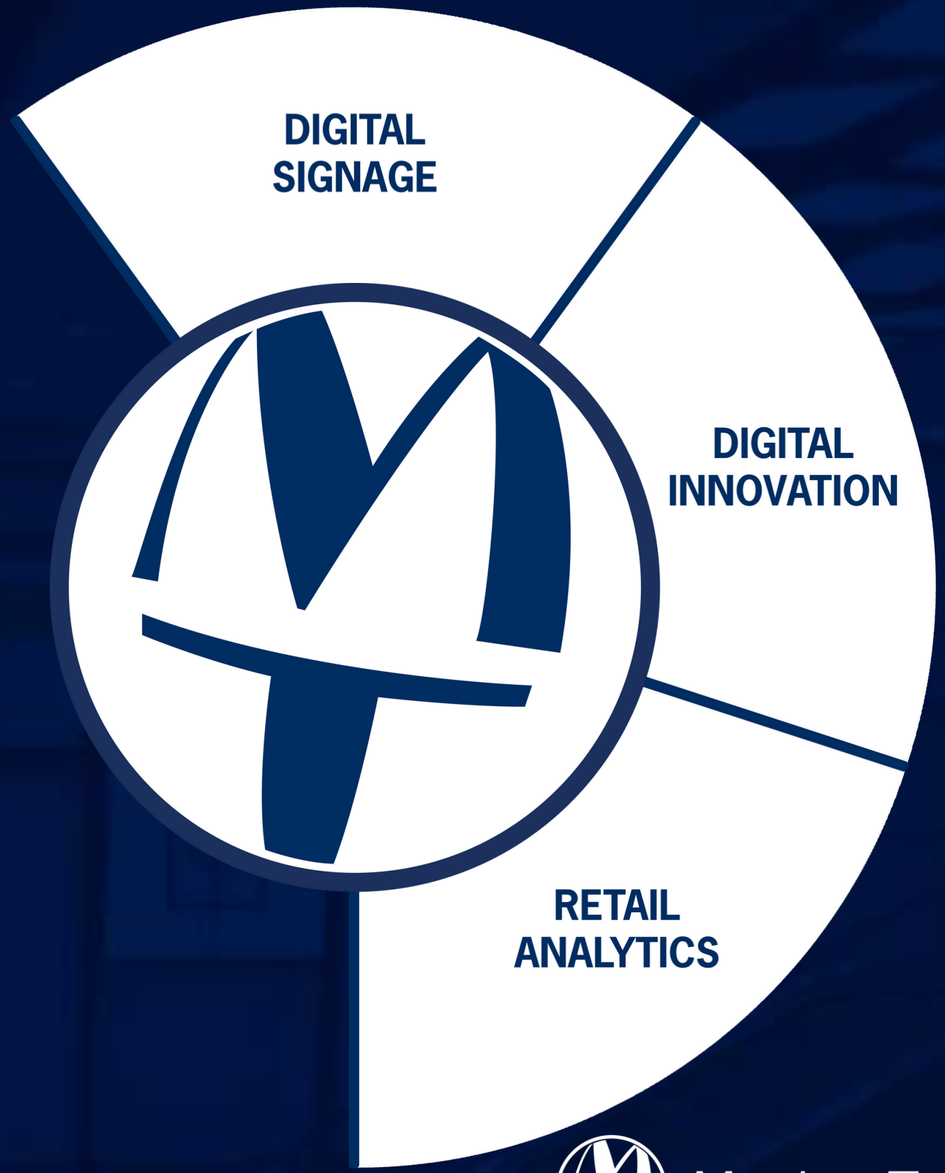

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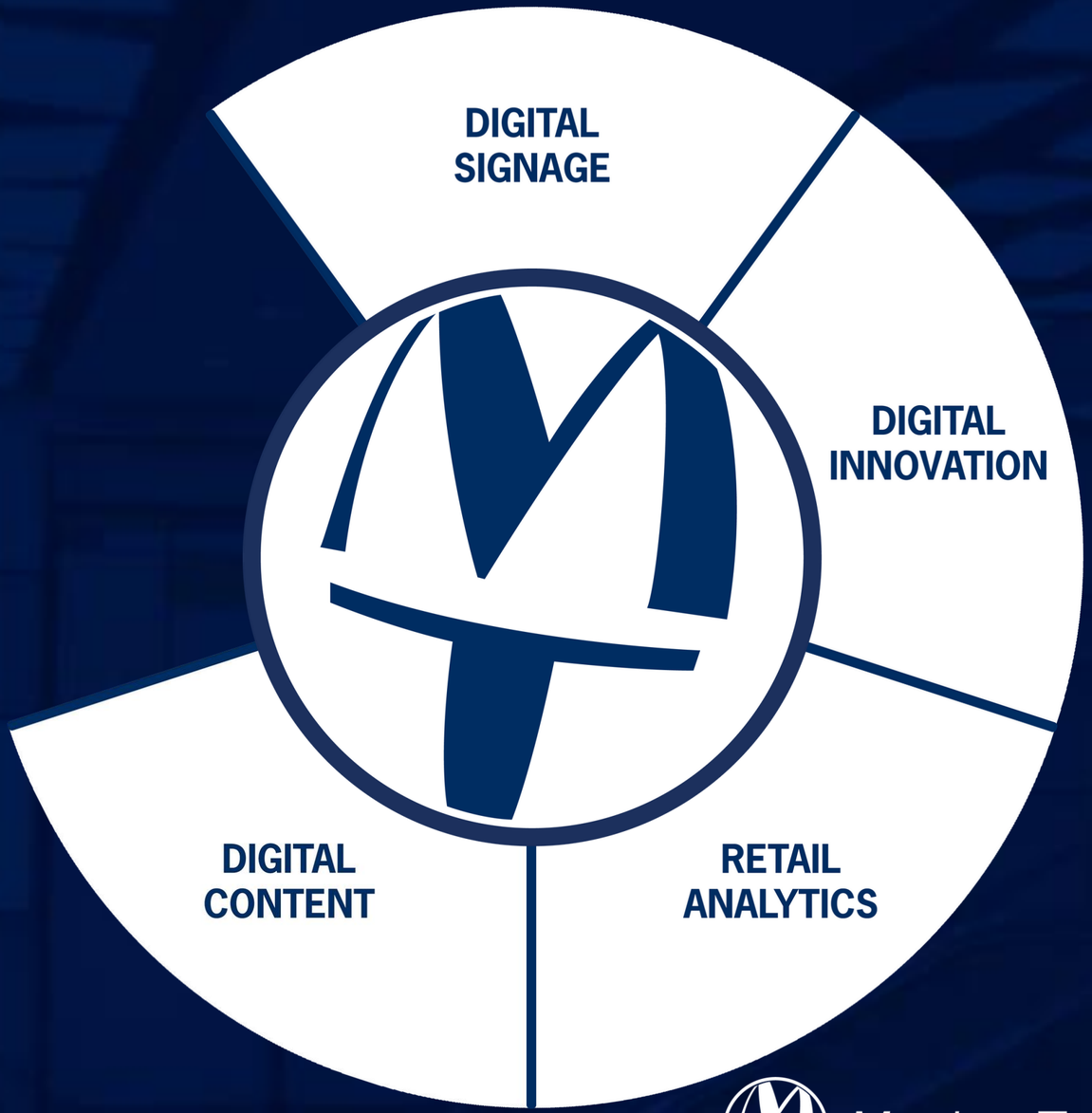

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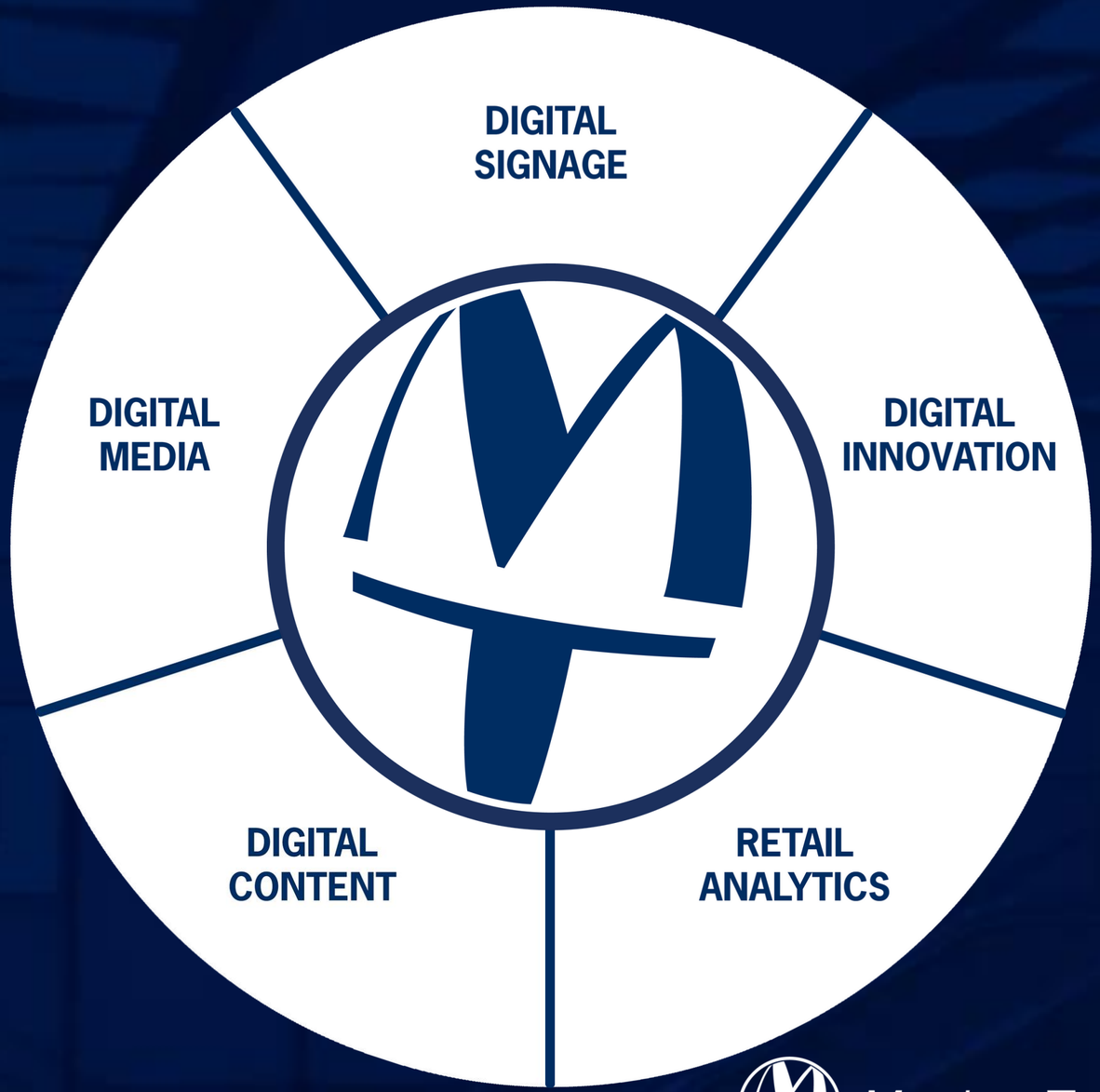

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Dynamic Customer Content

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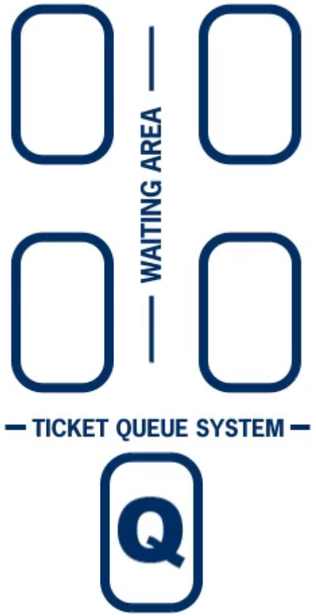
POS

CONTRACTS

PREPAID



TECHNICAL

HOME

QUEUE DATA

CONTRACT	:	0
PREPAID	:	0
HOME	:	0
TECHNICAL	:	0

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Mobile Brand

FOOTFALL		QUEUE	
PASSING BY	: 0	SERVICES	: 0
LOOKING	: 0	TIME/DATE	: 0
ENTERING	: 0	DURATION	: 0 MIN
CONVERSION	: 0%		

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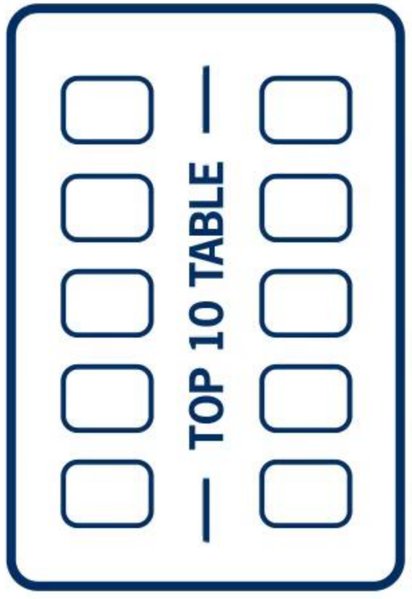
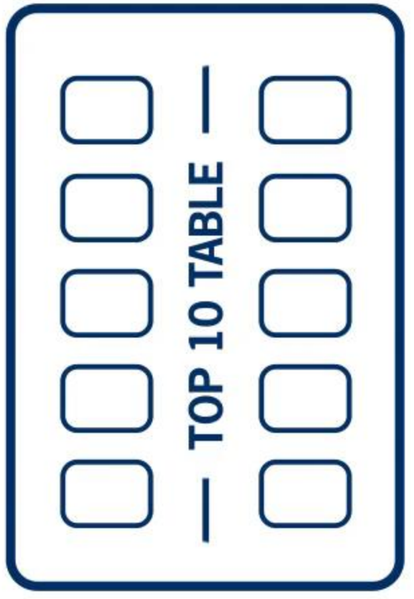
CAMERA		INTERACTIVE	
AGE AVG	: 0	TOP PRODUCT	:
GENDER	: MALE	TIME/DATE	: 0
DURATION	: 0	RETENTION AVG	: 0 MIN
TIME/DATE	: 0	KIOSK DATA	: 0



TICKET QUEUE SYSTEM

Q



WINDOW SCREEN

FOOT FALL
0

WINDOW SCREEN

Google Analytics

Digital in-store Analytics

A CLEARER UNDERSTANDING OF CUSTOMER NEEDS

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Revenue Streams

Additional Infrastructure

Maintenance

Network/Content management

Retail Analytics

Content Creation

Media Sales

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MTN

PUMA

sunglass hut

CLICKS

SAMSUNG

CONVERSE

-MoMo
-Express
-Online
Galaxy S21 Ultra 5G
Join or recharge with bundles to earn YelloBucks and stand a chance to win
everyone needs a HEAD START
5G SPEED TEST
MTN

Benefits for the Clients

1. Richer instore engagement data
2. Understanding the customer better
3. Instore product planning
4. Focused customer marketing

Benefits for the Systems Integrator

1. Additional Infrastructure
2. Maintenance
3. Network/Content management
4. Retail Analytics

PUMA

Benefits for the Clients

1. Understanding engagement of hero offering
2. Providing a deeper understanding of products to the customer
3. Understanding when the engagement is happening

Benefits for the Systems Integrator

1. Additional Infrastructure
2. Maintenance
3. Network/Content management
4. Retail Analytics
5. Content Creation

sunglass hut

sunglass hut

Benefits for the Clients

1. Understanding engagement of hero offering
2. The ability to merge engagement data is point of sale
3. Provide better product planning

Benefits for the Systems Integrator

1. Additional Infrastructure
2. Maintenance
3. Retail Analytics

CLICKS

CLICKS
MAYBELLINE NEW YORK
SKINCARE CENTRE
ULTRA HIGH UVA PROTECTION
download our app
Back to school work wellness
THE BODY SHOP
CeraVe
BOSS

Benefits for the Clients

1. Provide relevant marketing info
2. Revenue generated content from advertising
3. Clear analytics from queue systems vs POS data alerts
4. Trigger alerts to bottle neck

Benefits for the Systems Integrator

1. Additional Infrastructure
2. Maintenance
3. Network/Content management
4. Retail Analytics
5. Content Creation
6. Media Sales

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MoMo
everyone
needs a
WIN
WIN your share of
R200 Million
in prizes.
WIN every day
for 100 days.
Join, upgrade or
recharge with bundles.
Download
SAMSUNG
The Serif
Galaxy Z Fold4 | Z Flip4

SAMSUNG

Benefits for the Clients

1. Understanding engagement of products in resale environment
2. Understanding when engagement is happening
3. To better support the retailers initiatives

Benefits for the Systems Integrator

1. Network/Content management
2. Retail Analytics
3. Content Creation

CONVERSE

CONVERSE

Benefits for the Clients

1. Understanding engagement in a resale environment
2. Understanding when engagement is happening
3. To better support the retailers initiatives

Benefits for the Systems Integrator

1. Additional Infrastructure
2. Maintenance
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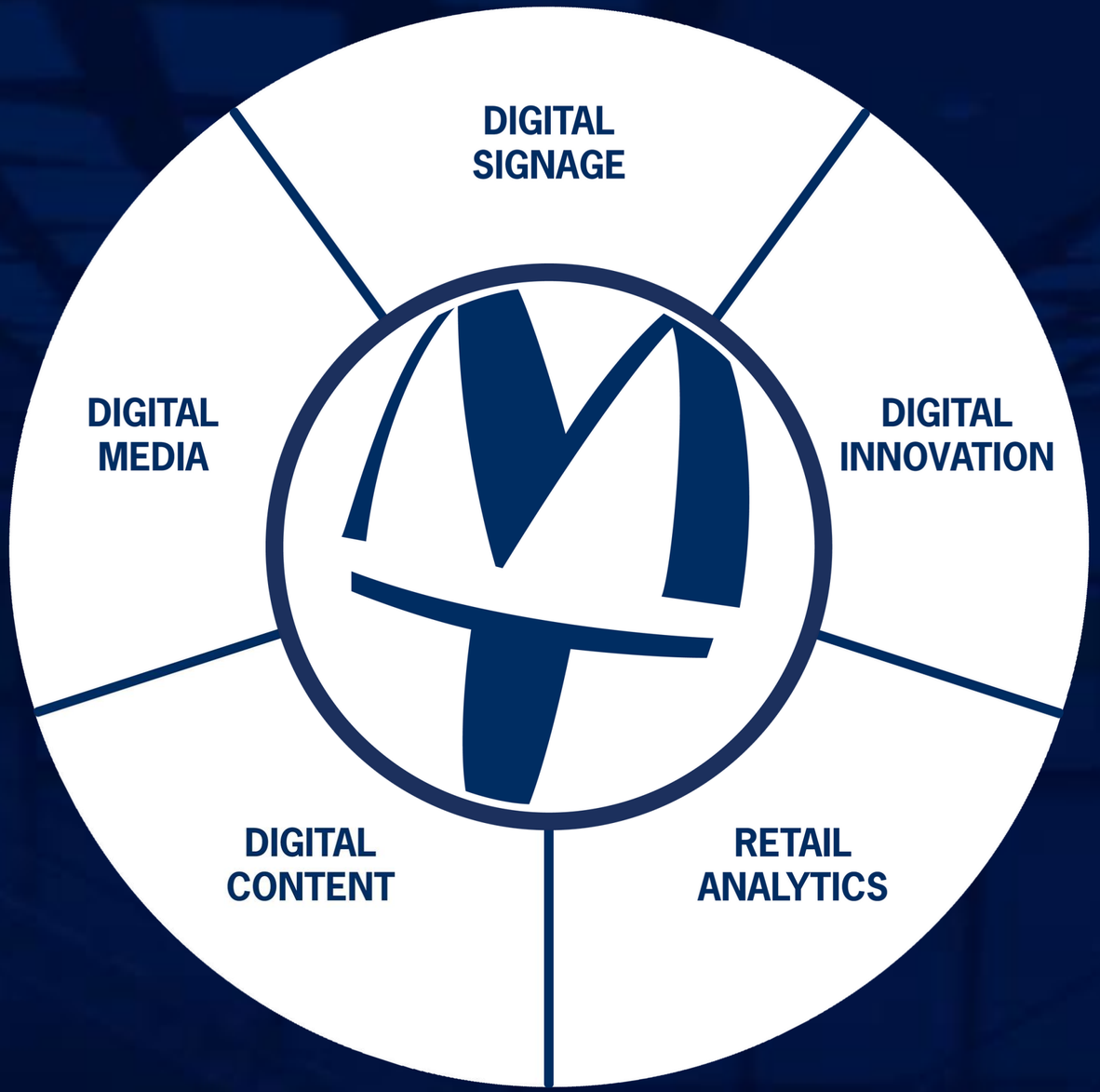
5. Content Creation



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Thank you

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