



ScreenCloud

How to Get Started With Your Digital Signage Pilot and ScreenCloud

All the tools, tips and support you need to run the perfect digital signage pilot program for your organization



Intro

In many cases an effective digital signage rollout begins with a successful pilot. So what does that look like? In this guide, we'll walk you through what a digital signage pilot looks like with ScreenCloud. From choosing hardware that's cost-effective on a smaller scale, to setting the innovation parameters and implementing training on the ScreenCloud CMS, we have the steps covered.

Over time, we've learned from many successful customer pilots in order to hone our approach. From a 500+ screen R&D pilot to digitally transform back-office sales rooms to helping to run multi-office rollouts without a hitch. We've gathered insight into what you need, at what stage, to help your pilot run successfully.

Then comes flexibility.

If there's something not in this pilot program, [let us know](#). Our team is always happy to flex the requirements, timelines or scope, to make your perfect pilot a reality.





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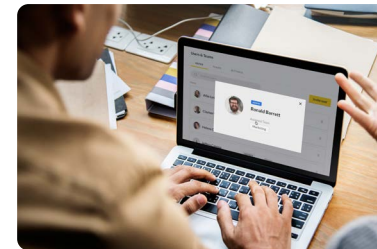
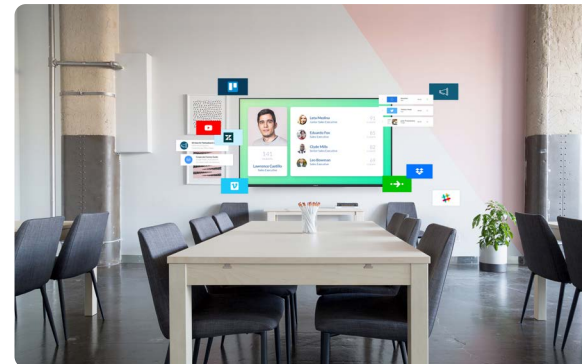
01 The trial

Many ScreenCloud customer pilot programs begin within the trial period. The standard ScreenCloud trial offers access to three screens, for a period of 14 days, with no credit card required.

On request, we can extend this trial and unlock access to higher screen numbers or Enterprise features such as custom user permissions, secure sites and embeddable channels for you to try.

You'll also have access to our 24/5 support team, and our online Help Centre. For more complex pilot requirements, you'll also have the option of speaking with our Professional Services team to help scope out the details of your trial.

- ✓ **Extended trial**
- ✓ **Access to Enterprise features for testing**
- ✓ **Upgraded no. of screens during trial**
- ✓ **Full support & Account Management where needed**



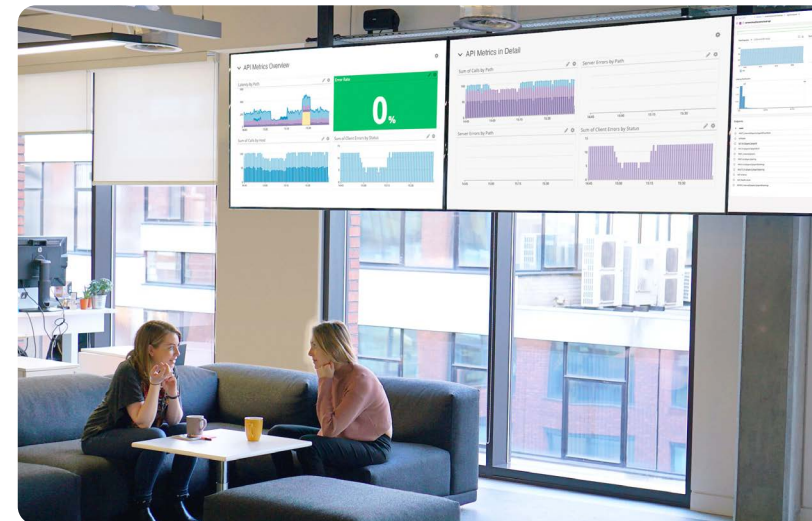


02 Scoping & training

Once your trial is underway we can offer a training session to walk you through the ScreenCloud platform. Providing you an overview of its capabilities and the opportunity to ask questions specific to your organization.

This session can be recorded for you to refer back to, or share with your team. We'll also offer guides and training materials throughout the trial period.

- ✓ Videocall walkthrough
- ✓ Troubleshooting of any issues
- ✓ Team training
- ✓ Written guides and videos





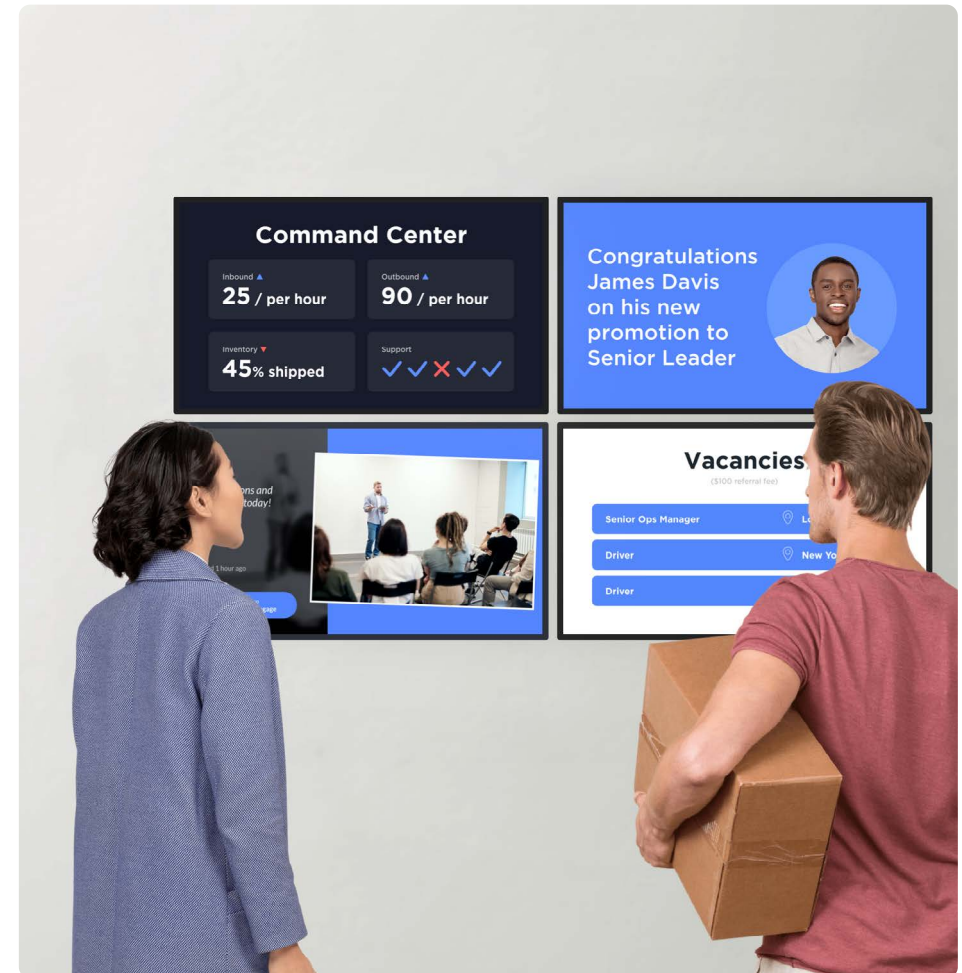
02 Scoping & training

Professional Services Pilot Support Program

If you have more complex needs, such as high screen volume or bespoke integrations, we'll organize a kick-off and scoping call with our Professional Services team. Here, we'll help you cover the best hardware for your pilot, the logistics of how to roll out and get set up, the deployment of any custom work and a written rollout plan following the success of the pilot.

You'll be assigned a dedicated Account Manager to provide guidance and support throughout the pilot, such as on a dedicated Slack Channel.

We'll also gather data on the business objective and goals identified at the beginning of the program, to measure against the pilot's success.





03 Choosing hardware

ScreenCloud is built to work with many commercial and consumer-grade devices, on operating systems such as Windows, macOS, iOS, Fire TV, Android, Chrome and more.

We can help you set up ScreenCloud on existing TV screens and players, to reduce costs associated with the pilot phase, or provide advice and guidance on procurement of new hardware.

We'll take into consideration any pilot parameters, and help advise on the most accessible and budget-friendly options.

- ✓ **Hardware agnostic**
- ✓ **Budget-friendly**
- ✓ **Flexible choices**





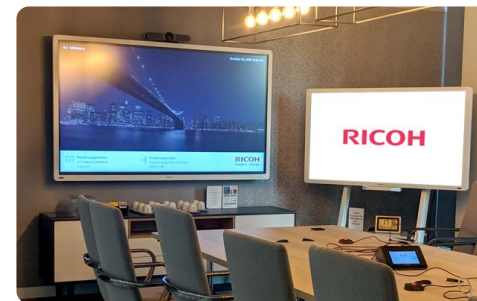
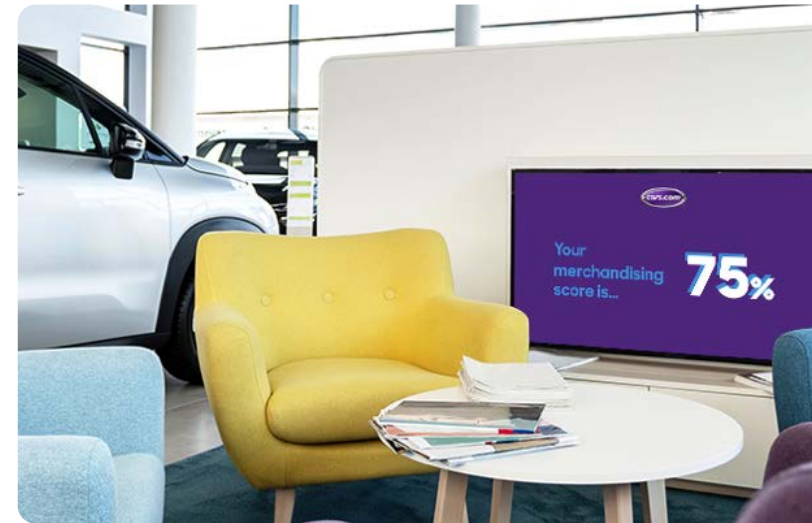
04 Bespoke applications

During the pilot phase our Professional Services team can help scope out any bespoke applications or integrations needed for a successful program.

Past bespoke projects have included the build of a custom app to talk to a retail store's database enabling every screen, via metadata, to automatically pull and visualize sales data. Similarly we have worked on custom QSR applications that remove the need for manual updates of digital menu boards, and HR system integrations to allow employee perks to appear on screen.

All of which can be scoped and developed within the pilot phase using our in-house developers. Any custom build or app can be added to your ScreenCloud trial account for you to test and review, with your branding, to enable easy recognition.

- ✓ **Project management and scoping**
- ✓ **Fast build of bespoke applications**
- ✓ **Access inside your ScreenCloud account**
- ✓ **Real world testing**





05 Measuring success

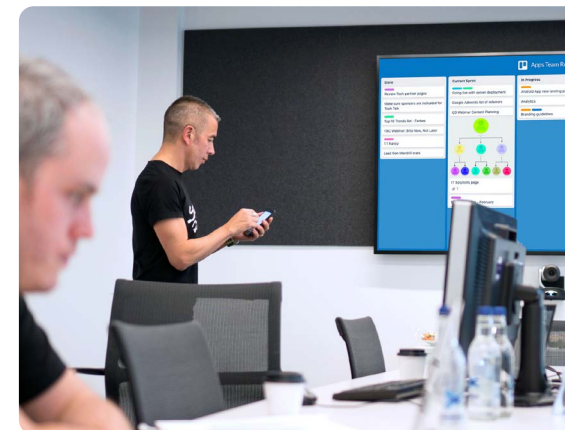
At the beginning of each project we'll ask: what does success look like for your pilot?

This may involve gathering data relating to your business objectives and goals, to help you measure success and ROI.

We'll check to ensure your pilot remains on track and that we quickly solve any hurdles that may prevent you from progressing. Helping to scope out custom development costs and provide accurate budgets to stakeholders, so that there are no surprises along the way.

Following a successful pilot we'll conduct surveys to gather customer or internal feedback to measure success. Leaving you with an analysis and roll-out plan for the next stage of your digital signage journey.

- ✓ ROI and goal setting
- ✓ Data to measure success
- ✓ Gathering of feedback
- ✓ Full roll-out strategy



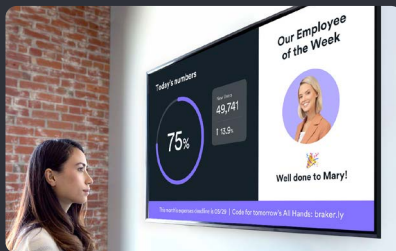


Get started

Armed with a wealth of knowledge, it's time to set your digital signage pilot program up for success.

Whether it's an extended trial, a custom project or help troubleshooting your hardware, we're here to help you every step of the way.

We look forward to watching you succeed.



Begin your trial today at screencloud.com/getstarted or reach out to our team