

We're keeping it real. Real simple.

Ever notice how simple things are usually the best? So have we.

At 3M Digital Signage our goal is simple: to enable you to communicate effectively with your customers and other audiences, maximizing the impact of your marketing, entertainment and educational messages.

That's quite an Enterprise.

Okay, maybe that doesn't sound that simple at the moment. Not to worry. We've got the right tools for the job.

3M Digital Signage – Enterprise

is our most expansive toolbox. Enterprise refers to custom end-to-end solutions and services for building new dynamic digital signage systems and kiosks, or to enhance/expand existing displays.

While your project may present some unique challenges, we're here to make your world a little less complicated. You can rely on our extensive experience, comprehensive skills, and proven technologies to help you achieve your digital signage project objectives.

How does an Enterprise Solution work, exactly?

We begin the process by establishing a collaborative working relationship with you to clearly understand your marketing, IT, business goals, and communications objectives.

Then we swing into a 3M 3-Step protocol:

Step 1 - Application Consulting:

Targeting your goals and objectives, we work with you on technology, display types, advertising, news and interactive content, videoconferencing usability/options and overall customer experience with the network.

Step 2 - System Design and Deployment: Working with your team, we specify the right technology to optimize performance, reliability,

flexibility and scalability. The location list and sequence for deployment is mapped, technology acquisition and placement diagrammed, and a review of location infrastructure verifies correct specifications. Then it's on to installation, testing, and verification.



Step 3 - Ongoing Management/ System Optimization: Our proactive, programmatic network management keeps your network operating at peak performance, maximizing uptime, minimizing operating costs, and, most importantly, providing control over how, when, and where your messages are delivered.

Because Enterprise is a custom solution, how involved we are, and at what stages, is completely up to you.

The Enterprise offering components can encompass:

- Comprehensive Consulting
- Six Sigma Processes Consulting to Ensure Measurable, Attainable Objectives
- Project Management
- System and Network Management
- Creative and Content Management/ Consultation
- Interactivity Support
- Statistical Reporting and Analysis
- System Health Monitoring and Virus Protection
- Up-Time Monitoring/Optimization
- Nationwide Installation/Maintenance

When more is better.

There's more to a digital signage network than just getting screens to light up.

The 3M Enterprise solution is all

about optimizing your network. Put simply, Enterprise helps make your messages count.

3M interactive networks enable sophisticated marketing measurements. For instance, we can gauge message effectiveness, test brand preferences, compare digital signage interaction in different time intervals - all in real-time.

Proof-of-play and other monitoring features report channel delivery and display status throughout the network.

Messages can be targeted by time, location or other factors, then updated locally or globally as needed. The cost of changing a message is low, and deployment is easy and nearly instantaneous.

We could go on, but you get the picture. An Enterprise solution not only helps you measure return on investment, but can help deliver return on all your objectives, including brand building, enhanced customer experience and perception and other marketing goals.

So, where does the simple part come in?

The truth is, sometimes engineering the road to simple can be, well, complex. But 3M has built its reputation on over a century of innovative thinking to develop technologies and products that make people's lives better and easier.

You can count on that same commitment to innovation, quality, improvement and proven performance as the foundation for your digital signage project.

And that makes your choice for a digital signage provider - dare we say it? Simple.

*keep it simple.
make it count.*

3M
Digital Signage

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