



10 POINT CHECKLIST FOR CHOOSING A DIGITAL SIGNAGE SOFTWARE

The 10-point checklist that provides a simple yet comprehensive set of points to consider before finalising the Digital Signage Software for your business.

- **Signage Stability:** Platform stability is the core aspect of selecting a Digital Signage Software. Signage stability includes both the CMS (Content Management System) through which the content is managed across the displays and the player software that goes into the hardware. On the CMS side, check for the responsiveness of the UI and how fast the uploads are. Whereas on the player side; aspects like auto-upgrades, auto-start of the app, preventing pop-ups need to be considered. This keeps the entire system running without any glitches.
- **Price Vs Value:** The cheapest providers are not always the best and the most expensive software providers are not always the ones that deliver maximum value. If you choose a software that is pricey, you end up paying a premium for their marketing expenses. On the other hand, if you choose a software that charges minuscule; it is usually unstable and comes with fewer features. Neither extremes are ideal. Choose a Digital Signage CMS provider who not only meets your specific requirements but also offers good value in terms of pricing and features.
- **Visual Experience:** Irrespective of the extensive set of features offered by a Digital Signage Platform, what matters the most is the Output on the Displays. So, even minor aspects like the transition between media files need to be observed carefully. No investment on the hardware is justifiable if the output looks cluttered or if there is a blank screen for a second or if the transitions are not smooth etc. So, always get a free trial of the Digital Signage Software for a few days before making a decision.

- **Security:** Select a signage provider who gives utmost importance to security and provides an end-to-end encrypted system. This way any security breaches will be prevented and display networks will not be compromised. Hence, you'll never be in an awkward position.
- **Customer Reviews:** Existing or past users of a particular signage software can give you their first-hand experience of working with the Digital Signage Software Provider. Check for testimonials or reviews in websites like Capterra as one of the criteria to select a Digital Signage Software provider.
- **Multi-Platform Support:** Select a Digital Signage Software vendor who supports multiple platforms like Windows, Android, Linux, and LG webOS. This will provide you with a wide range of hardware options to select from and the flexibility to add new signages with different hardware in the future yet enable you to stick to the same software. You don't want to be in a dilemma to switch the software provider while upgrading to new hardware.
- **Customization:** Choose a Digital Signage provider who offers customizations as this will help you meet your requirements perfectly. Also, any unforeseen needs that might arise can be tackled easily. You don't want to go through the hassle of changing the provider after a few months of usage.
- **Customer Support:** Responsiveness in addressing the queries and quick issue resolution are the essential elements for the smooth operation of your display network.

- **Continuous Development:** Choose a provider who updates the software on a timely basis with quarterly releases and upgrades the player automatically in order to make the new features available immediately.
- **Cloud Vs On-Premise:** Choose Cloud for greater flexibility and fewer worries. Unless you are a banking institute or a big corporate with a fixed one time budget for Digital Signage and a decent IT support team, do not choose On-Premise Signage.

Note: No comments about specific features are made. Features requirements vary from customer to customer. Hence, a generalisation about features cannot be done unless we choose a specific vertical.



Z E E T A M I N D S
DIGITAL SIGNAGE SOFTWARE

Robust | Scalable | Engaging