

8 REASONS TO MAKE THE SWITCH UPGRADE YOUR CAMPUS SIGNAGE SOFTWARE



EIGHT REASONS TO MAKE THE SWITCH. UPGRADE YOUR CAMPUS SIGNAGE SOFTWARE.

Each day millions of people engage with digital signage on educational campuses. Digital networks have grown in just a few years from one or two displays to larger systems that cover the campus.

The diversity and complexity of these networks may increase every year as faculty, admissions, food services, athletics and students all request more displays and better content. The problem with growing networks is that basic content management software may no longer meet the needs of a larger network with a variety of screens.

If this sounds like your campus, it may be time to make the switch to a new digital platform.

8 REASONS

TO MAKE THE SWITCH

With a little planning and upfront work, your campus can reap the benefits of a more efficient content management systems (CMS), reduce costs, and create more engaging content.

1. NETWORK GROWTH HAS OUTPACED SOFTWARE CAPABILITY

When rolling out digital signage on campus for the first time, the decision is often relegated to the IT staff for small scale networks more concerned with cost than functionality. Expansion of the network will require more buy-in from different departments.

2. MULTIPLE SOFTWARE PLATFORMS RUNNING SIMULTANEOUSLY

Sometimes digital signage networks grow on campus outside of a strategic plan, which can result in a software free-for-all. Individual departments or buildings pull funds from their own budgets, pick the hardware and software they want, and manage the content without any input from marketing, public safety, or IT.

Multiple software platforms make it difficult for the institution to push campus-wide messaging, which limits its effectiveness. IT staff spend significant time working with many software vendors to manage network security and domain issues that arise.

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3. OUTDATED CONTENT FEEDS

Your chosen CMS should allow for dynamic data feeds and social media integration, giving you important functionality to engage students, visitors and faculty. Digital messaging delivers amazing experiences that consumers now expect to receive just like they do on smart devices.

4. INABILITY TO CUSTOMIZE PERMISSION LEVELS

Educational institutions need software solutions that provide for multiple user roles and permission levels so students, faculty, administration, marketing and IT staff can appropriately manage content distribution.

5. DESKTOP-BASED SOFTWARE

For extensive management of content and networks, cloud-based software that is accessible from any internet connected device provides the greatest potential. CMS that only works within a desktop application can hamper expansion and limit the number of individuals who can manage the network.

6. MULTIPLE DISPLAY TYPES THAT REQUIRE DIFFERENT SOFTWARE

Cloud-based software solutions can manage every digital screen on campus from a single user interface and manage screens ranging from LCD, LED, 4K screens to video walls.

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7. GROWING NETWORK IS COST PROHIBITIVE

Costly infrastructure investments for both hardware and installation may prevent many campuses from expanding campus signage networks. Newer software solutions can often power existing displays while also making it easier to expand networks in the future.

8. CONSTRAINTS ON DIGITAL SIGNAGE CONTENT

Displaying engaging content is important, but some software programs make it difficult to integrate dynamic content like live data, news, weather, sports, and social media. For your digital network to engage viewers, the platform should have the capability to expand and support new demands for using Dynamic Content.

FINAL THOUGHTS

Whether or not you're in the market for new software, it is wise to review existing digital signage networks once a year. An annual audit will confirm how the network is being used, what content is distributed and identify inefficiencies.

