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Digital Future Today

Magyar Telekom is the first company to offer its customers Intel® processor-based digital signage solutions provided by T-Systems Hungary at its points of sale

T· ·Systems·

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Frigyes Endersz,
Director of Competitiveness Improvement,
T-Systems Hungary

Challenges

- **Increasing flexibility:** T-Systems Hungary intends to introduce a digital signage solution at Magyar Telekom to enable the flexible central management of marketing campaigns.
- **Identification of new business opportunities:** In view of future customer demand, T-Systems Hungary endeavoured to create a scalable and cloud-based system that can be conveniently used for meeting the requirements of new customers.

Solutions

- **Rich, interactive content:** The system, which uses players based on Intel® technologies, can display various content, including high-definition and interactive content, on different screens.
- **Central management:** Both the software and the hardware components of the end points can be managed centrally, thus operating costs are significantly reduced.

Impact

- **Improving user experience:** Customers entering the department stores can make well-grounded decisions with the help of the relevant content conveyed via the digital signage system.
- **Reusable know-how:** With the help of its infrastructure and experience, T-Systems Hungary can implement similar solutions for other customers in a quick and cost-efficient manner.

Online shopping has significantly changed the world of retail trade: a few years ago there were quite a lot of people foreshadowing the death of one of the traditional sales channels, the so-called 'brick-and-mortar' store. Today the picture seems to be far more complex. Whether it is about selling a product or providing a service, the primary aim is to make the customer experience as complete and rich as possible, irrespectively of the sales channel. And this also sets new requirements for retail points of sale. It is not enough to place the goods on the shelves: they need to be presented in a way that they strike customers' fancy and provide as much and as easily perceptible information as possible, while also ensuring the opportunity for customer interaction.

Digital signage solutions provide a variety of benefits to this end: a wide range of information can be displayed on the (often) interactive monitors and screens of various sizes placed in the stores. "Magyar Telekom, our parent company, intended to improve its content offered to its customers at nearly 50 points of sale and T-Systems Hungary can see a major business potential in extending digital signage solutions in the market", says Frigyes Endersz, director of competitiveness improvement for T-Systems Hungary.

The two requirements have been harmonised successfully. T-Systems Hungary has developed a cloud-based system, which, besides supplying the department stores of Magyar Telekom, can meet the needs of future retailers in the form of services. Computers built on Intel technologies ensure the seamless display of content in the department stores of Magyar Telekom.

Reliability and manageability

In accordance with the requirements of Magyar Telekom, T-Systems Hungary wished to find a solution that ensures the highest flexibility at the lowest operating cost, coupled with a high level of reliability. In order to implement this task, the company chose Intel as a trusted advisor in defining the right solution. With the help of Intel's experts, T-Systems Hungary was able to identify all the sore spots of the solution that required special attention, could design the whole system, and then choose the appropriate components, representing a high professional standard, to satisfy its needs. As Intel also has close ties with the key stakeholders in the digital signage ecosystem, it can easily establish relations with the various participants of the hardware and software markets.

Intel offers heavy-duty computers that can operate 24/7 under adverse conditions (dust, heat).

The ultimate solution includes a software tool responsible for content management and installed on a central server; the synchronisation of content to be displayed on the various screens and delivery of the content to the end points.

Visual content is not played centrally; it is the task of the computers in the various department stores. For this job, T-Systems Hungary chose machines relying on Intel technologies: this is to ensure that the players meet all the criteria.

One of the most important considerations was the reliability of operation under all circumstances: there is nothing more disillusioning than error messages appearing on the screens instead of customer-attracting information and videos. Intel offers heavy-duty computers that can operate 24/7 under adverse conditions (dust, heat).

Central management is a key element not only in terms of content but also for hardware components. Intel® Active Management Technology (Intel® AMT)[1] enables remote access and management, as well as fault clearance even if the computers are turned off. Whether it is about performing a fast restart of a collapsed computer, rebooting the operating system or updating BIOS, everything is possible remotely as well. In addition to minimising the duration of system outages, system management costs can also be significantly reduced this way.
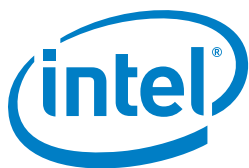
Future-proof solution

Naturally, system performance is of no secondary importance. There may be several screens in a department store, and customers require high-definition interactive content, rich in graphics, from HD videos and 3D graphics to photographs and texts. The simultaneous and seamless management of the various contents imposes a heavy load on computers. The video players chosen by T-Systems Hungary are built on Intel® Core™ i5 processors and use a state-of-the-art graphic technology. As a result, a single player can manage up to three displays independently, and the lower the hardware demand is, the lower the acquisition and operating (e.g. energy) costs are.

Free of problem

"We have already introduced this solution at nearly 50 Magyar Telekom points of sale. No problem has been encountered so far; everybody is absolutely satisfied with the system. Intel AMT technology enables remote manageability: in the unlikely event of a computer failure, all problems can be fixed remotely, we do not need to send a technician to the department store, and this considerably reduces operating costs. Customers can enjoy a richer

and more comprehensive experience when they enter a department store. It is now much easier for the sales and marketing experts of Magyar Telekom to plan, launch and manage campaigns tuned to current customer requirements. In addition to the opportunity of remotely managing the entire infrastructure, T-Systems Hungary has a system that enables other customers to quickly make use of digital signage solutions," says Frigyes Endersz about the benefits of the system.

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