Top Questions to Ask Potential Digital Signage Vendors

These questions were developed to help financial service organizations get started in implementing a digital signage project. Use them as a guide as you bid your project.

1. Is it web based? Does it stream or upload to the media player? In other words, does the content reside server side or media player side?
2. If the server goes down, or Internet is unavailable, will the media players still perform?
3. Are you able to display multiple RSS feeds on the screen?
4. Can the multiple feeds display more than text or are they limited to text? What about graphics?
5. What types of warranties are there on your hardware and software?
6. Does your software and hardware support video wall technology? If so, do you support the third party integration of such an installation?
7. What is the pricing model? Purchase, Lease or Saas (software as a service)
8. What do I have to do to get a demo and/or trial version of the software and hardware?
9. What does a demo cost and how long would it last?
10. What type(s) of software and/or hardware support do you offer?
11. How does your solution integrate with touchscreen applications?
12. What if I wanted to start small with the lighter version and then grow it from there?
13. What type of scalable discounts can I get if my planned deployment is large?
14. Can updates to your software be done remotely?
15. Do you have remote control of the screens themselves through an RS232 switch?
16. How much control? Have you tested the RS232 capabilities with different displays?
17. How quickly can you move my project forward?
18. What resources do you have to help me with a digital signage pilot project?
19. What references do you have?
20. How long have you been in business?
21. What OS (operating system) are you running on your signage media players?
22. What OS are you running on your signage server?
23. How much training is available to me after I purchase?
24. Are you a true consultant? That is, do you only sell the solution that best fits your method of gaining revenue, or do you truly intend to consult me on the best solution available to fit my needs?
25. What types of day-parting are available?
26. What type sof database pull and integration do you have?
27. What types of security features are built into your products?
28. Do you have interactive capabilities? If so, what?
29. Can I perform local content insertion, allowing managers to override product pricing/availability?
30. Do I have to create my own content, or do you provide that service?
31. If you provide content creation services, what is the cost?
32. What type of pilot programs have you run in the past? What can you tell me that would be beneficial as I seek to implement such a pilot?
33. What type of partnerships do you have for installations?
34. Is there is a distinct feature that is either different and/or excels above that of your competition, what is it?
35. Do you have emergency alert notification capabilities?
36. Does your software interact with the multi touch capabilities out there?