

NOWSIGNAGE 

# Trusted by Global Brands

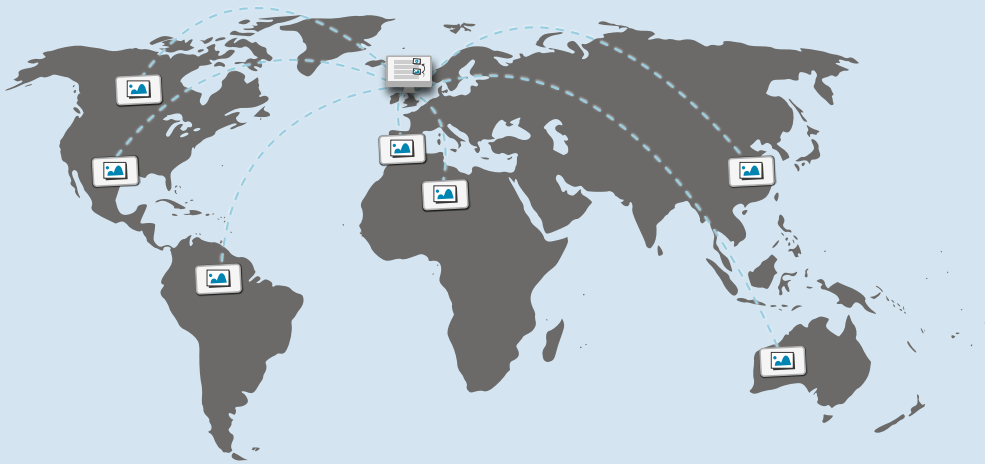
**WINNER**

**AWARDS**  
2021, 2022, & 2023

# Company Overview

**NowSignage deliver the most innovative & accessible digital signage solution to a global audience. NowSignage is a multi-award-winning cloud-based Digital Signage CMS crafted with unique simplicity, flexibility and scalability.**

Hardware agnostic by design and packed full of enterprise features for one simple price. Operating across all industry sectors, NowSignage makes multi-screen management easy for all users. With a strong commitment to customer satisfaction, NowSignage offers reliable customer support and is adaptable to current trends, making sure your digital signage reaches its maximum potential at all times.



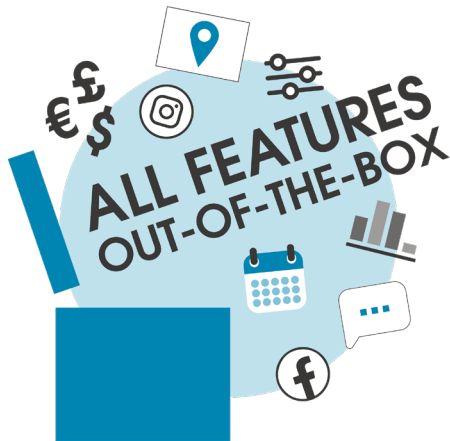
**NowSignage is a multi-screen CMS that enables users to upload, schedule and manage content across their screens at the click of a button.**

- ▶ Over 5,000 brands use NowSignage to power their digital signage network
- ▶ Business operations and customer base in 44 countries covering the majority of EMEA, North America, LATAM and parts of APAC
- ▶ Multilingual CMS capability in 8 languages (English, German, Spanish, French, Italian, Dutch, Arabic and Mandarin)
- ▶ Established US presence via an extensive network of regional AV/IT partners, alongside a dedicated US sales and technical support team in local timezone
- ▶ Trusted by some of the world's biggest brands and distribution channels
- ▶ Powering 5 of the Top 10 UK grocers, including Sainsbury's, Asda and SPAR
- ▶ Powering 100+ QSR customers, including Domino's, Wingstop, Taco Bell and Dunkin
- ▶ AV Awards Winner 20, 21, 22 & 23, including **Digital Technology of the Year**

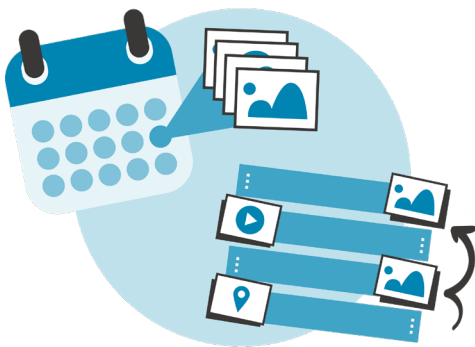
# Customer Success Stories



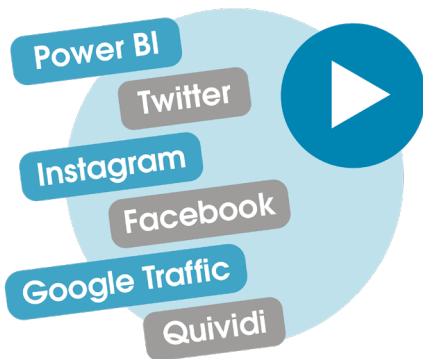
# 6 Reasons to Choose NowSignage



Most affordable



Easy to use



Custom integrations



Secure & reliable



Hardware agnostic



Superior support

# 01 // Most Affordable

All NowSignage users are granted access to all of our features at no additional cost

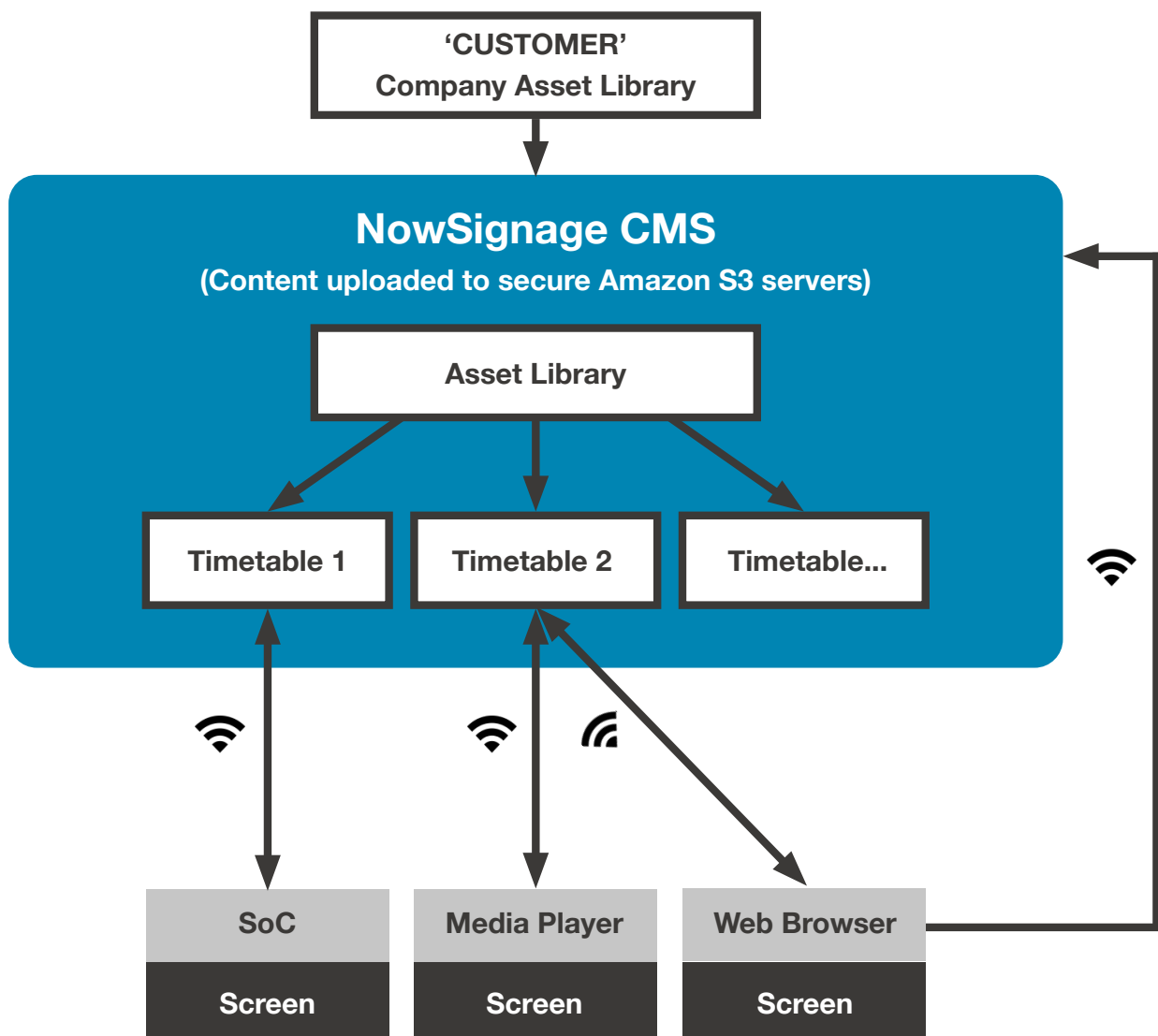


- ▶ Ad Booker
- ▶ Social Media
- ▶ RSS Feeds
- ▶ IPTV
- ▶ Multi-Zone Layouts
- ▶ Scheduling
- ▶ YouTube
- ▶ Webpages
- ▶ Announcements
- ▶ Google Traffic
- ▶ Microsoft Power BI
- ▶ Roles & Permissions
- ▶ Proof of Play
- ▶ Screen Synchronisation
- ▶ Capacity Management
- ▶ Dispenser Management
- ▶ Weather
- ▶ Google Suite
- ▶ Room Booking
- ▶ Content Triggers
- ▶ Age & Gender Triggers
- ▶ Sensor Triggers
- ▶ Weather Triggers
- ▶ Menu Boards
- ▶ Secure Dashboards
- ▶ Overrides
- ▶ Remote Device Management
- ▶ Targeted Tags
- ▶ Touch Hotspots
- ▶ OnDemand

# We maintain the correct and latest security processes across all aspects of our platform

The platform infrastructure is hosted via Amazon Web Services (AWS), in a Virtual Private Cloud (VPC), with data centre regions located in eu-west-1. This physically prevents any connections accessing core servers from the external internet, only allowing pre-approved whitelisted access via the load balancer. The use of a VPC essentially mitigates the risk of a third party being able to exfiltrate data from our databases or asset library storage through the public internet. NowSignage operate, comply and work to the standards of ISO9001 / ISO27001 as part of our ongoing accreditation process which we expect to achieve full certification of in 2024.

We are a cloud based system with a high level of availability. We can provide peace of mind knowing that your services are available with a guaranteed 99.5% uptime SLA. Between 2020-2023 our service availability was 99.995%.



## Any user can be fully trained and competent on NowSignage within 30 minutes

The NowSignage CMS is made to make it easy for users to manage large networks of multi-location screens with ease. Packed full of enterprise features out-of-the-box, NowSignage enables users to upload, schedule & manage content across screens at the click of a button.

NowSignage provides an intuitive UI (user interface) to deliver complete remote management of digital signage networks via a simple 4 step process. Content can be scheduled for different content strategies in many different ways and across the NowSignage platform.

The NowSignage platform comprises of 4 key areas and operates as a simple user workflow... **content > playlists > schedules > screens.**



“For our 1,281 screen network, the CMS had to be effortlessly simple to use, but packed full of industry leading features. Having scrutinised the market for CMS options, NowSignage was the only provider that met our aspirations.”

John Milburn, Marketing Director, **Hays Travel**

“The NowSignage system is intuitive and easy to use. It is incredibly easy to install and maintain across a range of devices and the ability to run SoC has been particularly useful.”

Mark Sargison, AV Development and Support Manager, **University of Chester**

## 04// Hardware Agnostic

### NowSignage is hardware agnostic through a single codebase

You can be assured that it will be compatible with whatever displays, media-players, or operating systems you plan to use. You can even manage networks of displays that consist of multiple types of hardware. Our platform is regularly being tested on the latest display models and operating system versions to ensure we stay up to date with the products our customers are using.

### Running across all major operating systems;



macOS



### Including key hardware partners;



# 05// Custom Integrations

## Industry leaders in achieving award-winning direct integrations with third party softwares and bespoke custom development work



### Global QSR operating across North America, 5000+ locations

**Digital Menu Boards EPOS Integration:** Direct integration with store EPOS systems to display true product and pricing information across DMBs and Drive Thrus. NowSignage intelligently assigns products to “zones” depending on time of day, stock and demand.

**Back Office Dashboards Integration:** NowSignage securely receives and displays KPI data, customer reviews, and metrics across a range of pre-designed templates, with live updates throughout the day.



### Guatemala Shopping Mall Chain, 300+ endpoints

**Advertising Network Invoice Generation:** NowSignage creates and exports invoices for advertising campaigns generated within the CMS through a SAP integration.



### UK Franchises of a Global QSR, 100+ restaurants

**Digital Menu Boards EPOS Integration:** Direct integration with store EPOS systems to display true pricing information across DMBs with price changes throughout the day.



### Global Recruitment Firm, 100+ office spaces

**Secure Power BI Integration:** An industry-first direct integration with Microsoft Azure allowing users to securely login and display live Power BI dashboards.

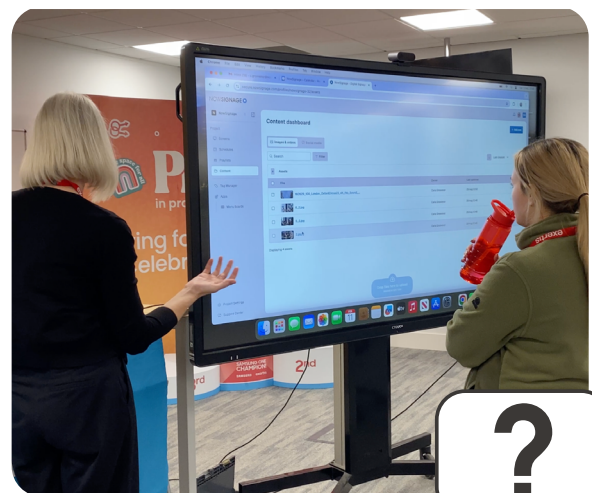


### Top 5 UK Supermarket, 1500+ locations

**“OnDemand” Content Changes and Local Messaging:** A mobile-friendly, version of the NowSignage CMS allowing store managers to send localised live messages and updates to back office screens in corridors and staff canteens.

## We pride ourselves in providing the best customer support in the industry

- ▶ **Designated Account Manager:** Ensuring that help and training is always available.
- ▶ **Customer Success:** Ongoing support to ensure your company goals are delivered.
- ▶ **Ticketing System:** Available 8am to 6pm CST, CET and UK time, Monday to Friday.
- ▶ **Service Level Agreement (SLA):** A strict four level priority system, guaranteeing uptime and visibility into issue resolution and handling.
- ▶ **Custom Development:** Technical expertise to map out custom requirements or integrations, including technical specification documents, wireframes, and visualisations.
- ▶ **Compatibility Testing:** Hardware compatibility testing, recommendations, and referrals.
- ▶ **Knowledgebase:** Unlimited access written and video guides for all aspects of the platform.
- ▶ **Automatic Updates:** Access to updates for new features and platform improvements.
- ▶ **Live Status Page:** Monitoring and reporting on platform operational uptime.
- ▶ **AI Chatbot:** Provides immediate support 24/7 whenever you need it.



NOWSIGNAGE 

# Get in touch

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**WINNER**

**AV AWARDS**  
2021, 2022, & 2023