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OVAB Europe White Paper Digital Signage Tenders

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Oliver Schwede & Nicola Ewers | September 2014

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Digital Signage Tenders | Introduction



- Digital Signage projects have become more and more complex in the last years. The professionalization, the technical evolution and growing customer requirements have resulted in a highly diversified project structure
- Therefore a general standardized process for the management of tenders has been widely requested by the industry and also by the end customer
- This white paper will define a basic modus operandi for Digital Signage tenders



Digital Signage Tenders | Definition



- A tender or call for tender is a business procedure for obtaining different offers from different companies concerning a certain contract
- A Digital Signage tender can be concerned with the total scope of a project or with different parts of a project like content, installation, hardware etc.
- The workflow for every Digital Signage tender should be:

Define:





Digital Signage installation will be primarily used for following purposes:

1. Communication with customer/visitor/viewer

- Information
- Advertising (Branding/product offerings)
- Infotainment

2. Internal corporate communication

- Company news and information
- Publication of company/product documents and facts
- Digital black board

3. External corporate communication

- One step towards a 360° communication
- Additional implementation of existing marketing material
- Possibility of interactive communication (touch, barcode etc.)

4. Emotional communication through moving images



To define the general framework of the project the following details have to be considered:

- Number of locations and number of displays
- Physical location of the Digital Signage installation (e.g. in furniture, ceiling mounted, kiosk solution etc.)
- General IT security requirements (e.g. internal or external hosting, existing security guidelines, network security/private connectivity)
- Departments involved in the Digital Signage project (e.g. IT, Marketing, internal communication etc.)
- Roadmap Management (particularly conception phase)

Digital Signage Tenders | Content concept



To define the content concept of the project the following details have to be considered:

- Target audience (e.g. demographics, intended reaction, etc.)
- Viewing situation (e.g. passage or waiting situation, engagement level, surrounding, etc.)
- Content loop/program (e.g. manual/automated management, editing workflows, external data sources like weather, etc.)
- Creation & layout (e.g. storyline, design, frames like ticker and split screen, etc.)
- Editing (e.g. responsibilities, workflows, digital rights management, etc.)

Digital Signage Tenders | Technical concept



To define the technical concept of the project the following details have to be considered:

- Software (content management and player software)
 - Functionality of the software (e.g. general/specialized functionality, licensing structure, languages, workflows, roles and rights management, APIs, usability, etc.)
 - Software support (e.g. development, integration, support structure, etc.)
 - Software vendor (e.g. economical situation, reference projects, etc.)
- Media player hardware (e.g. uptime, performance, ruggedized, embedded, etc.)
- Display (e.g. size, technology like LED module or LCD screen, sunlight readable, outdoor/indoor, uptime, etc.)
- Connectivity (e.g. cable i.e. DSL, wireless i.e. UMTS, LTE)
- Network (e.g. LAN/WiFi)
- Server (e.g. hosting by service provider, customer or cloud)



To define the technical operations & services of the project the following details have to be considered:

- Services provided by IT department of the customer or external service provider
- Service and support of hardware (e.g. asset management of media player, display and network)
- Content management (e.g. workflows, editorial process)
- Safety management (e.g. firewall, VPN, encryption, etc.)
- Service level agreements (e.g. hotline, ticketing system, reaction/recovery time, etc.)



- Every Digital Signage project that relies on a contractor is by definition an outsourcing project. Therefore one main contractor should function as a general contractor, who will deliver the turnkey project
- Usually the general contractor will be a systems integrator either a technical service provider or a full solution agency
- The RfI (Request for Information) will help to define the long list of potential contractors. It is a general information document concerning the tender and a basic questionnaire for the possible contractor. The document is public
- The RfP (Request for Proposal) will only be requested from the contractors on the long list and is a more detailed version of the RfI do help define a shortlist of possible contractors. The shortlist should have no more than 5 to 6 positions



- The relevant documents provided for the tender should incorporate all aforementioned concepts (e.g. content, technical, services, etc.)
- The documents provided by the bidding contractor should incorporate:
 - Standardized basic information concerning the contractor and the sub-contractors (e.g. Digital Signage relevant revenues, number and specification of employees, certificates i.e. IT workflows, security, quality management, etc.)
 - List of references tailored to the main topic of the tender



Digital Signage Tenders | PoC



- The PoC (Proof of Concept) is usually a personal presentation or pitch by the contractor to showcase their offer, ecosystem and project solution
- At the PoC all relevant departments should be present
- A time frame for the process should be defined and communicated (e.g. defined time frame for preparation, presentation, reaction, etc.)
- The PoC should define all parts of the Digital Signage project and offer individual solutions and concepts
 - Technical specification (i.e. hardware, software, infrastructure)
 - Installation and roll out
 - Operations, services and management
 - Content creation and handling
 - Life time management (i.e. replacement, end-of-life, warranties, software development)
 - Financials

Contact



For more Information please contact OVAB Europe

Christine Koller
OVAB Europe Office Munich

Christine.Koller@ovab.eu
Phone: +49 89 2000416-17

OVAB Europe e.V
Rosenheimer Str. 145e
81671 Munich / Germany

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