Intel® RCM Makes Life Easier for Network Operators

Network operators will like the scalability and remote control capabilities of Intel® Retail Client Manager (Intel® RCM).

The experts agree: the digital signage industry is experiencing staggering growth. Jose Avalos, director of Visual Retail at Intel, predicts 22 million digital signs will be active worldwide by 2015 and cites a 40 percent compounded annual industry growth rate.¹

The industry, says research firm IHS, Inc., earned nearly USD 14 billion in 2013, and the firm estimates revenue to increase to USD 14 billion by 2017.²

All of these digital signs—location-based and in-store screens, interactive displays and kiosks, digital posters, interactive vending machines and gas pumps, menu boards, and more—are components of literally thousands of digital media networks. And for every network, there’s a network operator who is faced with the task of enabling the delivery of the right information in the right place at the right time.

To be successful, network operators need to be able to provide content placement and performance information, be responsive to campaign outcomes, and achieve operating efficiencies and economies. Intel® Retail Client Manager (Intel® RCM) can help network operators achieve these goals. In particular, its scalability and remote control capabilities make Intel RCM a natural choice for cost-conscious, future-minded network operators.

Intel® Retail Client Manager – a Complete Content Management System

Intel RCM addresses the core challenges of content management: creating and organizing a wide range of digital content and displaying the most relevant content to consumers at any particular time. Content can be in the form of HD video, audio, web content, animated graphics and Adobe Flash®, slides, photos, TV (over-the-air, satellite, or cable), and more.

Easy to learn and use, Intel RCM simplifies campaign management. Campaign managers can create eye-catching content with drag-and-drop ease, customize playlists based on geography or demographics, and control what content gets played where.

Intel RCM with Content Reports provides operators with easy access to the information they need to determine and respond to campaign outcomes. Viewer data can be tracked anonymously to help gauge campaign effectiveness and optimize customer engagement. In some cases this data could be sold to brands as insight into the types of consumers interested in their products.
A major advantage of Intel RCM over other content management systems is its use of Intel® Active Management Technology (Intel® AMT) to enable extensive remote out-of-band management capabilities. Intel RCM includes in-band remote management as well. Intel RCM is fully interoperable with Intel® technology-based solutions. Network operators who standardize on Intel RCM can rely on Intel's long history of regular product updates and ongoing support.

Remote Control Makes Intel RCM More Efficient and Cost Effective

Whether a network operator is responsible for tens of signs or hundreds spread across a large geographic area, Intel RCM with Remote Control capabilities—both in-band and out-of-band—simplify troubleshooting, repairing, and maintaining digital signage infrastructure. The entire digital media network—and the content on every sign—can be managed remotely from a single location. This increases the ROI for ad campaigns by minimizing onsite maintenance visits that can cost from USD 200 to USD 500 per truck roll.

Although most retailers power down systems at the close of business to save power, many don’t because IT departments typically send software and data updates during off hours. With Intel AMT, IT can remotely configure systems to turn off after work hours and turn back on when IT requires access. Embedded developers will note that this feature—combined with the power-efficiency of Intel® processors—can generate considerable cost savings and help protect the environment.

IN-BAND MANAGEMENT

With Intel RCM, network operators can access any digital sign in their network, even if they are not in the office in front of a PC. For example, suppose a network operator is at lunch, but wants to verify what content is running on a sign at a store 100 miles away. Using the integrated manageability console, network operators can access the web-based interface from any web browser to check the status of a particular sign and watch in real time what is playing on up to six signs at once. The new in-band management capabilities also simplify provisioning Intel AMT on your system.

Intel® RCM Benefits At-a-Glance

Intel® Retail Client Manager addresses the critical challenges of managing and delivering digital content:

- Supports a wide range of content—videos, animated graphics, slides, photos, web content, audio, and more.
- Cuts costs by eliminating the constant printing and manual management of displays, shelf talkers, point-of-sale materials, pricing stickers, and so on.
- Enables control over when content will appear, in what order, on what screen, and for what audience.
- Reduces the time and resources needed to create, deploy, and manage campaigns.
- Enables digital signage touchpoints to adapt in real time to changing circumstances, such as variations in foot traffic, demographic patterns, or weather forecasts.
- Provides ready-made and custom reports about the audience that viewed the content, which is critical for evaluating advertising effectiveness and business ROI.
- Enables in-band and out-of-band remote management of devices.
- Uses permissions to verify that content is authorized.
- Provides an intuitive interface, enabling use by non-technical, non-IT personnel.
OUT-OF-BAND MANAGEMENT
Intel AMT (part of Intel® vPro™ technology) allows network operators to remotely troubleshoot, remediate, and recover systems even while platforms are powered off, thereby increasing security and enterprise protection while reducing downtime. With Intel AMT, which includes keyboard-video-mouse (KVM®) technology (Figure 2), network operators can:

- Detect, diagnose, and repair problems quickly and cost-effectively
- Remotely power down systems for maintenance and power them up again
- Remotely install software updates and security patches
- Minimize downtime
- Manage permissions for user access

With Intel RCM, network operators can take advantage of Intel AMT capabilities in or out of the office—using a tablet or laptop to reboot a sign, check its status, or send an update.

As the Network Grows, Intel RCM Can Securely Grow With It
An enterprise-class solution, Intel RCM supports robust campaign scalability and security. Network operators can securely broadcast content on smaller networks with just a few signs to ones with multiple locations across multiple geographies.

Intel RCM is built on proven Intel technologies and supported by an ecosystem of solution providers whose products are optimized to run on Intel® architecture. Within this broad ecosystem, Intel RCM offers economies of scale and operating efficiencies. Equally important—especially in an industry that is evolving as quickly as the digital marketing industry—is the confidence network operators can have in a regular and predictable update schedule and reliable ongoing product support.

Intel AMT includes System Defense Manager, software that helps proactively block incoming threats and contain infected clients before they spread.

“The ability to scale on a reliable and recognized third party platform allows networks to adapt to major trends in the evolution of the ad market and move faster towards compliance with new industry standards on a stable, solid platform.”

Brian Dusho, CEO of Broadsign®
they impact the network. It sends alerts to the network operator when critical software agents are removed or compromised. In addition, Intel AMT helps keep software and virus protection up-to-date across the enterprise, enabling third-party software to store version numbers or policy data in non-volatile memory for off-hours retrieval or updates.

Is it Time to Upgrade?

Many networks start with a minimal investment (and corresponding minimal functionality). But as opportunities arise for the network to expand, a more functional and cost-effective content management system (CMS) is typically required to ensure a digital network is successful. With extensive content reporting, security, and remote control capabilities, Intel RCM is a cost-effective turnkey solution that provides long-term ROI and room for expansion.

When embarking on a transition to a new CMS, network operators should consider the following:

- Allow plenty of time for testing, developing new processes, and training
- Document all processes and determine metrics for a successful transition
- Communicate with all stakeholders, including content developers, IT, and management, to realistically set expectations
- Create compelling collateral that communicates the new plan

Perhaps most importantly, network operators should choose a CMS supplier that is trustworthy and committed to meeting the network’s objectives. Intel and its partners have a world-class reputation for product quality and for providing ongoing training and support.

A Turnkey Solution with Long-Term ROI

To satisfy the growing hunger for digital signage, network operators should choose a CMS that can help them keep pace with customer demand. Intel RCM helps operators easily manage digital content across multiple consumer touchpoints to create valuable consumer experiences and sales opportunities. It also provides network operators with the cost-effective tools needed to keep robust digital signage infrastructures up and running today, and in the future.

Partner Information

For purchasing or support for Intel® Retail Client Manager, contact these partners:

- Arrow
  https://senecadata.serviceswebstore.com/jsdn/guest/storeHome.action
- Keystone

For more information about Intel Retail Client Manager, including product information and videos, visit www.intel.com/rcm

For more information on the use of Intel® technology in retail, visit www.intel.com/retailsolutions

---

3 Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, network hardware and software. For notebooks, Intel AMT may be unavailable or limited over a host OS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating or powered off. Results depend upon hardware, setup and configuration. For more information, visit Intel® Active Management Technology.
4 Intel® vPro™ Technology is sophisticated and requires setup and activation. Availability of features and results will depend upon the setup and configuration of your hardware, software and IT environment. Visit: www.intel.com/technology/vpro.
5 KVM Remote Control (Keyboard, Video, Mouse) is only available with Intel® Core™ i5 vPro and Core™ i7 vPro processors with Intel® Active Management technology activated and configured and with integrated graphics active. Discrete graphics are not supported.
7 These points were adapted from “Upgrading Your Network CMS” by Robert Orndorff and Lyle Bunn, a presentation sponsored in part by Intel® Intelligent Systems. www.digitalsignagefederation.org/default/March2012
8 KVM Remote Control (Keyboard, Video, Mouse) is only available with Intel® Core™ i5 vPro and Core™ i7 vPro processors with Intel® Active Management technology activated and configured and with integrated graphics active. Discrete graphics are not supported.