Taking Advantage of Powerful New Features in Intel® RCM

Intel® Retail Client Manager (Intel® RCM) provides deeply integrated audience analytics and enhanced remote control capabilities

LEARN
Use Audience Analytics Reports to improve campaigns

OPTIMIZE
Recommend best message for each location and time-slot

Intel® Retail Client Manager

MEASURE
Record resulting sales

DEPLOY
Display optimal digital content

To succeed in today's extremely competitive retail industry, retailers are increasingly turning to digital signage—digital posters, interactive kiosks, menu boards, dynamic shelf labels, intelligent vending machines, point-of-sale devices and more—to deliver the right content at the right time to a given audience.

Intel® Retail Client Manager (Intel® RCM) is a digital content management system (CMS) that can help deliver valuable customer experiences that drive action on the sales floor. New features in Intel RCM build on the previous release to support anywhere/ anytime access to content and campaign data, thereby helping retailers to deliver more targeted, engaging brand experiences and capture more sales opportunities.

Sophisticated, Feature-Rich Content Management System

A 2010 study of 1,400 German consumers revealed that four out of five product brands experienced up to 33 percent additional sales through the use of digital signage.[1] Using Intel RCM, retailers can achieve similar results as they create, edit, deploy, manage, store, and control a wide array of marketing content and file types. HD video, static images, web content, animated graphics, and Adobe Flash* can be broadcast together or separately to create powerful immersive experiences.

The new Intel RCM with Audience Analytics provides campaign managers with valuable insights into campaign effectiveness. Campaign managers can also now remotely manage multiple campaigns in near real time, even when out of the office.

Other advantages of Intel RCM include its ease of deployment, intuitive user interface, ability to scale, and affordability. Intel® solutions provide the necessary flexibility, manageability, and security to engage customers at every touchpoint, whether a retailer has two stores with ten signs, or 200 stores with 1,000 signs.

Deeply Integrated Audience Analytics Increases Campaign Effectiveness

Audience analytics connects campaign data with anonymous viewer analytic data, giving retailers the information they need to measure the effectiveness of digital campaigns and optimize messages to create more effective and more personalized customer interactions.

The new release of Intel RCM includes a built-in Contents Reports feature.[2] Using this feature, retailers can easily correlate the campaign data (what was played) and the analytic data (who saw it) without needing to perform manual correlations using a spreadsheet program. These reports are web-based, allowing campaign

Candy-Coated Chocolates Campaign
by Age Group

Figure 1. Intel® RCM allows comparison reporting of two campaigns by age group.

managers to view reports from their tablets or laptops, anywhere, anytime. Data is available in near real time, usually a mere 30 minutes after ad launch.

To demonstrate the immediacy of the data and the value to retailers, suppose a retailer is looping two ads, one for a soft drink and the other candy-coated chocolates, on the same sign. With a camera mounted near the sign, Intel RCM can send data about who is viewing the message (such as number of views, viewer demographics, and dwell time) to the Intel RCM server. Using this data, the retailer can quickly generate reports that turn data into valuable insights.

The reports might show that more people in the over-50 age group viewed the soft drink message, while the 25 to 35 age group favored the chocolates ad (Figure 1). Or the retailer could discover that more women than men viewed the soft drink ad between 10:00am and 6:00pm. Using this type of data, retailers can fine-tune messages for specific

viewer segments, crafting more focused ads that create richer brand experiences and help lift sales.

As another example, perhaps one campaign is running on two signs in a retailer's store. Using Intel RCM, the retailer can generate reports about number of views. If one sign is getting a significant number of views but the other sign is not, the retailer may consider moving the second sign to a different location to reach customers in a busier part of the store.

Other reports available enable retailers to graph one campaign against another and explore dwell times (see Figure 2). Dwell time can be very valuable in understanding how effective ads are. Retailers can also create their own customized reports to suit their specific data needs.

Realizing that campaign managers are busy, on-the-go people, Intel has specifically designed the Audience Analytics' GUI for use on tablets. It's easy to switch between data views, such as bar charts and line graphs, and drill down from an overall view to specific time periods.
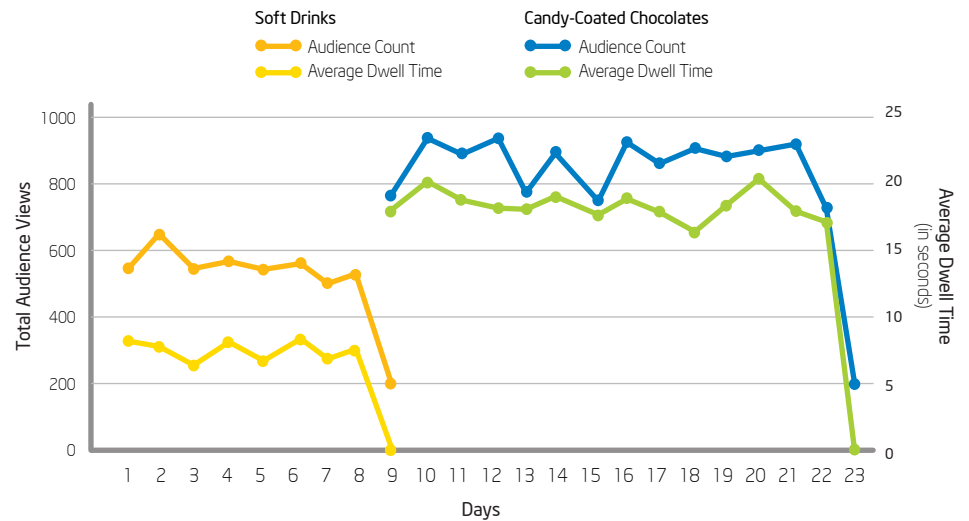
Figure 2. Audience Analytics reporting with Intel® RCM quickly shows campaign effectiveness by comparing dwell times.

Audience Views and Dwell Time by Campaign
Candy-Coated Chocolates and Soft Drinks Campaigns

New Remote Control Features Lower Cost of Ownership

Intel RCM not only helps retailers manage digital sign content, it also provides tools to manage the overall system. Intel has integrated advanced management capabilities into Intel RCM that lower total cost of ownership by enabling browser-based control of machines. With Intel RCM with Remote Control, network operators can access any digital sign in their network—and the content on that sign—even if they are not in the office in front of a PC and whether or not the sign's OS is active.

For example, suppose a network operator is at lunch, but wants to verify what content is running on a specific sign at a store 100 miles away. Using an Intel® architecture-based tablet, Ultrabook™ device, or laptop, the network operator can access a web-based interface accessible from any web browser to see the status of any sign and watch in real time what is playing on up to six signs at once (see Figure 3).

In addition, the Remote Control feature displays other device information like the OS and the Intel® Active Management Technology[3] (Intel® AMT) version ...with a click of a button. This information is available without worrying about firewalls, subnets, or other factors. Intel RCM makes accessing device information easy.

Intel RCM with Remote Control offers remote out-of-band management using Intel AMT. Its integrated manageability console allows operators to control Intel AMT and non AMT devices from a single interface. And Intel RCM helps simplify setting up, or provisioning, Intel AMT on your system.

Intel RCM with Remote Control's capabilities—both in-band and out-of-band—simplify diagnosing, fixing, and maintaining digital signage infrastructure. With every truck roll costing hundreds of dollars, retailers can realize significant cost and time savings. And that means higher return on investment (ROI) for ad campaigns.

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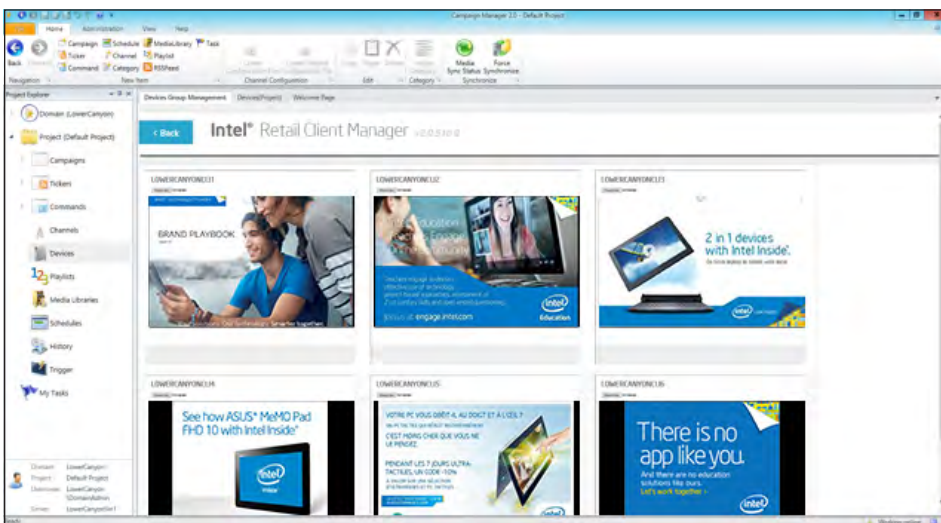

Figure 3. New in-band management capabilities enable Intel® RCM users to view content on up to six signs from a tablet or laptop.

The Technologies

Intel RCM is built on proven Intel® technologies and supported by an ecosystem of solution providers whose products are optimized for high performance on Intel architecture.

- **Intel® Core™ vPro™ [4] processor family** easily handles the demands of compute-intensive HD video and 3D graphics and enables content coordination across multiple displays.

- **Intel Active Management Technology** provides the tools to remotely diagnose, repair, and manage the entire digital signage infrastructures.

Intel RCM—a Future-Proof Investment

The digital signage industry is growing and changing rapidly. Intel RCM helps retailers gain the most benefit from digital signage, both today and into the future. With Intel RCM, retailers can depend on regular product updates, unparalleled support, and continued cost-effectiveness—and therefore, long-term ROI.

Intel® RCM Benefits At-a-Glance

Intel® Retail Client Manager (Intel® RCM) solves the critical challenges of managing and delivering digital content:

- **Flexible.** Intel RCM supports a wide range of content: videos, animated graphics, slides, photos, web content, audio, and more. Retailers can use Intel RCM to control when content will appear, in what order, on what screen, and for what audience. Campaign managers can adapt campaign content on-the-fly in response to changing circumstances such as variations in foot traffic, demographic patterns, or weather forecasts.

- **Cost-effective.** By eliminating the constant printing and manual management of displays, point-of-sale materials, pricing stickers, and so on, Intel RCM can cut retailers' costs. It also reduces the time and resources needed to create, deploy, and manage campaigns and enables remote control of content and devices from virtually anywhere.

- **Informative.** Campaign managers can access ready-made and custom reports about the audience who viewed the content, which is critical for evaluating advertising effectiveness and return on investment.

- **Secure.** Permissions-based authorization over a TLS-secured connection helps protect digital signage content.

- **Easy to use.** Intel RCM provides an intuitive interface, enabling use by non-technical, non-IT personnel.

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

[1] Valiant, Casey. "Using Digital Signage for POS Signs." Signarama. (2013). blog.signarama.com/blog/2013/12/26/using-digital-signage-for-pos-signs/

[2] Earlier releases of Intel® Retail Client Manager (Intel® RCM) required the use of Intel® Audience Impression Metrics Suite (Intel® AIM Suite) to generate data about viewer demographics. Intel RCM incorporates some, but not all, Intel AIM Suite features. Intel AIM Suite is still available as a stand-alone product.

[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 dependent 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.

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