22MILES
DIGITAL SIGNAGE & WAYFINDING

How to Switch Digital Signage Providers Checklist

1. Assess the Need to Switch

- ☐ **Is your current system unreliable?** Check for issues like uptime failures or slow updates.
- ☐ **Does your system lack scalability?** Determine if the system can grow with your company's needs.
- ☐ **Is your team struggling to manage content?** Consider if updates require constant IT support.
- ☐ **Are you receiving the support you need?** Evaluate how quickly and effectively support responds to issues.

2. Define Clear Objectives

- ☐ **Identify** pain points with your current system.
- ☐ **List** essential features and capabilities required.
- ☐ **Consider** future growth and scalability needs.
- ☐ **Create** a list of must-haves and deal-breakers.

3. Look Beyond the Booth

- ☐ **Observe** products in real-world settings (e.g., InfoComm, conferences).
- ☐ **Talk** to current users to gather honest feedback.
- ☐ **Evaluate** the provider's platform adoption and effectiveness.

4. Test for Self-Sufficiency

- ☐ Can your team make updates without technical support?
- ☐ How quickly can updates be made?
- ☐ Does the platform require custom coding for simple changes?
- ☐ Ask to see demos of the system's update process.

5. Compare Total Cost of Ownership

- ◯ Factor in long-term costs, not just upfront fees.
- ◯ Consider future updates, expansion, and support costs.
- ◯ Clarify any hidden fees (licensing, upgrades, etc.).

6. Evaluate Customer Support

- ◯ Assess the responsiveness and knowledge of the support team.
- ◯ Ensure the provider understands your industry's specific challenges.
- ◯ Gauge whether you're treated as a valued partner.

7. Have a Transition Plan

- ◯ Collaborate with multiple internal teams (access, permissions, integrations).
- ◯ Prepare for a discovery process to understand the new system's requirements.
- ◯ Identify who controls key access credentials (e.g., tenant ID, client ID) for integrations.

8. Ensure Smooth Integration and Adoption

- ◯ Engage internal teams early to understand their role in system setup.
- ◯ Expect a learning curve and plan for necessary training.
- ◯ Coordinate with the right teams for integrations, like Power BI or custom widgets.

9. Look for Long-Term Partnership

- ◯ Choose a provider that feels like a partner, not just a vendor.
- ◯ Ensure transparency and commitment from the provider for a successful long-term relationship.

10. Final Step: Book a Demo

- ◯ See the platform in action to ensure it meets your needs and expectations.

By following this checklist, you can ensure that the switch to a new digital signage provider is smooth, efficient, and aligned with your company's long-term goals.