

## Cisco Digital Signage Partner Application Brief: *Cost Effective Digital Signage Management*

### Overview

CommandCenterHD (CCHD) is a digital signage management solution that enables you to unleash the full potential of your Cisco Digital Signage Network. CCHD gives non-technical staff the ability to easily and efficiently create and manage content from anywhere, utilizing a number of platforms. It's the simplest, most cost-effective way to provide centralized, manageable control of your Cisco digital signage.

Most digital signage systems out there today are very tech heavy and, therefore, require tech-savvy people to maintain them. Not CommandCenterHD. As a Web-based application, CCHD takes a complex technology and transforms it into a simple application that makes managing your digital signage a snap.

CCHD is an innovative solution that empowers your creative staff to do what they do best, using powerful tools like live video streams, hi-res video, flash and more. With little more than the click of a mouse, you can quickly update your signage with dynamic content like cable TV, video, weather, time, sports, news, financial feeds and more. In short, if you can envision it, CCHD can help you create it.

CCHD gives you complete control of when and where your digital signage is deployed. With its intuitive drag-and-drop interface – perfect for all the non-technical folks out there – CCHD allows you to quickly schedule your signage campaign's playback order and runtimes across multiple channels and regions. The advanced administration functionality also gives you the ability to control user access and manage individual or groups of digital signs. The Media Manager HD feature even provides a place for you to store and access all your images, flash, video, remote URL's and images in a simple, easy-to-use format.

CommandCenterHD is compatible with any computer (PC, Mac or Linux). All you need is Firefox (a free Web browser) and Cisco's Digital Media Player, commonly regarded as the preeminent tool in the digital signage industry. And to make installation as simple and painless as possible, Cisco partners with a large number of resellers and distributors who can have you set up with CommandCenterHD within an hour.

### Simplifying Software Deployment

CommandCenterHD is an example of Software as a Service (SaaS) – a type of software deployment where an application is made available to users on-demand and is licensed for use as a service rather than on an individual basis. In short, it's a cost-effective way for you to avoid spending money to license every one of your devices with a particular application.

When you implement CCHD to manage your digital signage, you eliminate the headaches of traditional End User License Agreement (EULA) software maintenance and upgrading, which

can waste you both time and money. SaaS applications like CCHD feature multi-tenant capabilities, giving access of the same software to multiple users. CCHD also keeps your costs down by reducing your need to invest in costly server hardware. What this means to you is lower costs, smaller storage requirements, reduced staffing needs, and complete system access – anywhere at anytime.

## Key Advantages of CommandCenterHD

### **Simplicity**

Digital signage is a powerful marketing tool. The problem is that you usually need a tech-savvy person or team to first create it and then manage it. CommandCenterHD changes all this. CCHD's simple, user-friendly format simplifies digital signage management by giving creative control to anyone via its easy-to-use interface. If you can operate a mouse, you can easily change and update your text, graphics, video, flash and other media elements. It's that simple.

### **Functionality**

In today's high-tech world, where new gadgets seem to pop up daily, your digital signage needs to be compatible with any number of platforms. Powered by Cisco Digital Media flat panels, CommandCenterHD's multimedia system also streams live content and video, interfaces with iPhone and iPod touch devices and even has a cell phone interface. And full touchscreen technology is right around the corner.

### **Deploy Anywhere**

What if you're not in the office but you need to update your digital signage? Relax. CommandCenterHD's browser-based technology allows you to manage your signage anywhere you have Internet access. You can even manage your scheduling and other key administrative functions right from the palm of your hand using your iPhone or similar mobile device.

### **Save Time & Money**

When you invest in a digital signage solution, the hardware, software and services are only part of the total cost. You also have to account for the resources, expenses and time required to produce, edit and maintain the content. Many times this responsibility is passed along to a company's IT professionals.

Let's face it – your IT folks have enough to do than worry about updating the content of your digital signage network. That's where CommandCenterHD comes in. Forget the big budgets and long production schedules, CCHD can help you save time and money by allowing anyone you choose to create, edit, manage, share, publish and track the content of digital signage networks. It enables you to speed up the management process and reduce the need for additional staff. Best of all, CCHD's subscription-based pricing is flexible to fit your ever-changing budget.

For more information about CommandCenterHD, please visit [www.commandcenterhd.com](http://www.commandcenterhd.com) or contact one of our associates at (724) 941-5298 or [info@industryweapon.com](mailto:info@industryweapon.com).

Notes: Compatible with PC, Mac and Linux operating systems. Required: Firefox (a free Web browser) and Cisco's Digital Media Player

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