

## CASE STUDY



# A Winning Combination for Interactive Signage

PROVISIO's SiteKiosk software along with SiteRemote and the SiteCaster CMS is serving as the premier interactive signage platform for deployments throughout Spain and Latin America.

By Richard Slawsky | Contributing writer, KioskMarketplace.com

DEVELOPED AND PUBLISHED BY:



SPONSORED BY:



# A Winning Combination for Interactive Signage

**PROVISIO's SiteKiosk software along with SiteRemote and the SiteCaster CMS is serving as the premier interactive signage platform for deployments throughout Spain and Latin America.**

By Richard Slawsky | Contributing writer, KioskMarketplace.com

SPONSORED BY: The logo for PROVISIO software engineering, with "PROVISIO" in a bold, italicized sans-serif font and "software engineering" in a smaller, lowercase sans-serif font below it.

## The players

With offices in the United States and Europe, **PROVISIO** is a market-leading software development company providing turnkey secure kiosk, digital signage software and remote management solutions. PROVISIO's SiteKiosk software has become the most commonly used secure kiosk software for public computers worldwide.

**GrupolInfo24 S.L.**, also known as GI24, is a Madrid-based information technology company specializing in providing consulting services for the kiosk industry. The company provides SiteKiosk software and consulting services and other related products including project management, training and hardware solutions. GI24 is also the leader of the GrupolInfo24 consortium, a group of companies operating in a variety of IT and related industries.

## The challenge

As one of the largest technology providers for the Spanish market, GI24 provides interactive digital signage for clients in a wide variety of verticals, including hospitality, healthcare, private companies, public organizations and more.

For many of those verticals, the requirements for digital signage change often. Some companies use interactive signage for wayfinding, while others use it for tasks such as patient or appointment check-in. Still others use such signage for information lookup. In fact, the capabilities of interactive signage are nearly limitless.

As such, GI24 needed a software platform that would allow it to adapt to changing requirements quickly and easily.



“And once the requirements are defined, very often there are several ways to implement them,” said GI24 CEO Jaime Glez. “The challenge is to find a quick and effective solution to help the deployer achieve their goals.”

## The solution

To accomplish that task, GI24 has for years depended on SiteKiosk software from PROVISIO, along with its companion SiteRemote remote monitoring software and the SiteCaster interactive digital signage content management system.

SiteKiosk allows deployers to securely present Web-based content on kiosks, restricting access to the operating system, system settings, files, folders and applications. The kiosk is protected against unwanted manipulation from bootup to shutdown. The software is compatible with Windows 10 and includes the choice of either Internet Explorer or Chrome as the browser engine.

SiteKiosk along with PROVISIO’s SiteRemote software enables administrators to manage machines remotely, allowing them to view the status of terminals, update content and perform maintenance operations from a central workstation. In addition, the software provides several customizable analytics reports, including usage statistics and hardware status. SiteRemote is available in either a cloud-based or server-based version.

And SiteCaster allows digital signage deployers to create and arrange content for:

- Automatically running product presentations and information displays.
- Interactive applications with page-based navigation, pop-ups and embedded web pages.
- Screensaver and attract loops.
- Scheduled or event triggered advertising campaigns.



SiteCaster supports both Windows and Android platforms, as well as a wide variety of devices including tablets, kiosk terminals and high-resolution displays.

“The features of SiteKiosk and SiteRemote are also relevant for interactive digital signage, including device lockdown, monitoring, reports, statistics and more,” Glez said.

“Features specific for digital signage include a File Manager to organize content and Synchronization features to distribute that content in a quick and effective way,” he said. “The SiteCaster CMS editor allows administrators to edit projects and define properties and to establish specific privileges for users.”

### **The results**

Although SiteKiosk has long had a reputation as the premier kiosk management software, it’s quickly developing a similar reputation when it comes to managing interactive displays. Recent updates to the platform include a preconfigured SiteKiosk installer for use with SiteRemote and SiteCaster.

In addition, PROVISIO recently rolled out updates to the SiteCaster CMS, introducing a host of new features including a simplified interface.

“SiteCaster CMS starts from a WYSIWYG screen where you can add any content, define size and positions, drag and drop, and modify all properties,” Glez said.

“For example, any object such as an image can include a link with an associated URL,” he said. “Objects can be displayed all the time or varied, depending the date or hour, and can be always shown or just when the display is idle, acting as a screensaver. Those properties can be applied to all elements, containers or projects.”

Other advantages include the ability for several people with the necessary privileges to edit different content at the same time. Overall, the changes were designed to make developing and rolling out content simpler while also incorporating powerful features.

The combination of SiteKiosk, SiteRemote and the SiteCaster CMS enables deployers to customize their interactive signage to meet their specific needs.

“The challenge in this industry is to find a way to remain on top,” Glez said.

“Combining the classic powerful features of SiteKiosk and SiteRemote with the SiteCaster CMS is sure to help achieve that goal.”

## About the sponsor:

*With offices in the United States and Europe, PROVISIO is a market-leading software development company providing turnkey secure kiosk, digital signage software and remote management solutions. PROVISIO products are marketed in more than 50 countries.*