



From white box to sign box, system builder grows an amazing new line of business

Collaboration proves key to success in delivering complete digital signage solutions to customers



"Our customers can see that we have a full-fledged partner in Intel. They give us the best support and super-fast response, and that's really important to our success."

- Dave Sallander, CEO of Sherlock Systems

The Story

Dave Sallander saw the digital signage trend on the horizon more than six years ago and realized that his white box building expertise could be relevant. He started building custom systems for digital signage software vendors in the first of many collaborative efforts that have propelled his digital signage business to success. Today, digital signage is his fastest growing line of business - a success he says is possible because he has the right partners behind him.

Partners like Intel, Ingram Micro, Four Winds Interactive, and BLR - among others. "Digital signage solutions require a lot of pieces and we're not experts in all of them; we're custom system builders. We rely heavily on our partners, on this huge collaborative effort, to deliver complete solutions to our customers," says Dave Sallander, CEO of Sherlock Systems.

A recent collaborative effort between BLR Sign Systems and Sherlock Systems is a good example of this. A long-time BLR customer became interested in using digital signage to communicate with their customers who were visiting their corporate offices, and eventually to better communicate with their employees.

BLR collaborated with Sherlock Systems for hardware and Four Winds Interactive for software in a successful deployment that's now grown from the initial California headquarters deployment to include offices in Manhattan and Singapore. "The digital signage system has given this customer a dynamic tool for communicating with customers, partners and employees," says Kevin Griffin, president of BLR. "It gives multiple people within the company the ability to manage and publish virtually any type of content quickly and efficiently."

Sherlock builds custom digital signage systems to meet the specific requirements of the environment and the application. "Companies are using digital signage in a wide variety of ways, and every instance is unique. This requires a custom chassis designed for the specific usage model," Sallander explains.

But equally important is Sherlock Systems' use of off-the-shelf components such as Intel® Core™ i5 processor-based Intel motherboards to enable quick delivery of those custom systems. "Intel technologies - especially Intel® vPro™ technology - enable customers to maximize the use and effectiveness of their digital signage systems. BLR's customer depends on the security features and remote



manageability of Intel vPro technology to manage their multi-site deployment efficiently and effectively.”

What’s more, off-the-shelf components enable Dave and his team to pre-validate the most popular brands of digital signage content management software. This enables faster deployment of solutions and greater assurance with customers – an important ingredient in their success.

A recipe for others to follow

Dave notes that he’s deploying digital signage solutions in a wide variety of settings, including automobile dealerships, retail outlets, healthcare facilities, corporate headquarters, and more. “Everywhere you look, there’s an opportunity for digital signage,” he says, noting that the opportunities are extensive.

Griffin agrees: “Businesses are replacing existing static communication devices such as posters and billboards, as well as creating unexpected interaction with important audiences. Digital Signage has

revolutionized the way the world communicates. We’ve only just begun to see the potential of this transformational medium.”

Both Sherlock Systems and BLR agree that it takes more than one company to deliver a digital signage solution. Sherlock’s solutions are delivered in complete partnership with other digital signage experts, including ISVs, VARs, his distributor and many others - partners such as Ingram Micro, for example. “Ingram Micro created a dedicated digital signage and Pro AV business unit with trained experts and targeted solutions and services designed to help us better market, sell and deliver end-to-end solutions to our customers.

They provide boot camps for training which bring all of the industry players together to share ideas and collaborate on solutions. All of these enablement efforts tie back to Ingram Micro’s ‘Partner Smart’ philosophy. We see it as collaboration to the ultimate.”

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Sherlock Systems Inc.
Intel® Technology Provider Program



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An industry comes together.

In fact, representatives from BLR Sign Systems and Sherlock Systems met at one of Ingram Micro’s digital signage events. That meeting was instrumental in launching the collaborative efforts that have led to many successful digital signage deployments for the two companies. Sherlock Systems says many of their digital signage partnerships were formed through the Ingram Micro program and through events and activities sponsored by the Intel® Technology Provider program.

Since Sherlock Systems delivers the hardware portion of a total digital signage solution, they need partners to complete the digital signage package. “The Ingram Micro and Intel events are incredibly important to our business. They give us the opportunity to meet face-to-face with others who are developing digital signage components so we can share ideas and put our heads together to deliver

complete solutions for our customers,” Dave says.

Ingredients matter. “I try to be 100% Intel technology in everything we build. Intel produces a quality product for sure, but perhaps more importantly, they stand behind it, and our customers can see that,” Dave notes. “That support is invaluable to us and a big differentiator in the eyes of our customers.”

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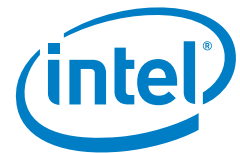
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