

## CASE STUDY



# Connected Signage for Pixel Inspiration

## The Challenge

Secure, reliable connectivity for Pixel Inspiration's widespread digital signage estates for a rapid air gapped network deployment, providing remote content updates and flexibility to their customers.

## The Westbase.io Solution

- + Architecture workshop to define best practice for mobile and hybrid networking deployments
- + Control Connect private cellular network for full application control and enterprise-grade security
- + Small-form router and antennas for simplified integration within digital signage units, plus connectivity from a choice of operators
- + Ongoing support, including site surveys and antenna consultancy for optimised connectivity at each site
- + Technical support and consultancy to optimise connectivity at all sites

## The Results

- + Secure connectivity that can be installed easily in any location – just add power
- + Complete network control
- + Potential barriers to sale, installation and management now removed for Pixel Inspiration
- + Ease and scalability of the solution has led to it being rolled out to 100's of sites across the UK

# Pixel Inspiration

*Pixel Inspiration is a digital signage company whose clients include some of the most well-known retail brands in the UK. Founded in 2004, the company is now regarded as one of the UK's leading implementers of digital signage; delivering advanced, data driven digital media solutions nationwide.*

## The Ability To Instantly Update Content Across Widespread Digital Signage Estates Without Fixed Line Access – That's The Challenge.

Delivering signage solutions which provide signage hardware, content management and a wide range of services is every day work for Pixel Inspiration. The old model of physical media distribution however, is not timely or cost effective – especially when working with large and widely distributed customer signage estates. At the cutting-edge of digital, Pixel Inspiration therefore employ a connected signage model, typically using their customers' fixed line connectivity to remotely and efficiently manage and deliver content.

Access to the customer's network is not always possible though, due to potential security and performance risks associated with providing third party access to primary networks responsible for running business-critical applications, such as Point of Sale. In addition, some locations cannot be physically reached by a fixed line, and the expense of installing one outweighs the likely return.

This meant that Pixel needed a private secure network that could run in parallel with their customers' core networks, which they could use to distribute the latest content to the whole estate.

## A Connection For Delivering Inspirational Digital Media

Pixel Inspiration approached Westbase.io to explore what non-fixed line options might be available. Discussing their requirements with Westbase.io, Pixel explained in detail the challenges they were facing and what they wanted to achieve with the new connectivity. Experts in cellular and hybrid networking solutions, Westbase.io were able to provide product advice and consultancy to help Pixel identify the best solution for them.

*"As network security evolved and digital signage estates became more widely distributed, a fixed line-only solution was no longer going to be viable in all locations," said Nikk Smith, Technical Director at Pixel Inspiration, "what we needed was connectivity that could be widely supplied, was fast and secure, but that could get over the hurdles that were presented with a fixed-line option."*



*"Westbase.io were able to provide us with a whole connectivity solution, including a gateway device, antennas, connectivity and private network, which meant we were able to source our full requirements from one supplier,"*

**Frank Emerson, Managing Director for Pixel.**

## The Solution

After specifying the requirements, Westbase.io put together a solution recommendation for Pixel Inspiration that would best serve their needs - delivering reliable connectivity across a cellular network.

*The Westbase.io solution of a small form router, for easy installation alongside the digital signage units, SIM card and Control Connect APN-as-a-Service, meant seamless connectivity integration with the existing Pixel Inspiration solutions.*

## The Gateways

The solution utilises a Sierra Wireless AirLink 4G LTE gateway. Featuring a small form factor, it is perfect for installation in digital signage units, and provides reliable and secure access to the Internet, plus cloud management and a 3 year warranty.

## Connectivity

Westbase.io provide SIM cards and data packages from a range of mobile operators which are selected by Pixel based on best coverage at the location where the solution is installed.

## Control Connect

Westbase.io's Control Connect network enables Pixel to create a completely private and secure network, for their customers. Control Connect delivers enterprise-grade security with no upfront investment, and supplied at a fraction of the cost of building and running a private APN infrastructure - while allowing Pixel to achieve the same benefits of such. Highly scalable and flexible, Control Connect also enables Pixel to add devices to their secure network easily.

*"Our solution for Pixel Inspiration has enabled them to deliver content updates to widespread digital signage estates without the need to rely on access to their clients' connectivity. Instead they use a secure network that's entirely within their control, easy to implement, and highly scalable" said Sacha Kakad, Managing Director at Westbase.io.*

As part of their solution Westbase.io also provide ongoing guidance to ensure optimised connectivity. For example some sites don't always achieve a signal with the standard antenna solution, so Westbase.io will help by conducting a site survey and installing the most appropriate antenna to ensure an enhanced signal.

*The result is a solution which delivers secure, high-speed connectivity that can be installed easily in any location.*

## Pixel Inspiration Pushes All The Right Buttons

Since acquiring the cellular connectivity solution, Pixel have rolled it out successfully time and time again as an integral part of their digital signage solutions. Here are some particular examples of this:

### High Street Banking Group Branches Out

A high street bank consulted Pixel Inspiration about a new digital signage installation. Unable to distribute content via the bank's primary network, a cellular solution was the ideal way for Pixel to provide a fully managed, intelligent system. The cellular solution was installed across the whole branch estate as part of the digital signage install, creating an "air gapped" or "parallel" network for the solution to run on - and has been put in place for hundreds of sites to date.

Now, whenever the bank wishes to run a promotional offer or new marketing campaign, Pixel can distribute the new content to all branches in one simple push-button exercise - with no impact to their primary network.

### Fashion House Gets A New Sense Of Style

A fashion house running concessionaries across high-end department stores in the UK, wanted to introduce a new digital display solution. Pixel, with their extensive retail experience, were the obvious supplier to turn to. Traditional fixed line methods were not suitable due to their lengthy lead times and their need to install cables under existing, tiled floors. A cellular solution was therefore installed across the digital signage estate as part of the install process. This created a separate, parallel network for the fashion house's concessionaries, which worked alongside the store's primary network.

The result was the installation of a vibrant and impactful digital display estate that could be easily controlled and monitored by Pixel Inspiration, whilst allowing the store's primary network to remain dedicated to its business-critical applications.

## 8 Years, 100's Of Sites, Plus More To Come

Since integrating the Westbase.io cellular connectivity solution in to their signage units Pixel Inspiration have rolled the solution out to hundreds of sites. The solution has removed any potential barriers to sale, installation and management for Pixel.

*"The Westbase.io networking solution has proved to be very reliable and effectively overcomes any situations where we cannot get ready access to existing connectivity" said Smith, "one simple connectivity solution neatly integrated in to our signage units has made it easier for our clients, and allows us to deliver the best digital experience without relying on their network."*

The Westbase.io solution provides a highly reliable and secure service, and establishes a stable network that can be counted on.

*"Working with Pixel Inspiration for over 8 years, we are delighted to have become a trusted partner. With the vast possibilities of an ever changing digital landscape, we look forward to working with them on more exciting digital media projects in the future," Sacha Kakad, Managing Director at Westbase.io.*

If you have any questions about this case study, or the solution and products involved, then please contact Westbase.io:

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