Media Management

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Overview

Engagis Overview

Our mission is to **empower** leading organisations **to better engage** with their customers and staff **to achieve more**. We design, build and manage digital media networks. We aspire to lead the industry in multi-channel digital engagement, delivering interactive and personalised experiences, creating delight via apps, digital signage, self-service kiosks and mobile marketing.

This is our promise:

One partner to deliver all.

We are a recognised leader in enterprise scale digital engagement networks with our end-to-end **accountability** approach.

We are a safe set of hands.

Across over 4,000 locations in Australasia, our 50,000+ connected in-store devices enjoy an unrivalled **quality** at 99%+ uptime at a **low TCO**.

### We have a proven track record.

We have more than 18 years of success with our top partners, including Telstra, Microsoft, Samsung, ANZ, Suncorp, Australia Post, Target, Mazda and NAB. Delivering **business outcomes**.

What are the challenges?

Customers struggle with managing content for complex, large-scale digital networks.

There are numerous compliance risks associated with publishing content in retail environments.

There is a significant resource overhead required to manage a large scale digital media network.
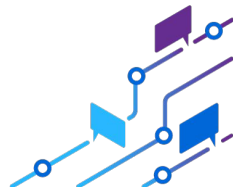
Media Management overview

1 OVERVIEW

- Managing digital content for large-scale digital networks can be complex and time consuming.
- We provide a turnkey managed service for scheduling, publishing distributing content.

2 VALUE EXCHANGE

- We provide an end-to-end accountability for the scheduling, publishing and distribution of digital content to large-scale digital networks.
- Our structured workflows ensure that only approved content is displayed on the correct device end-point, aligned to predefined and approved content calendars.

3

- Sourcing content
- Content calendar planning and coordination
- Content testing
- Content optimisation
- Content uploads
- Content tagging
- Creating content groups
- Creating playlists
- Creating schedules
- Approval management
- Network configuration

4 DELIVERABLES

- Content calendars
- Defined Playlists
- Defined Schedules
- Quality assurance plan

5 OUTCOMES

- Reduce compliance risks
- Reliable scheduling of content
- Remove BAU overhead and complexity of self-managing content
- Allow you to focus on core business

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Value proposition

DEDICATED

1

We have retained content management teams responsible for managing the content for each network.

END-TO-END

2

The content teams are skilled to facilitate the end-to-end process of managing content for complex networks.

QUALITY ASSURED

3

We have additional quality assurance specialists in place to verify the content.

24/7 SUPPORT

4

Our 24/7 support team provides additional support and are able to troubleshoot issues.

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Outcomes

Peace of mind to know that your content is effectively managed and displayed, at the right time and place.

No need to manage an internal team for managing the content.

Dedicated quality assurance and support teams are able to respond to issues in short timeframes.

Features

Creator Workspace
Create content quickly and easily with our intuitive creator tools

Template Library
Choose from our curated library of beautifully designed templates

Asset Management
Organise your assets in one place and easily search for what you need

DAM Integration
We support integration with your existing DAM platform

Data Feed Integration
Easily link your data source or RSS and social feeds to your content

Streamlined Approval
Ensure quality and on-brand content by setting up approval channels

Live Preview
See a live preview your content before you publish

CMS Integration
Connect your CMS or media channels to publish content instantly

Adaptive and Multichannel
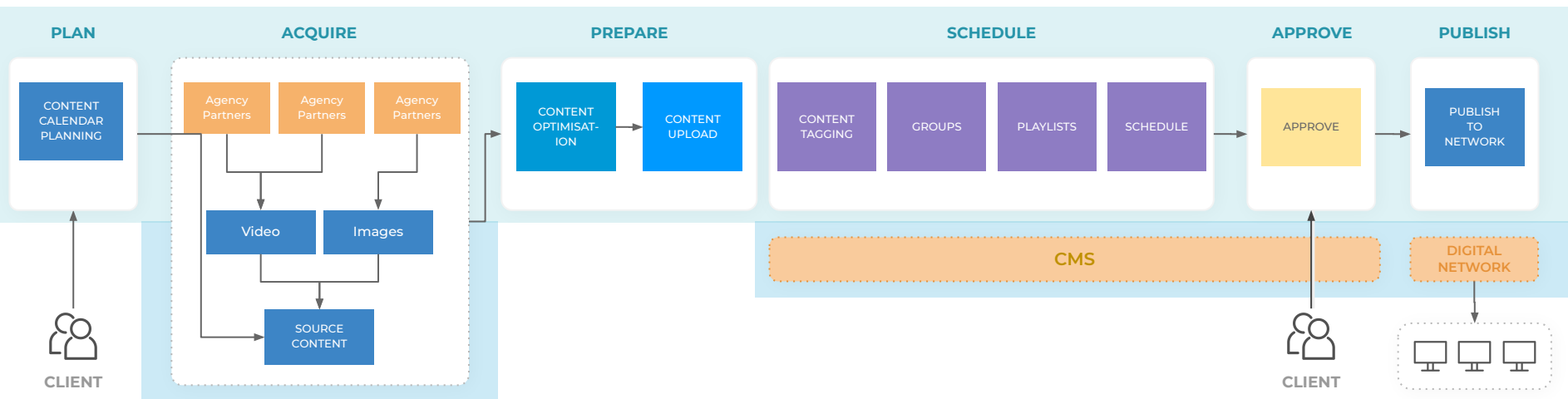Your content auto-adjusts to any screen orientation or interface

Insights at a Glance
Know how your content is doing with a simplified insights dashboard

Workflow

- Engagis offers end-to-end accountability for the scheduling, publishing and distribution of digital content to large-scale digital networks.

We provide a platform for managing personalised and localised content, while maintaining the brand integrity.

Our teams design and develop responsive content templates based on strict adherence to brand guidelines.

The structured workflows provide the required governance controls to ensure that content is always approved before it is published.

Storya is integrated with our digital signage platform ensuring that the approved content can be deployed in short timeframes.

Pricing

MEDIA MANAGEMENT	Essential	Enhanced	Premium
	• Content Acquisition	• Content Acquisition	• Content Acquisition
	• Content Preparation	• Content Preparation	• Content Preparation
	• Content Scheduling	• Content Scheduling	• Content Scheduling
	• Content Approvals	• Content Approvals	• Content Approvals
	• Content Publishing	• Content Publishing	• Content Publishing
	• 1 Change Request per Month	• 1 Change Request per Month	• 1 Change Request per Month
	• Documentation	• Documentation	• Documentation
	• Training and Handover	• Training and Handover	• Training and Handover
	• Ongoing Support	• Ongoing Support	• Ongoing Support
	• 7 day SLA	• 7 day SLA	• 7 day SLA
	• 12 Month Term	• 12 Month Term	• 12 Month Term
	1 Campaign per month	**4 Campaigns per month**	**8 Campaigns per month**
	Low content volume	**Medium content volume**	**High content volume**
	Monthly charge	Monthly charge	Monthly charge

Package inclusions

CMS Access	**CMS + Branch setup**	Preliminary branch setup and user account setup
Training	**Documentation**	Onboarding guides, demos, and documents
	Training and handover	1-3 hours of interactive training sessions
Management Services	**CMS updates**	Updates to your digital signage network where content will be published
	Change requests	Monthly content update assistance
	Ongoing support	Standard content support during Business Hours

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