

Intuiface Launches New Consulting Services for Digital Signage Analytics



Free and paid consulting options address the lack of analytics competency in the digital signage industry

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Intuiface – the only no-code platform dedicated to the creation, integration, deployment, and analysis of interactive digital experiences for physical spaces – is launching two consulting services in response to the shortage of analytics education and experience within the digital signage community. A free service will focus on KPI identification based on project goals, while a fixed-price engagement will include experience instrumentation for data collection, chart creation, dashboard publishing, and a one-month post-deployment check-up.

In digital signage, analytics is the discipline concerned with data collection at or near the screen to identify opportunities for improving project success and insights for better business performance. Until recently, data collection was difficult to accomplish as most signage functioned purely in a broadcast capacity. The lack of data resulted in a lack of analytics competency in the industry. Although the introduction of touch, sensors, computer vision, and other user-aware approaches have created data-rich signage environments, businesses remain underprepared to use the collected data effectively.

With its specialization in interactivity, Intuiface has always enabled its users to create data-rich experiences for on-premise use. And starting in 2018, with the release of Intuiface Analytics, this information was put to use with the introduction of data collection, chart creation, and dashboard publishing. The result was not just the only complete analytics solution offered by a digital signage company, but also an exclusive perspective on the unique needs and objectives for analytics in that industry. This insight exposed the lack of analytics competency and drove the development of the two new analytics services.

"From our point of view, the missing piece of the puzzle for widespread acceptance of analytics is not technology, cost, or data privacy, it's the analytical competence," says Florian

Rotberg, Managing Director of Invidis Consulting. *"This is why analytics consulting services are so important. Even the best analytics platform is only a tool and does not replace human experience."*

Intuiface's first service is a free 60-minute engagement dedicated to identifying project-appropriate key performance indicators (KPIs). These are the measures that best represent how well project goals are being met; every analytics initiative begins with KPI identification. To architect signage deployments that drive data collection for these KPIs, and to develop chart-based visualizations of goal fulfillment, Intuiface is also offering a fixed-price service that begins with KPI identification and includes hands-on assistance through deployment to ensure a successful analytics effort. The service is concluded with a 30-day post-deployment assessment to course correct the analytics effort based on the existing dataset and reassessment of project goals.

"No business effort can survive on intuition. Information is the fuel of project success," says Jacques Soumeillan, Executive President of Intuiface. *"Our services are designed to leverage the best of interactivity and remove the barriers between Intuiface's clients and data-based insight."*

Intuiface's two analytics services are now available. Information requests and scheduling inquiries should be directed to analytics@intuiface.com.

About Intuiface

Intuiface is the market's only no-code platform dedicated to the creation, integration, deployment, and analysis of interactive digital experiences for physical spaces. Over 1,600 companies across 70+ countries are connecting people to place using interactive options such as touch, RFID/NFC, computer vision, Web APIs, Internet of Things, and much more. It is an ISO 27001 Certified platform that can be used by any industry – including retail, hospitality, real estate, tourism, education – and for any intent – from digital signs to self-service kiosks and assisted selling.