



Building a Business Case for Digital Signage








UNDERWRITTEN BY  TOUCHSOURCE

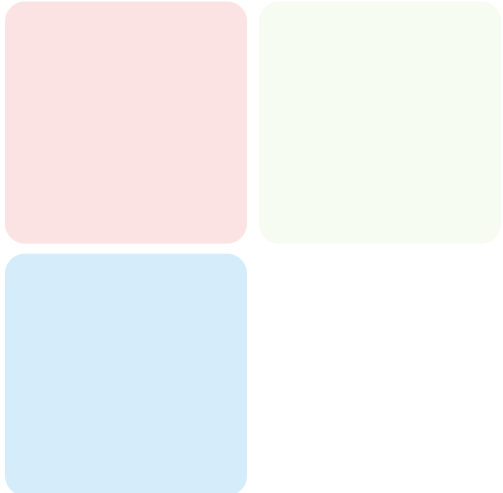
START





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The Evolution of Digital Signage

From the pandemic to more recent inflation and economic turbulence, more buildings are competing for tenants, trying to create a community vibe with fresh information without the cost and upkeep of old school paper posters and printed materials. The costs of digital displays have never been more affordable. Combined with new cloud-based platforms that empower users to update displays remotely and in real-time, digital signage is having its moment in commercial real estate.

This report gives you everything you need to build a business case for digital signage with real ROI examples that showcase how it can enhance the building experience and add to the building's bottom line, benefiting both the management team and occupants alike.

Digital signage offers a dynamic and engaging way to convey building information, directions, news, announcements and curated advertising. With it, buildings can realize a centralized solution for managing content across multiple locations, maximizing both communication efficiency and impact.

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Letter from the Underwriter



In today's evolving work culture, office spaces need to be more appealing and engaging, offer a strong justification for commuting and promote collaboration and community. Consequently, owners and property managers are tasked with potentially expensive renovations, while investors search for solid Net Operating Income (NOI) and new revenue streams.

Incorporation of smart digital signage aids in fostering a better return to work environment by reshaping workplaces, enhancing wayfinding, and increasing flexibility. This report outlines the many advantages of implementing digital signage in commercial environments. By converging building information, artistic elements, and media, digital signage has the potential to revolutionize commercial spaces.

TouchSource specializes in providing solutions for creating interactive smart spaces. We offer digital displays and directory services that enhance user experiences in diverse settings. Our signage solutions, powered by Intel® technology, are designed to be future-ready, easy to install, and simple to maintain. With more than 11,000 happy customers, the quality and efficiency of our solutions are proven.

At TouchSource, we're proud to partner with landlords and property managers across the country, bringing our turnkey digital signage solutions powered by Intel® processors to those at the forefront of the commercial real estate industry. To deliver on the transformative promise of IoT, Intel® and its ecosystem of partners including TouchSource offer scalable, end-to-end solutions that provide solid results today and lay the foundation for an intelligent tomorrow.



For more information about TouchSource and its digital signage solutions, visit www.touchsource.com

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The Potential for Digital Signage in Buildings

Digital signage supported by an easy-to-use content management system can bring design quality and a tech-first feel to office buildings. From small format signs outside of conference rooms listing the day's schedule to video walls designated for entertainment, these displays can be used throughout common areas to help people discover, navigate and enjoy the property.

Potential Purposes



Orientation

Help people discover what they can do within a space or nearby community



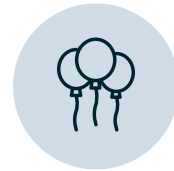
Information

Empower tenants to easily discover what's happening in the building



Navigation

Let them figure out where they need to go and how to get there fast



Destination

Excite and delight them, make them want to spend more time there

Potential Placement

- ✓ Building lobbies
- ✓ Conference centers
- ✓ Event spaces
- ✓ Flex offices
- ✓ Garage entrances
- ✓ Auxiliary entrances
- ✓ Upper elevator lobbies
- ✓ Outdoor spaces
- ✓ Retail corridors

THE POTENTIAL FOR DIGITAL SIGNAGE IN BUILDINGS

Orientation

Digital signage in high traffic entrances and throughways lets people understand where they are, what's happening in the building that day and what services and amenities are available.

Functionality



Directory



Building Notices



Event Signage



Area Amenities



LEED Rating Information



Building Information



Transit Schedules



Conference Room Schedules



Self Check-in



Visitor Notification

Placement

- ✓ Building Lobby
- ✓ Elevator Lobby
- ✓ Flex Space
- ✓ Event Space

THE POTENTIAL FOR DIGITAL SIGNAGE IN BUILDINGS

Information

Tenant employees who experience the building regularly should be able to easily find out what's happening on site, from food truck schedules and tenant programming to important building notices.

Functionality



Event
Programming



Health and
Wellness



Amenity
Schedules



Tenant retail
promotions



Building
Notices

Placement

- ✓ Building Lobby
- ✓ Elevator Lobby
- ✓ Elevators
- ✓ Amenity Floors

THE POTENTIAL FOR DIGITAL SIGNAGE IN BUILDINGS

Navigation

Navigating corporate campuses, sprawling office parks and large urban offices can be a daunting task. But with the help of digital displays, visitors can feel at ease and effortlessly find their desired destination.

Functionality



Wayfinding



Virtual
Communication



Area
Amenities



Mobile
Directory



Transit
Information



Building and
Campus Maps



Directories

Placement

- ✓ **Building Lobby**
- ✓ **Outdoor Entryways**
- ✓ **Campus Quads**
- ✓ **Conference Centers**
- ✓ **Atriums**

THE POTENTIAL FOR DIGITAL SIGNAGE IN BUILDINGS

Destination

The most powerful use case for digital signage is the impact it can have on the overall atmosphere of a space, from making a space feel more modern to infusing art and entertainment.

Functionality



Digital Art



Retail and community ads



Social Media Feeds



Building Services



News, Stocks and Weather



Conference Room Availability



Infotainment

Placement

- ✓ Lobbies
- ✓ Lounges
- ✓ Amenity Floors
- ✓ Outdoor Spaces
- ✓ Collaboration and Event Zones

4 The ROI of Digital Signage



Digital displays save time and money for building management teams

Traditional signage is expensive and harsh on the environment. Rather than spending time designing, printing and hanging posters, message boards and banners, digital signage gives building owners and property managers a lower cost, more efficient way to display information, add visual interest and delight tenants.

Digital signage delivers measurable ROI



Shrink printing and material costs



Lower labor costs



Gain efficiency



THE ROI OF DIGITAL SIGNAGE

Shrink Printing and Design Budgets

With the pressure on property teams to increase building profitability, every dollar truly counts in terms of improving NOI. The cost of designing and printing traditional posters, message stands, flyers and notices can add up to five or six figures for a typical office building that hosts regular events.

Design and Printing Material Cost

Cost for printing signage for one building event, announcement, or notice

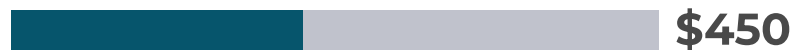
Graphic designer: Design posters, letter-size flyers and sandwich boards for tenant event. \$150 an hour



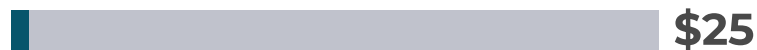
Printing cost for five posters @ \$95 each



Printing cost three sandwich boards @ \$150 each



Printing cost for 50 flyers



Total Cost



Total design and printing cost for one notice, announcement or event

If a building is hosting one major event per month, the total traditional signage cost amounts to:

\$18,600
per year

THE ROI OF DIGITAL SIGNAGE

Low Cost, Low Effort Listings Upkeep

With so much available leasing space and the continuous influx of tenants either moving into a building or relocating to other suites, buildings undergo changes frequently. That means weekly or monthly updates to the tenant directory and signage on individual floors.

With traditional signage, every change cuts into a building's net operating income. In comparison, these changes with digital displays are zero cost and have no lead-time.

Traditional signage vs. Digital displays

The cost to order and print a traditional, non-digital slat can run up to \$750 per tenant change vs \$0 to login and update it.



in directory signage changes for each new tenant

VS



for each new tenant signage with digital displays

THE ROI OF DIGITAL SIGNAGE

Time and Productivity Lost with Paper Signage

Every time signage or brochures have to be reprinted and distributed, it takes a cut out of a building's bottom line. Every event announcement or building notice takes time away from the property management and facility teams whose time is better spent engaging with tenants directly.

The Task

Create, print and distribute signage and flyers for a building notice, announcement or event

The Building

A Class-A, 30-floor office building

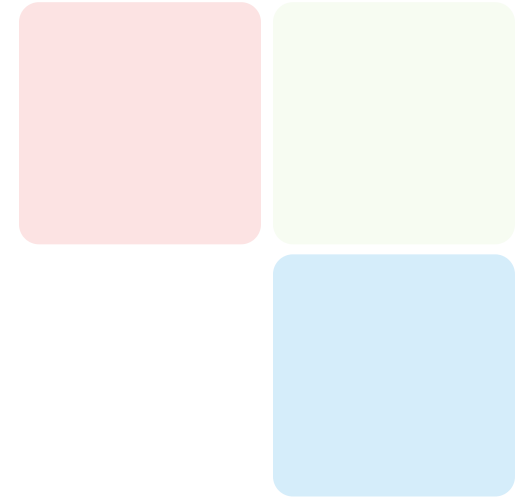


THE ROI OF DIGITAL SIGNAGE

Time and Productivity Lost with Paper Signage

That same task with digital signage would take less than 30 minutes to do

Digital signage managed through a central content management system enables a property team to update all signage in the building with a few clicks of a button.



Managing signage for 12 tenant changes and/or announcements per year with digital displays vs. traditional paper based signage would save a property management team:



114 Hours
per year labor



\$4,417
per year labor

THE ROI OF DIGITAL SIGNAGE

Elevating the Property Team

In addition to reducing the administrative burden on the property team, digital signage can also help the property team spend more time on higher value activities. In many office buildings, 100-500 visitors a day may be walking through the lobby doors, needing help to sign-in, get their credentials and find their way.

Instead, the property team could use that time to engage tenants, activate amenities or initiate capital projects and in turn, elevating their role in the eyes of building ownership.

Example

Consider an office building with an average of 150 daily visitors. If 25% of these visitors require a brief 1.5-minute interaction with a building team member, this amounts to over 243 hours or roughly 10 days of annual time dedicated to visitor assistance.



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A Better Building Experience



In today's highly competitive real estate landscape, where landlords and property managers strive to set themselves apart from the crowd, the utilization of digital signage proves to be an effective strategy for crafting captivating and purposeful environments within office buildings.

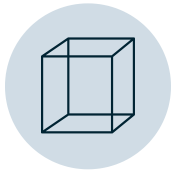
By leveraging the power of this innovative technology, landlords and property managers can establish visually striking spaces that not only catch the attention of potential tenants but also offer practical functionality, enabling their properties to rise above the fierce competition prevalent in saturated markets.

Digital signage in corporate environments can increase engagement by up to 59%, according to data from Intel®.

A BETTER BUILDING EXPERIENCE

The New Role of Digital Signage in Office Buildings

Overall, digital signage can enhance the tenant experience by providing relevant and timely information, promoting engagement, and creating a more engaging and dynamic environment.



Reimagine Space

With landlords embracing flex spaces and amenity areas to rejuvenate buildings, digital signage enhances workplace intuitiveness. It streamlines wayfinding, branding, and visitor registration, making buildings more efficient and inviting.



Showcase Amenities and Programming

Property management teams are investing in events that attract people back to the office. Digital displays help create communal experiences that encourage people to work, gather and socialize.



Build Community

Highlight tenant achievements, welcome new companies, and showcase the building's uniqueness through public digital displays. This exceeds typical office expectations and greatly contributes to fostering a sense of community.



Introduce Public Art

Lobby design shouldn't be boring. Digital displays give building teams the ability to add and change art in the public spaces of the building with the touch of a button.

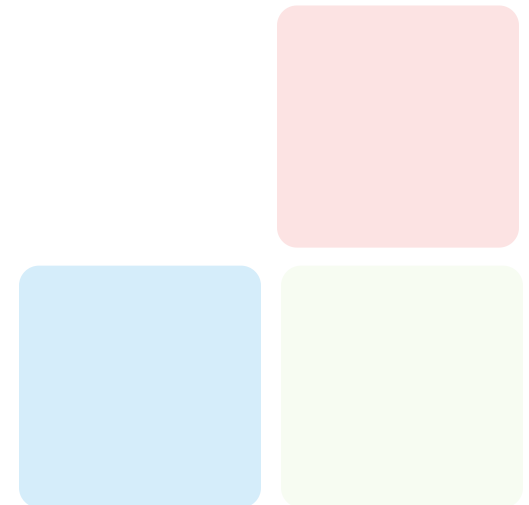
A BETTER BUILDING EXPERIENCE

Using Digital Signage to Create a Sense of Place and Community

Digital signage is a lower cost, effective way to build a sense of community and belonging among tenants.

Beyond just adding visual interest to communal spaces, digital displays can help property management teams:

- ✓ **Welcome new tenants**
- ✓ **Promote pop-up stores and co-working spaces**
- ✓ **Celebrate tenant accomplishments**
- ✓ **Showcase sustainability initiatives**
- ✓ **Highlight local community events**
- ✓ **Post local transit schedules and ride share**



A BETTER BUILDING EXPERIENCE

A Greener Alternative

The environmental cost of paper and printing adds up quickly in a commercial setting, particularly those with dozens of spots dedicated to signage.

To support eco-friendly initiatives and attract tenants, digital signage offers a sustainable alternative to reducing paper signage while enabling visitors to learn about a building's green initiatives through interactive directories.

Digital signage supports eco-initiatives and attracts tenants



Printer cartridge ink costs more than commodities like silver and gasoline.



US offices use 12.1 trillion sheets of paper every year.



For each ton of paper, 17 trees are lost, 6,868 gallons of water are used, and 582 pounds of air pollution are released.



A BETTER BUILDING EXPERIENCE

Ensuring that New Amenities Improve Tenant Experience

Most office buildings and corporate campuses are banking on new amenities to entice people back to the office regularly. From new food and beverage options to new collaboration floors and meeting centers, these five and six figure investments also come with an inherent risk.

Will anyone actually use them enough to justify the cost?

Too often, building amenities go underutilized simply because people don't know they exist. This is an even tougher problem to solve when not everyone is in the office every day.

Digital signage can help tenants discover what new building amenities and activities are available and how to navigate to them in the building. In addition, interactive signage empowers people to sign up for programming in these spaces or even place retail, food or beverage orders.



A BETTER BUILDING EXPERIENCE

Discover a New Revenue Stream

With more pressure on buildings to diversify their revenue models, digital signage can become a welcomed new income source thanks to hyper local advertising.

Service providers, neighborhood restaurants and local retailers are turning to grassroots advertising to re-engage their audience, many of whom may be new to the building and neighborhood.

Digital displays let companies reach the people they know will be in the area regularly and entice them with QR code discounts and scannable offers.



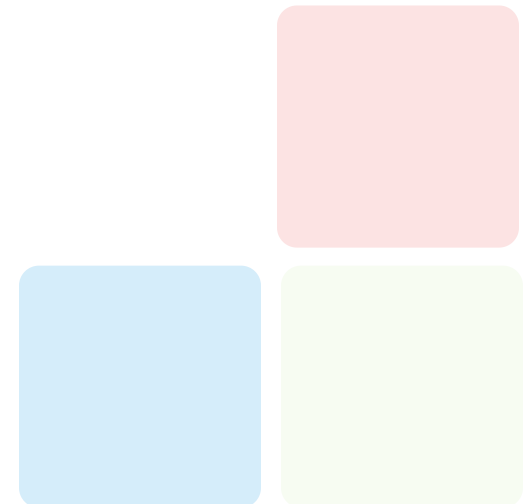
Service Providers



Neighborhood
Restaurants



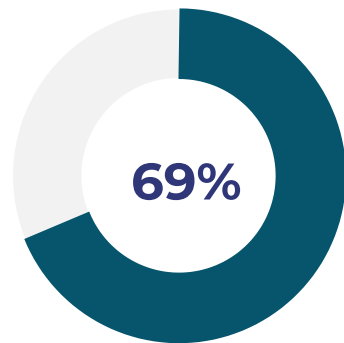
Local Retailers



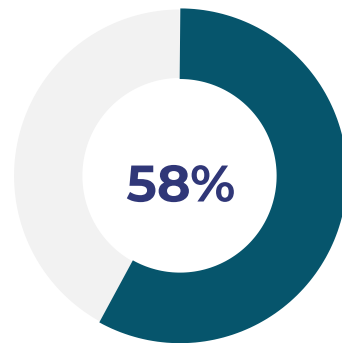
A BETTER BUILDING EXPERIENCE

Advertising Revenue Helps Diversify a Building's Financial Model

The effectiveness of digital display advertising combined with its increasing popularity can provide a welcomed, untraditional way to diversify how an office building generates revenue.



69% of building managers expect to diversify their revenue streams beyond traditional leasing. (JLL)



58% of managers are exploring technology-based solutions, such as digital signage advertising, to generate additional revenue. (JLL)

The global digital signage market size is projected to reach \$27.8 billion per year by 2026
(MarketsandMarkets)

\$27.8 billion
per year

6

Buying Considerations for Digital Signage



Delivering these enhanced experiences and cost savings requires landlords and property managers to look beyond the hardware.

How content is uploaded and managed is on the backend is truly what will allow building teams to become more efficient, while also improving experiences across the board for each user type.

Digital signage means better experiences for:

External



Office Tenants



Visitors and Guests



Onsite Retailers

Internal



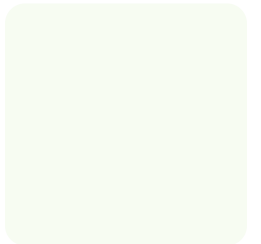
Leasing Teams



Building Employees



Service Providers



BUYING CONSIDERATIONS FOR DIGITAL SIGNAGE

The Software Behind the Signage

The software powering these displays will ultimately determine whether or not a property team can gain the efficiency and enhanced experience that digital displays promise.

Rather than going to each display and updating the directories, art and information they showcase, building management should be empowered to manage displays from a single app. Important features to look for include:

- ✓ **Content scheduling to automatically update display information**
- ✓ **The ability to override displays with emergency messaging**
- ✓ **Customization of interactive experiences i.e. visitor check-in, surveys, etc.**
- ✓ **Included upgrades, bringing new capabilities to signage**
- ✓ **Bulk display updates, simultaneously changing content across multiple displays in your building with one click**

The right software will also allow you to add displays without a lengthy setup time, incorporating them into the display ecosystem that already exists.



A BETTER BUILDING EXPERIENCE

Determining Which Types of Displays Work Where

From video walls that scale 20 feet high to iPad size touchscreen displays that let people self-check in, the variety of digital displays available today empowers building managers to curate a custom experience for tenants and guests throughout the building.

They can be static or interactive, small or large, wall mounted or freestanding – depending on what features that display will give occupants.

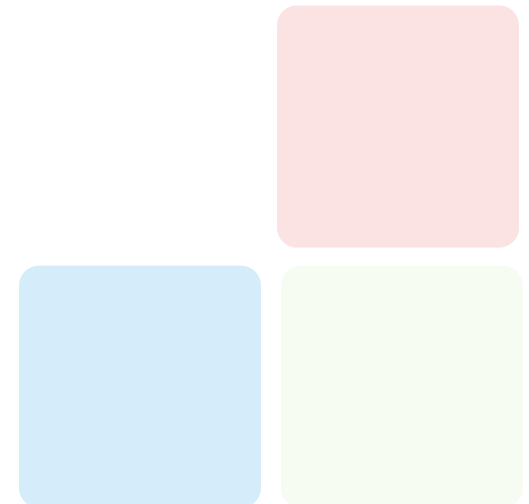
Two Considerations for Digital Displays

Confirm the purpose

What do you want tenants and visitors to gain from having this display? Should it be static or interactive?

Determine the placement

Where should the display be placed? Will it be wall mounted or freestanding?



A BETTER BUILDING EXPERIENCE

Types of Displays

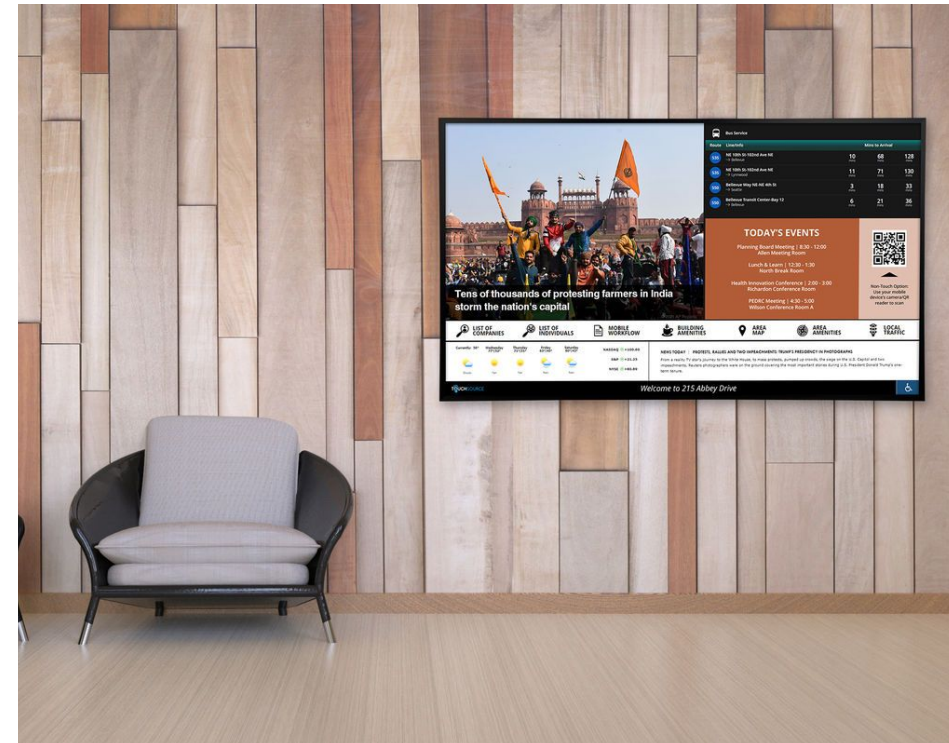
Wall Display

Most often, wall displays in high-traffic areas help greet and orient people as they enter the building and find their way to their intended destination. As more buildings seek to deliver value to their tenants, these are also used as a way to infuse the building's (or a tenant's) visual brand identity into the space.

Beyond information and branding, The rise of digital art has made wall displays the perfect home for a building's evolving art collection.

Use Cases

Office building directories, digital experiences on video walls, government city services.



A BETTER BUILDING EXPERIENCE

Types of Displays

Video Wall

Video walls make an even bigger impact. With multiple displays forming a custom layout, video walls can easily become the feature of any lobby, event center or amenity floor. One image or display format can be spread across the entire layout of the video wall, or individual monitors can serve unique purposes. Video and live motion graphics add drama, dimension and interest to any space.

Use Cases

Office building directories, digital experiences on video walls, government city services.



A BETTER BUILDING EXPERIENCE

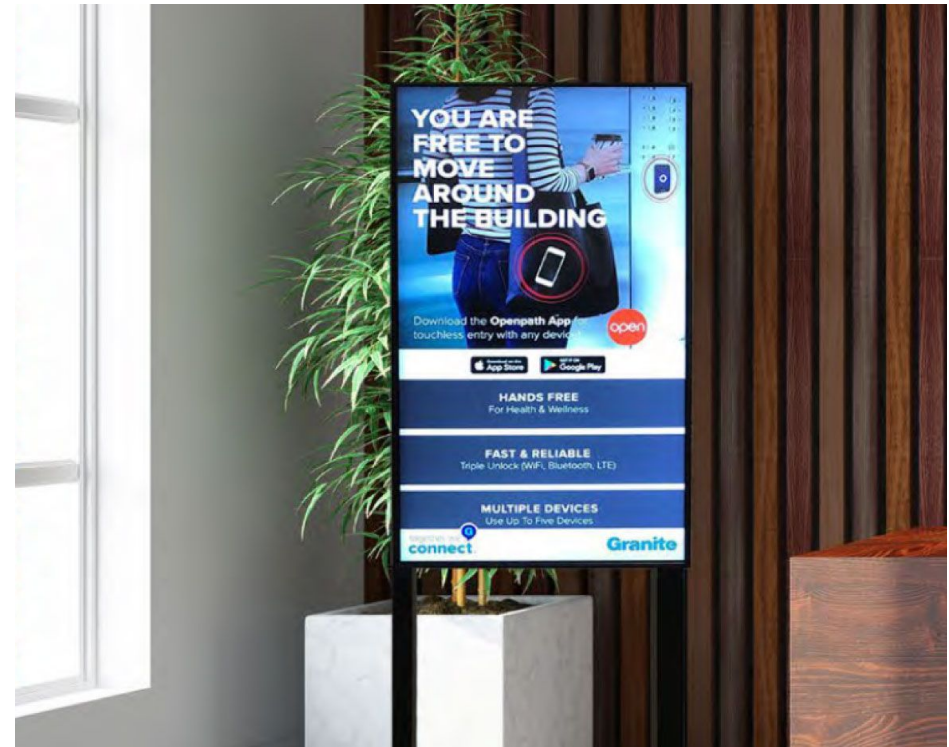
Types of Displays

Poster Stand

Freestanding poster stands let you add information displays and interactive tools depending on what's happening in the building. Perfect for building notices and event information, these displays can be added as needed, given building management greater flexibility as they experiment with new experiences for tenants and guests.

Use Cases

Event information, tenant survey announcements, promote building programs and new amenities



A BETTER BUILDING EXPERIENCE

Types of Displays

Kiosk

Whether placed inside or outdoors, kiosks help people navigate larger buildings and campuses. With the ability to interact with detailed directories and multilayer maps to figure out where they need to go and the best way to get there.

Use Cases

Retail directories, airport navigation, wayfinding, information displays, building and campus maps



A BETTER BUILDING EXPERIENCE

Types of Displays

Elevator Signage

Elevator signage engages people with informative content while making elevator rides more enjoyable and interactive. Buildings can turn passive time between floors into an active opportunity to deliver information about news, events, property amenities, dining options and curated advertising.

Use Cases

Advertising, building notices, local news/info, event promotion, branding



A BETTER BUILDING EXPERIENCE

Types of Displays

Room Signage

Conference, event and flex spaces benefit from digital displays that list when the room is booked and when it's available. These displays can be updated in real time as scheduling changes throughout the day and week. They can also showcase tailored messaging to greet tenants and visitors.

Use Cases

Room scheduling, occupancy status, show upcoming reservations



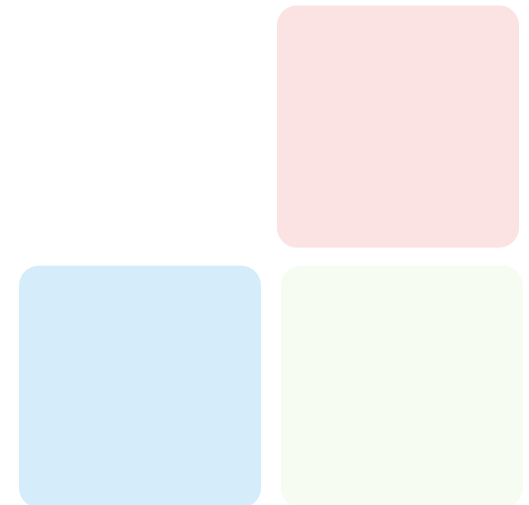
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Conclusion



As office buildings invest in creating more engaging experiences, digital signage should be considered a key strategy for improving tenant satisfaction, building modernization and operational cost savings. They have a direct and immediate impact on everyone who walks through the lobby doors while freeing up the property management team to focus on higher-value activity.

Ultimately, the success of digital signage implementation in office buildings depends on the quality of content, the strategic placement of displays, and the content management system. During the buying process, be sure to prioritize the ease of use for the property team, interactivity of these digital displays and how they can help achieve building performance and financial goals. Then the fun begins, selecting the display types, content and placement that can make your building stand out.





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