



Content Management System

Digital Notice Board Solution Software

Introduction

There are still a large number of businesses who prefer using on-premise CMS for managing content on their screens, however, it leads to overburdening of the staff members, those from IT or marketing, etc.

These resources require extreme levels of attention and hence are on the verge of becoming liabilities in the coming times. With technology rapidly growing all around us, some businesses have already learned about the importance of going online with a cloud-based CMS for their TV Screens. Want to know why?

Advantages of switching from your traditional CMS to cloud-based CMS



Accessibility & costs

These types of platforms are easy to access regardless of your current position. As long as you have a good internet connection, you are all set to go!



Enhanced Security

With an online data management system, one needs to worry the least when it comes to security. Unlike manual records, these are totally safe from theft, or even any other kind of attack.



Increased Productivity

A cloud-centric approach to CMS can also lead to increased levels of employee engagement and productivity at the same time, ensuring 100% utilization of efforts.



Technical Support

Full-time resource for your assistance (depending on the solution you have opted for) ensuring that you do not get stuck on anything in the middle of your work hours.

Here's How Switching to Cloud-based Content Management System For Your TV Screens Can Elevate Your Profits

Recent research from Forrester showed that over 75% of the respondents felt the need of improving their CMS for accelerating digital presence along with other benefits.

This is just the tip of the iceberg! Switching to a cloud-based solution for your current content management system under digital signage can do wonders! From automatic updates to high data protection, it does it all for your business. This type of clutter-free data management system gives you supreme control & an introduction to multiple attractive campaigns to begin with.

Features

Deployment Options Supported File Types

Cloud
Images, Videos, HTML, CSV, Excel, PDF

Screen Management Features

Screenshot, Reboot, Screen Status Monitoring

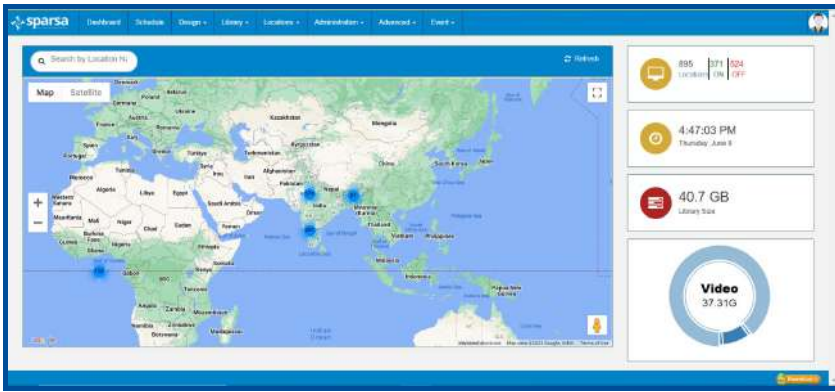
Salient Features of the Software

1. Support for Tickers
2. Auto Cleaning of obsolete Content from hardware device
3. Support for Self Expiring Messages
4. AutoScroll Support for large tabulated data
5. Support for LIVE URL Playback
6. Custom Integration of data
7. Support for Playlist Preview

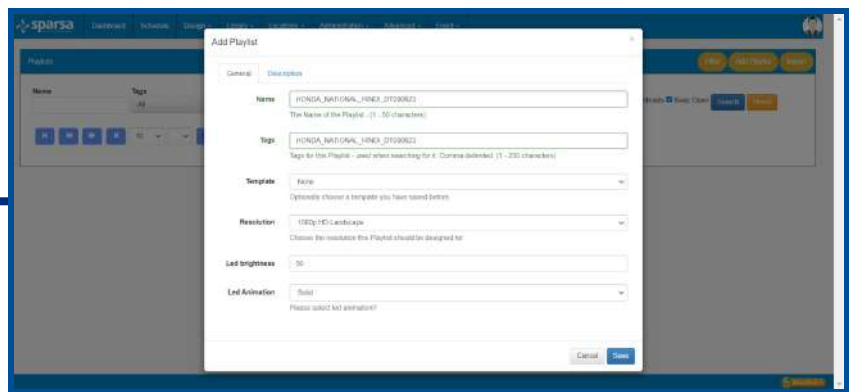
Our Dashboard

Dashboard Login

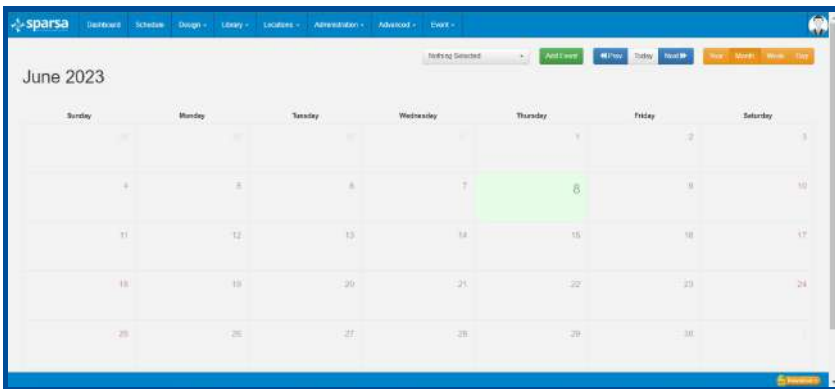




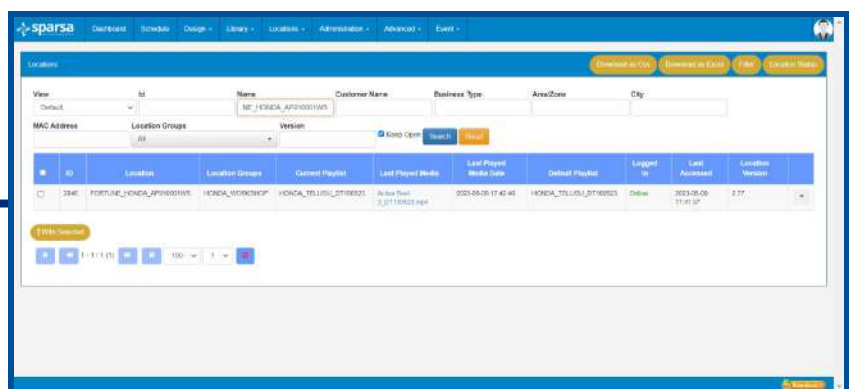
Home page



Content



Scheduling



Content Syncing

Description

S No.		Self Managed	Sparsa Managed	Description
1	Dashboard Access	Yes	Yes	For any Local/Regional/National Manager to view screens status & content scheduling
2	Automated mailers	Yes	Yes	For any Local/Regional/National Manager on daily basis
3	Content Adaptation	By Customer	By Sparsa	To change the creative sizes, formats & type best suited for each of the screens (horizontal or vertical placement / diff shapes)
4	Content Scheduling	By Customer	By Sparsa	To assign media to playlist for single store, group of stores or entire region
5	Content Sync Monitoring	By Customer	By Sparsa	To check content sync status on daily basis
6	Key Support Executive / First POC for user	By Customer	By Sparsa	To receive calls/ emails from individual locations & do basic technical support
7	Desk Support (for issues raised by the POC)	By Sparsa	By Sparsa	To attend the issues raised by central POC, i.e. the ones not resolved by basic technical support
8	Proactive Calling for offline screens	By Customer	By Sparsa	To call stores that are not using the services, on daily basis
9	On Ground Support	By Customer	By Sparsa	To visit locations that have issues / not responding to support calls

CORPORATE ADDRESS

Sparsa Digital Pvt Ltd 119 A, 110, 101 & 102
DLF Star Tower, Sector 30, Gurugram,
Haryana, India -122001

WE WANT TO HEAR FROM YOU

Tel: +91-124-4115838, Mob: +91-9899019222
Email: business@sparsatv.in

MANUFACTURING UNIT

Sparsa Digital Pvt Ltd, Plot no. 272,
Udyog vihar, Ph. 6, Sector-37,
Industrial Area, Gurgaon - 122001