(intel)

Compelling Digital Signage for Retail

Dunkin' Donuts adopts NCR Vitalcast* digital signage solutions based on Intel® technologies to enhance the customer experience and improve operational efficiency

Founded in 1950, Dunkin' Donuts has become the world's leading baked goods and coffee chain, serving more than three million customers around the globe every day. To provide a more engaging customer experience and increase operational efficiency, Dunkin' Donuts is in the process of replacing traditional static menu boards with dynamic digital signage solutions from NCR. The media player engine for those signs is powered by an Intel® motherboard, Intel® processors, and Intel® Solid-State Drives (Intel® SSDs). Now restaurants can display captivating high-definition media for promoting food and drinks while streamlining the process of updating signs.

Challenges

- **Engage the customer.** Help drive sales and influence guest purchasing decisions by using compelling, high-definition media to call attention to particular products, display important product information, and present limited-time offers without cluttering restaurants with printed signs.
- **Streamline processes.** Reduce the time, costs, and complexity of updating static menu boards.
- **Accommodate variety, increase consistency.** Provide menu content tailored to the offerings available in each restaurant while ensuring that products common to all restaurants are displayed consistently from one to the next.

Solution

- **NCR Vitalcast* Digital Signage with Intel® technologies.** The company selected an NCR Vitalcast digital signage solution whose media player uses an Intel® DQ77KB motherboard, Intel processor, and Intel SSD.

Technology Results

- **Performance for today's and tomorrow's media.** The Intel processors can easily handle processing for today's high-definition media and provide the headroom for handling more processor-intensive media in the future.
- **Reliable operation.** Intel processors and Intel SSDs help provide a reliable, highly available platform for delivering content to customers.

Business Value

- **Greater agility, fewer resources.** The company can deliver new marketing and menu content quickly and easily.
- **Tailored content, consistent messaging.** With digital signage, Dunkin' Donuts can cater to the unique requirements of each location while helping to ensure consistent signage from one restaurant to the next.
- **Improved customer experience.** Digital signage is helping to create an engaging customer experience, with the potential to influence purchasing decisions as customers respond to appetizing images, special offers, and more.

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>
> *– Jason Stuehmer,*
> *IT Product Manager,*
> *Dunkin' Brands*

"We are constantly looking for ways to improve the efficiency of operations and enhance the guest experience," says Jason Stuehmer, IT product manager at Dunkin' Brands. "From new point-of-sale (POS) systems to smartphone apps that enable customers to make mobile payments, we adopt new technology solutions whenever they can improve service and support business goals."

As part of its ongoing technology initiatives, the company saw an opportunity to replace static menu boards with dynamic digital signage in its Dunkin' Donuts restaurants. "Traditional menu boards can require a lot of time and resources to manage," says Stuehmer. "Our marketing team generates new content about products and offers every month. With traditional menu boards, that content is printed on magnets that must be attached to the boards. Producing all of the required magnets, shipping them to the restaurants, and having personnel post the information at the right time involves a high level of logistical complexity. We wanted a way

Intel® technologies provide the robust, reliable foundation for an in-store media solution

to streamline that process and provide a more dynamic way to update information."

Balancing the need for consistent messaging with the unique requirements of each restaurant was also difficult. "Not all restaurants sell all of the same products, so we have to tailor menu content," says Stuehmer. "Of course, when they do have products and offers in common, we want to be sure that there is consistency in how information is presented from one restaurant to the next. Accomplishing these goals with static boards is difficult."

Beyond improving efficiency, the company wanted signs that could enhance the customer experience. "We want to present enticing, compelling media that will highlight new products, remind customers of existing products, introduce limited-time offers, and more," says Stuehmer. "The goals were to provide that compelling media reliably and without all of the clutter that might result from using physical signs."

Selecting an NCR Solution Based on Intel Technologies

After evaluating a number of digital signage solutions, Stuehmer's team selected NCR Vitalcast digital signage, which includes digital screens plus a media player. The media player runs NCR Vitalcast content management software on the Microsoft POSReady* 7 operating system. "The NCR Vitalcast solution offered the best combination of functionality, performance, reliability, and ongoing support," says Stuehmer.

The media player uses an Intel processor, an Intel motherboard, and an Intel SSD to deliver high-definition media to the screens. "We need hardware components that are robust and reliable, and can stand up to the demands of a restaurant environment," says Stuehmer. "We selected a media player based on components from Intel because we knew they would live up to the high standards of the Intel brand."

The Intel processors help the company maximize the system's longevity. "We wanted a media player that could last five years," says Stuehmer. "Over that time, the types of media that we

play might change dramatically—for example, we might require different, more processor-intensive video decoding in the future. The Intel processors can easily provide the performance we need for today's media, plus they give us the headroom we'll need to support new media types in the future."

The Intel SSDs contribute to that strong media performance while also helping to reduce downtime. "If a problem arises, a restaurant manager might need to reboot the media player," says Stuehmer. "The Intel SSDs let us reboot systems and start accessing media again much faster than if we were using traditional drives."

Enhancing the Customer Experience

The digital menu boards have been very well received by franchisees. After demonstrating the new digital boards to franchise owners across the United States and presenting the business case for moving to digital signage, Stuehmer's team has seen widespread adoption. "Approximately 2,000 restaurants have deployed the solution in the last year alone," says Stuehmer. "Franchisees see how this can help improve the customer experience while improving the operational efficiency of updating the menu boards."

The digital systems have won over customers as well. "On satisfaction surveys, many of our customers have commented positively about the digital menu boards," says Stuehmer. "We are able to present enticing images, promotions, and information without an excess of printed signs."

Using a digital system helps accommodate variation among products from one location to the next while also ensuring consistency of displays across restaurants. "We can be sure that customers will see only the products that are available in the restaurant they're currently in," says Stuehmer. "At the same time, we know that customers can find what they want quickly, no matter which location they are visiting."

Improving Operational Efficiency

Using a digital system helps create a much more efficient organization. "With the digital system, we can eliminate that time- and labor-intensive process of printing, shipping, and placing magnets on a static board," says Stuehmer. "We simply push digital content to store media players from a centralized location. We can save time and money."

Lessons Learned

Aligning multiple business units was crucial to successfully implementing digital signage. "Our process for providing and updating the content for in-store menu boards affects numerous business groups," says Jason Stuehmer, IT product manager at Dunkin' Brands. "We had to make sure each group understood how the process is changing as we move to digital signage so we can consistently deliver the content that the restaurants need, when they need it."

Making pricing changes is simpler too. "By integrating the digital menu boards with the POS system, restaurant managers can seamlessly update pricing in one place and have it appear everywhere within just a few minutes," says Stuehmer. "We have eliminated the extra time and potential errors of a manual process."

Importantly, the digital process also enables greater agility. "We can introduce new promotions or make any other last-minute changes when necessary while still adhering to our marketing schedule," says Stuehmer. "Those fast changes really aren't feasible with the static menu board."

Delivering Outstanding Performance and Reliability

Equipped with Intel technologies, the media players provide the robust, reliable experience the company requires for its restaurants. "The solution is performing really well," says Stuehmer. "The Intel components deliver the processing performance we need to deliver captivating media and the reliability to minimize downtime. The solution is definitely living up to our expectations."

Looking Ahead

Beyond deploying digital menu boards in additional restaurants, the company is considering expanding the use of the systems in restaurants and investigating Intel® vPro™ technology as a way to enable remote system management. "Several restaurants have suggested integrating digital signage as part of their drive-through service. In the long term, we're also considering analyzing customer behavior to determine which digital content delivers the best retail results," says Stuehmer. "By selecting systems built on Intel technologies, we know we have a solid solution that will continue to support our business and technical goals for some time to come."

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