



## Digital Signage Solution for a Major California Bank

### Introduction

The beginnings of Teksetra's longstanding relationship with a major California bank date back to the early 2000s. For years, Teksetra provided break fix work for a bank in Omaha, Nebraska. In 2005, the bank in Nebraska was purchased by a major bank in California, but the relationship with Teksetra was maintained. At this time, Teksetra began providing a larger suite of services to the company, including work moves, adds, changes, and more.

As the partnership grew, Teksetra began performing depot repair on the company's check scanners and TPG teller printers, eventually being awarded the break fix on-site contract for MICR laser printers and HP laser printers. During a routine on-site visit, Teksetra provided a digital signage brochure that detailed the company's expertise with these types of solutions.

As it turned out, this bank was transitioning support of their existing digital signage system at that time, but had not yet made a clear decision on which system they wished to implement. Due to their long-time relationship with Teksetra, they elected to work with the full solution offering from Teksetra.

### Customer

Major California Bank

### The Challenge

A major bank in California, a long-time customer of Teksetra, sought to replace their existing digital signage with a more efficient, updated system.

### The Solution

Teksetra provided a digital signage solution called the Revel system to 116 branch locations.

### Benefits

New system provides ample opportunities for the bank to maximize their digital signage ROI

Quickly and conveniently relays relevant and timely banking information to customers

Revel Digital software is more intuitive and easier to use than previous system

### Digital Signage Solutions

- Single Kiosk
- Dual Kiosk
- 75", 65", 55", and 48" wall-mounted panels in landscape and portrait

### Partners

- Revel Digital
- Panasonic
- Peerless AV
- Key Digital

## Timeline of Digital Signage Project:

In February of 2017, Teksetra began its field testing of the Revel Digital software at two prominent locations in northern and southern California. Employees and customers alike were immediately drawn to its easy-to-use features, and by August of 2017, 24 units were transitioned and integrated into the existing solutions in banks from Arizona to Washington.

During this time, Teksetra conducted intensive site surveys for more than 70 branch locations across the western United States, working closely with the bank to determine the best locations for implementation. Through this series of site surveys, 66 locations were selected for the potential value that digital signage could provide them.

To accomplish this large-scale rollout, Teksetra coordinated with the facility managers of each location. Through careful planning and execution, duplex wall outlets were installed before the Teksetra digital signage installers arrived on site. This resulted in a significantly streamlined process with discrete installation, providing the least-disruptive process possible.

In December of 2017, all 66 locations launched their initial digital signage solution. To maintain momentum, Teksetra also began installation of kiosk and wall-mounted displays during this same month. These installations rolled out over the course of just five months, and during this time, Teksetra began simultaneous site surveys of an additional 68 locations. On top of that, the company performed new installations at both new and remodeled branches alongside the phase 1 locations. During this process, Teksetra replaced a large amount of existing equipment that had reached end of life across the many locations.

## Outcome

Today, Teksetra's digital signage solutions can be found at 116 of the bank's branch locations across the United States, with even more on the horizon. The implementation of this strategy has led to an increase in the bank's ability to maximize on ROI for digital signage. On top of that, these locations can now display their bank rates through rate boards, enabled by digital displays and Revel Digital software. To create the code for these boards, Teksetra worked closely with a team of software engineers.

Teksetra understands the intricacies of complex organizations, and the company's ability to facilitate fruitful discussions with the necessary parties helped lead to the success of this solution. Teksetra's expertise with digital signage solutions that include video walls, multi-screen solutions, adoption and integration of existing equipment also helped play a significant role in the overall result. Teksetra works closely with all levels of business, including regional branch partners, marketing, security, support teams, project managers, and more, to ensure the success of each of their projects.

## About Teksetra

Teksetra is the leading and most trusted national partner for essential business technology acquisition, service, consultation, management, repair, maintenance, support — and more. Since 1974, the company has regularly expanded its scope to support more solutions for more industries. From financial institutions, governmental agencies, healthcare organizations, educational institutions, retail franchises, hospitality services and beyond, the company engineers custom technology solutions that help enterprises succeed, grow, and serve the needs of the remote workforce. Teksetra solves technology and automation challenges by providing comprehensive IT lifecycle solutions in payment and transaction, imaging, digital signage, onsite repairs, maintenance repair center service, IT outsourcing, and project management services. It has developed long-lasting relationships with leading OEMs worldwide, including Canon, Epson, Digital Check, Panini, HP, Lexmark, Olivetti, Panasonic, Zebra, and more. By applying 45 years of technical expertise and a consultative, vendor-neutral approach, Teksetra serves thousands of customers in the U.S. The company packages hardware and services to provide complete, turnkey technology solutions.

Teksetra is headquartered in Plymouth, Minnesota.  
For more information, visit the company's website at  
[www.teksetra.com](http://www.teksetra.com) or call 888.287.4186.



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