



## 7-Eleven Digital Menu Board Transformation Foodservice & Beverages



### Project Overview / Background

Network service provider ATT appointed Creative Realities as the digital signage solution partner for a game-changing deployment across the 7-Eleven network. Our remit was to evaluate existing content management system and network so that it would be future forward and enterprise-ready for menu board / content automation at scale. This involved assessment of the existing hardware so could be optimized for continued use, as well as conversion to our CMS software platform, purpose- built to handle digital menu boards. The ultimate vision is to unleash the power of the CMS platform irrespective of hardware or device, so that menus can be localized and adapted for each Foodservice Brand and unique to each store - and delivered across the network at scale.

While solving the integration delivery based on requirements for automation - we are also tasked with rapid expansion of this digital network to build to a total of 8,400 displays across 2,000+ stores, to quickly achieve the scale required to achieve corporate sales and growth goals the business relied upon Foodservice/ Beverage to generate for ROI and overall profitability.

### Project Problems & Challenges

The biggest challenge we faced was the need to get the existing CMS network operating and automated and performing consistently to expand and rollout with confidence. This included connecting different IT networks which created major challenges for provisioning as well as maintenance. This entire process needed to be completed within a very limited timeframe: only a few short months for major development. Rolling out this immense digital signage network was going to be quite the challenge and required the coordination of a variety of stakeholders: AT&T who is the conduit to 7-Eleven as the end-user client - and Creative Realities who serves at the hub of the digital solutions

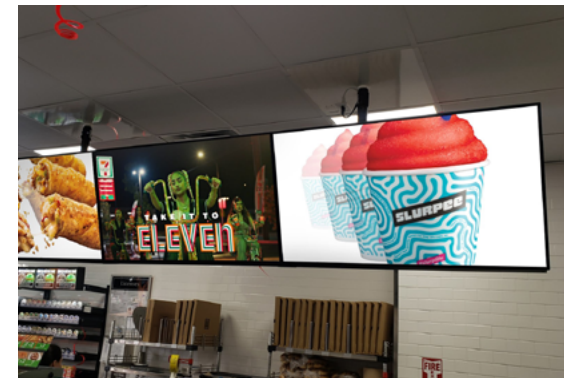
The second but equally vexing challenge was to persuade 7-Eleven to unleash the Clarity software for enterprise-level content management, automated and at scale. We did this by building an interface that would accommodate personalization of multiple brands, locations, and geographies so its scheduled and delivered at a press of a button - right down to product and price. AND, allowing the Corporate Marketing Team change that in real time should they need to do so.

## Project Solution

The project required us to make use of existing hardware in place – and as such – we recognized the need for a middle layer of software that was critical to ensuring our purpose-built CMS perform consistently across all devices and accelerate the roll out in a way that was functional and consistent. In doing so, we were able to salvage existing hardware and mitigate the need for costly replacement of screens, media players, and other devices – by using middleware that would be an intermediary between the hardware devices and the CMS software that controlled the content.

It could now utilize a variety of different SoC displays, including existing displays, without the need of any additional external devices. We tapped SignageOS as our partner to provide this middle layer as well as the comprehensive remote device management piece as support over the entire development cycle. This gave CRI the ability to remotely update and troubleshoot the displays, as well as remotely upgrade their firmware. The platform scalability meant that it could easily accommodate the network's extreme growth both during this deployment and well into the future.

This complex digital signage network included a variety of hardware, from Samsung's Tizen-powered PMF and QBR / QMR series System-on-Chip(SoC)-based displays.



## Project Outcome & Results

As a result of our acute knowledge of CMS integration, and collaboration with key partners for the overall solution architecture, signageOS provided the interface capability to use SoCs and existing media players immediately, alleviating the need to spend months or potentially years with development and shortening its go-to-market time significantly. This also eliminated the need to invest in additional hardware while simultaneously receiving a major upgrade to its device management software. Most manual troubleshooting has been eliminated, and now controlled from the cloud using device management tools, minimizing on-site tech visits and other maintenance costs. As a result, 7-Eleven has a CMS solution with 99.9% uptime that spans 2,100+ stores and 8,400+ screens across the US – though a combination of Conversion and New Store sites.

