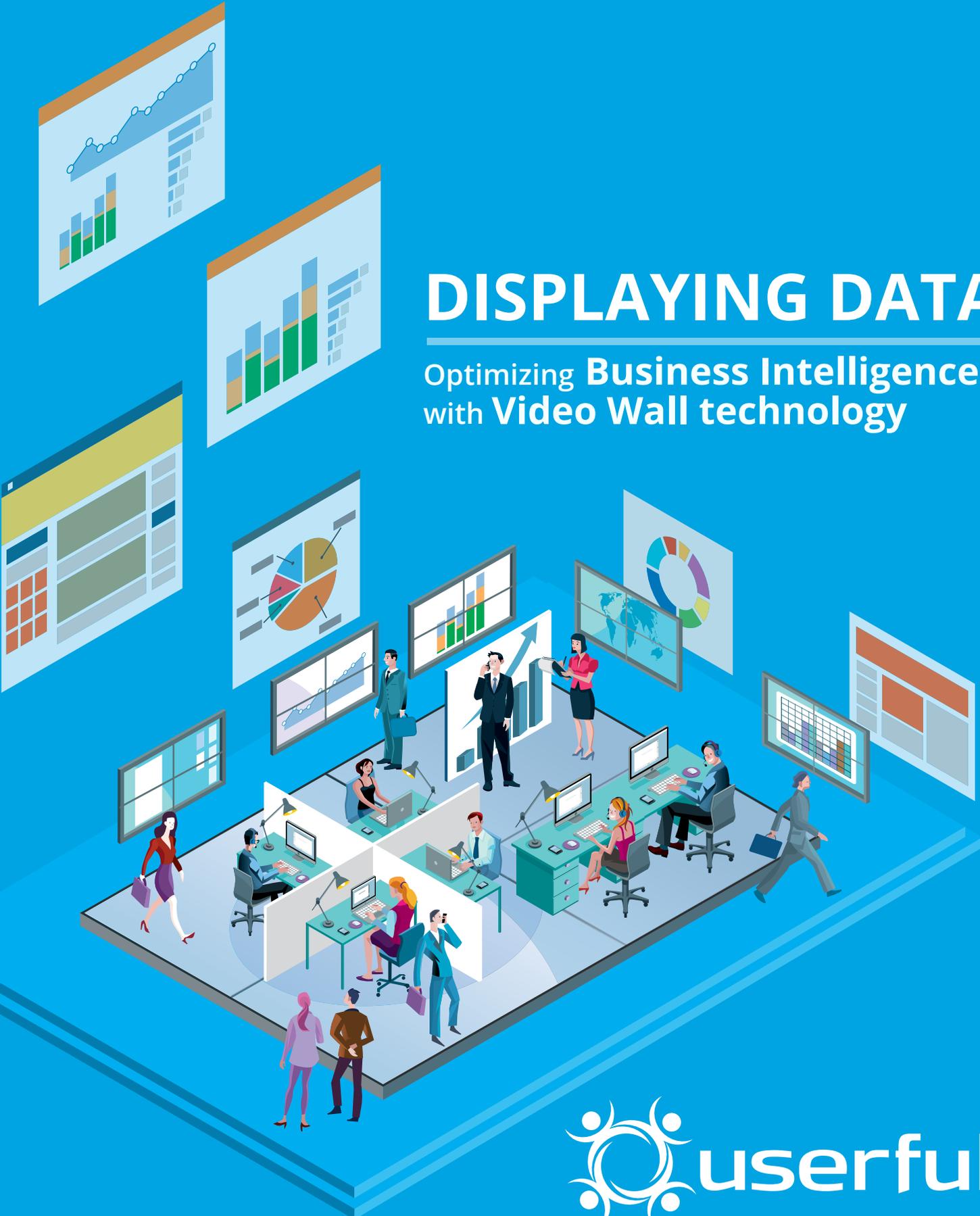


# DISPLAYING DATA

Optimizing Business Intelligence  
with Video Wall technology



Trusted by businesses worldwide





# INTRODUCTION

Corporations use various analytic tools—such as Business Intelligence (BI) software or Key Performance Index (KPI)—to render internal data to insight via instant reports, feeds or visualizations, and alerts.

However, the essence of Business Analytics is not meaningful findings, but meaningful communication of said findings—an aspect often devalued amidst technicalities of dashboards. Such convolutions cause more information overload than clarity. The costs, time, and technical constraints of BI software, often times the ROI cannot be justified. It is thus important for businesses to ensure their analytic systems are direct, flexible, and streamlined for success.

## Core objectives of Business Intelligence:

- Present actionable data to C-level executives
- Bridge findings across widespread entities
- Gain insight from otherwise opaque data
- Improve operations and profitability

This guide shares some of the most compelling **insights from our Fortune 50 clients, to optimize and synthesize business analytics;** by leveraging internal network systems and highly efficient Video Wall technology.

# Video Walls and Business Analytics

Dashboards generate analytics; not communicate them. BIs are powerful, but not self-sufficient. Simple infographics can require rigorous SQL pipelines, hurting business operations. Companies using specific data platforms (e.g: Microsoft Dynamics CRM) for specific tasks will often experience technical delays that obstruct timely communication and agile decision-making.

**The notoriety of high TCO and slow back-end of BIs has been resolved by Video Walls: simple yet powerful display solutions to mitigate lags, interdependencies, learning curves, and costs.**

With a Video Wall, you can simultaneously present slides, show dashboard windows and internal platforms—all while conducting a video conference, and more. No need for projectors, on-site IT, or switching dongles and tabs—any source, any size, any arrangement, any time.

## Popular Use Cases

- **Public Dashboards:**

- 1- Obviate technical skills required for simple front-end use
- 2- Gate-keep access privileges to secure sensitive data
- 3- Segment and standardize dashboard displays across large teams and locations

- **Parallel Systems:**

Instantly display and alter multiple software and AV inputs; concurrently and independently

- **Collaboration:**

Enlarge visualizations via multiple screens to optimize readability and teamwork





Userful is a leading video wall provider, supporting **over 1 million screens around the world**. Unlike other solutions, it uses standard off-the-shelf hardware and ethernet networking. This means the video wall solution integrates seamlessly into prior systems. The browser-managed software also offers unlimited source inputs, powerful control presets, scheduling, and API capabilities.

While Userful operates perfectly offline, it also includes a cloud management option giving organizations the option to operate the video wall through the cloud remotely. The use of a locked down OS ensures an extraordinary level of security compliance. With its browser managed system, software vulnerabilities of third-party apps are also avoided.

## Why Userful?

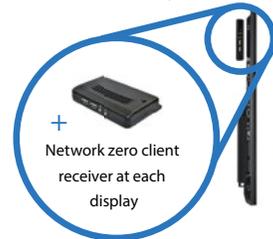
- Create a video wall of any size or layout; 1 Userful server can power up to 100 screens!
- Schedule and manage display configurations with Userful Cloud and numerous control features
- Display content from virtually any input source
- Use a singular Video Wall for multiple applications
- Embed Video Walls into pre-existent hardware and network systems; optimizing support and TCO.



**1** PC/server for up to 100+ video wall displays



+ Standard Ethernet switch



Control your video wall, invoke presets and interact with it in real time through a browser

Add virtually unlimited content inputs from just about any source.

### Local desktops



Over the network or HDMI capture (1080p or 4K)

### Video and Signage Content

8K

Up to 8k video source Cloud management and scheduling

### Multiple independent browser sessions



Run directly on the PC

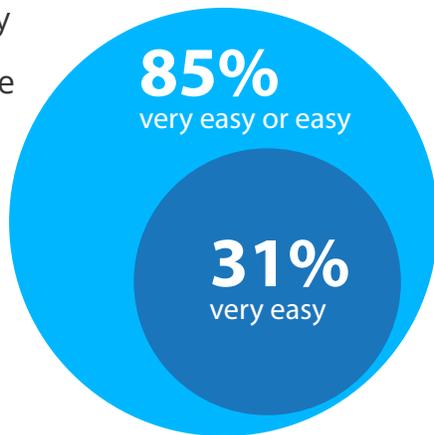
### Additional sources local or network based

Real Time Camera Feed Network Streaming Media Player and many more...

# Our 2018 Customer Survey

## Useful Is Easy-To-Use and Affordable

85% of customers say Useful is "easy" or "very easy" to manage when compared to other video wall solutions they have used.



58% of customers say Useful was half the cost or less than other video walls they considered for their project.



## Video Wall Security

Userful's architecture lends itself to security. The option to secure the controller in the network room ensures physical security. The use of a locked down security focused Operating System, reduces risk, Userful's use of a standard server and network allows each company to follow their own best practices in locking down both their network and the BOIS of the server or PC. Operation of the solution requires no apps to install and manage, the solution is 100% browser managed. Userful can be run with no internet connection and retain all functionality (except cloud management).

For more details on Userful's security, download Userful's Security White Paper<sup>1</sup> which dives deeply into Userful's security and compares Userful's approach with other solutions.

## Conclusion

Userful's powerful and cost-effective Video Wall software drives Business Intelligence across large multi-location companies. It elevates dashboards and resolves their pain points—such as back-end processing—allowing valuable information to be easily and meaningfully displayed.

1 - <https://userful.box.com/s/ilp166tqslm7m8dax1qxoprs1j6bqx0>

Want to know just how cost-effective your Video Wall could be? Get pricing instantly!

