Case Study
Digital Signage / Hospitality

Specialty's Cafe and Bakery Serves Up Targeted Communications with the WebDT Signage System

Specialty's Café and Bakery operates 30 stores in California, Washington and Illinois, focusing on service to commercial business districts during the morning and afternoon hours. The focus for Specialty's Café is the food, from fresh baked breads, cookies and pastries, plus handmade sandwiches, to homemade soups and fresh salads.

The Challenge

Specialty's Café wanted a way to quickly change their menus from breakfast to lunch, using the same space. In newer locations, they are offering expanded seating areas, and they needed a way to promote their catering services and social marketing to customers. They also required remote management of the content and timing for the screens, so that their IT teams can control what is displayed and when without having to travel to each location. As part of a new food service law, they will also be required to present nutrition information on all items, a complex task with changing menus.

WebDT SA1000 and SA3000

The Solution

Specialty's Café chose the WebDT Signage System, comprised of WebDT Signage Appliances (SA) and WebDT Content Manager software. The WebDT SA1000 is paired with 42" screens in landscape mode for digital menu boards behind service counters showing the current menu offering. The WebDT SA3000 signage appliances are paired with 42" displays mounted in portrait mode in the dining areas to engage customers with multimedia content such as video, flash, and images. The dining area content drives sales for catering, specials, and other products and services, and at the same time ingrains the Specialty's brand by inviting customers to connect on social networking sites.

The digital signs are managed with the WebDT Content Manager (WCM) software, enabling Specialty's Café and Bakery to efficiently navigate the layout design and scheduling of their menus and consumer communication. The WCM software provides an intuitive tool to the marketing department, enabling the creation of a dynamic screen layout with up to 8 zones of different content for a single screen. WCM also allows scheduling power timing, so screens can be turned on and off at specific times, and scheduled downloading to use off-peak hours for content playlist updates.

Results

With the WebDT Signage System, Specialty's Café now has the flexibility to target messages to specific times of day and quickly change menus, prices and promotions. Content can be updated using any internet browser and through the network, and can be managed in a central location and locally. Digital menu boards have maximized the space efficiency, using the same space for the breakfast menus and lunch menus, with a scheduled content change at the specified time of day. The marketing team at Specialty's Café and Bakery can now enhance the dining experience for guests while saving the time and costs associated with constantly changing menus and printing promotions.

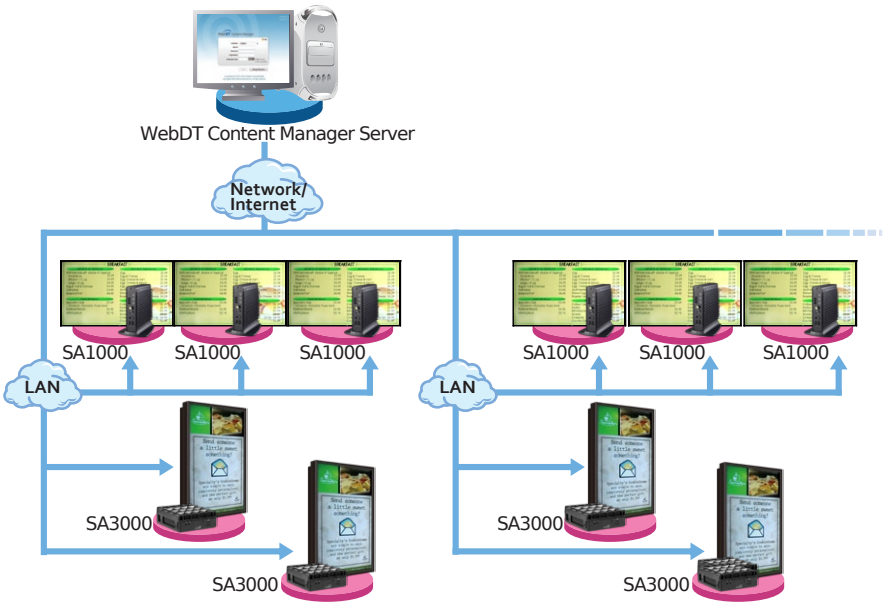
"With the WebDT signage system, we have the tools to efficiently communicate fresh messages to customers, enhancing the dining experience and Specialty's brand" commented Specialty's vice president Sean Reiter. "We are already beginning to see the value generated by these screens in the sites where we have rolled out the solution and expect this to continue as we expand and install digital signage in our stores."

Specialty's Café is also able to green their operations by cutting down on paper that might have been otherwise used for service promotions and menu information.

Guests in the dining area are now informed and entertained with details on the screens of how to connect via social networking, thereby building brand awareness and loyalty. The WebDT Signage Appliances enable energy savings as well, with low-power consumption and scheduled power usage. The WebDT Signage System is also scalable, so as Specialty's Café expands their locations and digital signage deployments, they will be able to add Edge servers to balance bandwidth demands.

For more information about WebDT Signage Appliances, visit http://signage.dtri.com

System Architecture



About DT Research

DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The WebDT family of products is based on embedded computing platforms for secure, reliable, and cost-effective computing. WebDT products include digital signage solutions, wireless tablets, point-of-service handhelds, compact modular systems, and display-integrated information systems. These systems emphasize mobility, wireless connectivity and touch displays. Powered by Windows® Embedded and Windows XP operating systems, WebDT devices offer durability and ease in integration, leading to solutions that can be remotely managed with the comprehensive WebDT Content Manager and Device Manager software. For more information, visit http://www.dtresearch.com

2000 Concourse Drive
San Jose, CA 95131 USA
Tel : 408.934.6220
Fax: 408.934.6222
www.dtresearch.com

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