



Case study

Acer Chromebox Mini CXM1 - A Versatile Digital Signage Solution for XMA



Background

XMA is a leading provider of innovative technology solutions for businesses across the UK. With offices in St Albans, Nottingham, and Livingston, XMA needed a reliable and efficient way to manage digital signage content across these locations. The company sought a solution that would streamline content updates, reduce management overhead, and enhance brand consistency.

The Challenge:

XMA faced several key challenges with its existing digital signage setup:

- **Inconsistent Digital Signage:** Maintaining up-to-date and consistent messaging across three different locations proved difficult with their previous solution.
- **Complex Management:** Traditional digital signage systems often involve complex software, requiring significant time and expertise for setup, configuration, and maintenance.
- **Limited Flexibility:** XMA needed a solution that could adapt quickly to their evolving marketing campaigns and brand messaging, allowing for dynamic content updates.





The Solution: Acer Chromebox Mini CXM1 with Chrome Enterprise Upgrade

To address these challenges, XMA chose Acer Chromebox Mini CXM1 devices with Chrome Enterprise Upgrade as the foundation of their new digital signage solution. This combination provided a number of key advantages:

- **Simplified Management:** ChromeOS and Chrome Enterprise Upgrade enabled centralised cloud-based management. This allowed XMA's IT team to easily deploy, update, and monitor devices across all three locations from a single interface.
- **Enhanced Security:** ChromeOS's built-in security features, coupled with the advanced threat protection and device management policies of Chrome Enterprise Upgrade, provided a robust and secure platform for their digital signage network.
- **Reliable Performance:** The Acer Chromebox Mini CXM1 devices delivered a consistent and reliable user experience, ensuring smooth playback of digital signage content without interruptions.
- **Cost-Effectiveness:** Acer Chromebox Mini CXM1s are affordable and energy-efficient, minimising upfront investment and ongoing operational costs. Chrome Enterprise Upgrade offered flexible licensing options to further optimise expenses.
- **Flexibility:** ChromeOS supports a wide range of digital signage software, giving XMA the freedom to choose the best applications to suit their specific needs and easily customise their content.

Implementation and Results

XMA's implementation process was straight forward and efficient:

- **Deployment:** Acer Chromebox Mini CXM1 devices were installed at each office location, connecting to existing displays.
- **Configuration:** The devices were configured with TrilbyTV, digital signage software, allowing for easy content creation, scheduling, and management.
- **Content Management:** XMA used TrilbyTV's platform to design engaging content, schedule playlists, and instantly push updates to screens across all locations.
- **Remote Management:** XMA's IT team used the remote management capabilities of Acer Chromebox Mini CXM1 to monitor device performance, troubleshoot issues, and ensure optimal uptime.

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Using TrilbyTV with Acer Chromebox has completely changed how we manage events and internal communications at XMA. Content updates are now quick and consistent across all offices, saving us time and ensuring a professional look. The solution is easy to use, secure, and has improved both internal communication and engagement.

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Carys Doran, Marketing Operations Manager, XMA



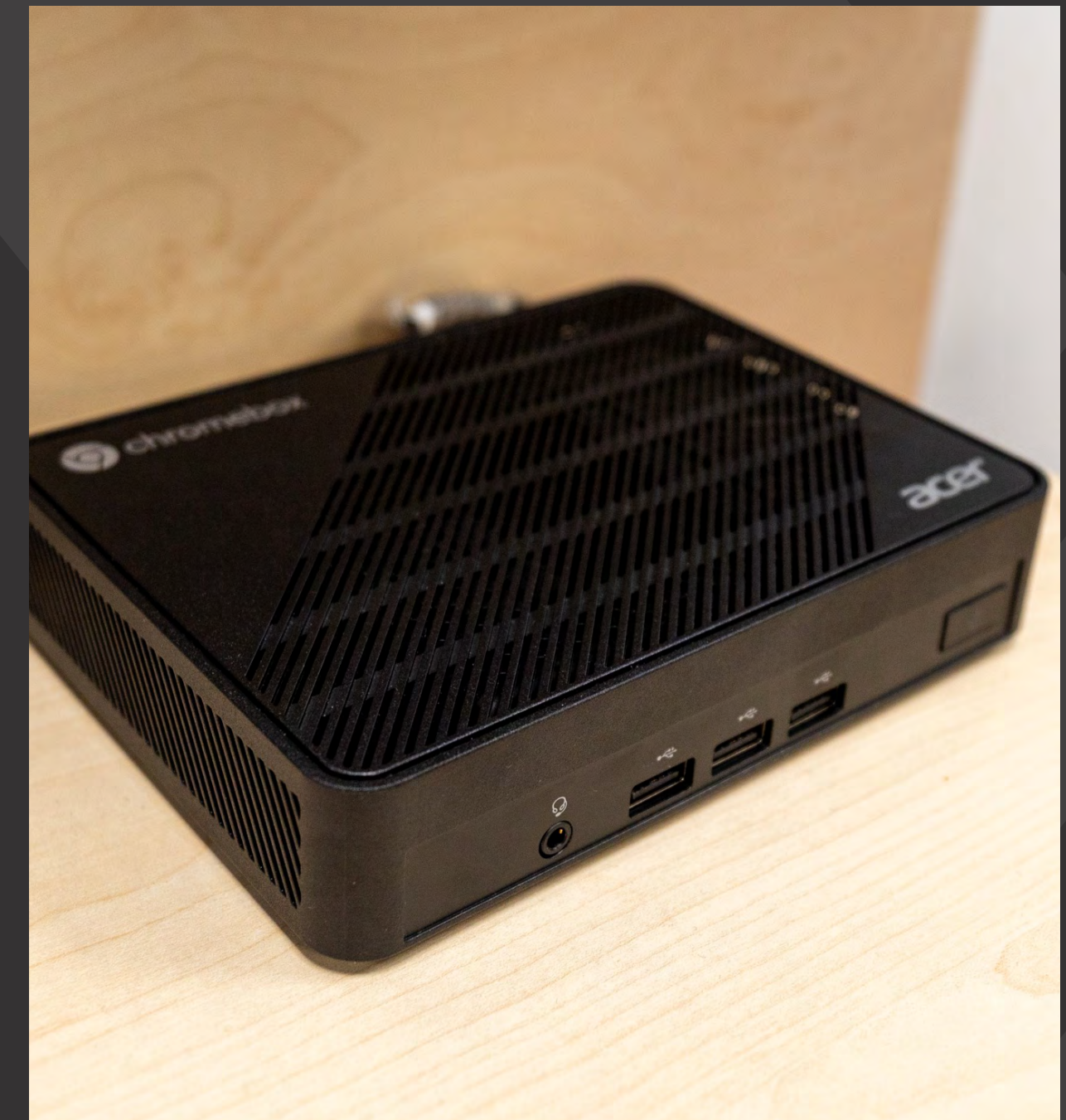
The Outcomes

The Acer Chromebox Mini CXM1 solution delivered significant benefits for XMA:

- **Improved Brand Consistency:** XMA achieved consistent brand messaging and visual identity across all its offices, reinforcing brand awareness and professionalism.
- **Enhanced Customer Experience:** Engaging and informative digital signage content improved the customer experience within XMA's offices.
- **Increased Operational Efficiency:** Centralised management streamlined content updates and significantly reduced the time and effort required to manage the digital signage network.
- **Cost Savings:** The affordability of Acer Chromebox Mini CXM1 devices and the efficiency gains from centralised management resulted in significant cost savings.
- **Enhanced Security:** Chrome Enterprise Upgrade provided peace of mind with its robust security features, safeguarding sensitive data and protecting the digital signage network from threats.

Conclusion

By implementing Acer Chromebox Mini CXM1 devices with Chrome Enterprise Upgrade, XMA successfully transformed its digital signage strategy. This case study highlights the versatility, cost-effectiveness, and efficiency of Acer Chromebox Mini CXM1 as a powerful solution for businesses looking to optimise their digital signage deployments. The solution enabled XMA to enhance brand consistency, improve customer experience, increase operational efficiency, and achieve significant cost savings.



Ready to transform your office with effective digital signage solutions?

XMA can help you design and implement a custom digital signage strategy that meets your unique needs and objectives.

Get in touch with us now to explore the possibilities!

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Why XMA?



Homegrown

We are a private, family run UK-based business.



Award-winning

We are a national award-winning IT reseller.



Public sector approved

We hold status on 25+ procurement frameworks.

[VIEW OUR FRAMEWORKS](#)



Right-sized

We can provide and tailor service solutions for any size project, while maintaining a personal experience for every customer.



Established

We have served thousands of customers over 35+ years in business.



Partner accredited

We have an unrivalled partner accreditation portfolio that means customers have access to best-in-class solutions, always.

With XMA's outcomes-focused philosophy we can make sure that every solution you implement is in alignment with your organisation's goals, and that you have the support you need at every stage of the process.

For more information about how we can **help you achieve your digital signage solutions**

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