Intel's intelligent content management system solution gives businesses the power and flexibility to deliver content to digital signs, POS solutions, kiosks and more—when and where it matters most.

Today, businesses large and small are investing in a new generation of digital touchpoints—digital signs, kiosks, POS (point-of-sale) solutions, vending machines, intelligent shelf labels and more—to engage customers, convey information and hopefully create a sale:

- A local coffee shop promotes a combo/cross sell offer at checkout. As you approach the counter, the digital sign shows an offer of muffin at half price with the purchase of a large coffee.
- A clothing retailer, looking to highlight a new line of sportswear for teenagers, programs its in-store digital signs to show marketing messages wherever they gather in the store.
- A regional bank wants to make people using its ATMs aware of a new line of financial products. It programs its ATMs and digital signs with a consistent set of messages.

Making sure the right content appears at the right time in the right places is key to the success in each of these examples. In a nutshell, that's the purpose of the Intel® Retail Client Manager—it's software designed for managing content across all kinds of consumer touchpoints.

Designed to handle virtually any content in any format—HD video, photos, animated graphics, slides and much more—Intel® RCM makes it easy to set up and manage information and marketing campaigns. Simply tell Intel® RCM what content is to be displayed, where it should appear and when it should be shown. Its intuitive interface will be familiar to anyone who has used desktop software.

Studies have found that stores that put digital signs near the checkout have seen sales increases of as much as 33 percent.1
Intel® Retail Client Manager (Intel® RCM)
Simplifying Content Delivery to Digital Touchpoints

Today’s Retail Challenges
Businesses invest in digital signs, kiosks and other touchpoints for a simple reason: they work. Reaching people with compelling, targeted messages when they are out and about and ready to buy is smart marketing.

There are more than two million digital signs in the U.S. alone. More people now watch video on digital signs than on Internet sites or Facebook, and these numbers will only grow.1 Studies have found that stores that put digital signs near the checkout have seen sales increases of as much as 33 percent.1

A small store might have one or two touchpoints or possibly a dozen. A large chain of hotels or restaurants might have thousands. In either case, the goals are the same: to simplify communication and create the compelling experiences that keep customers coming back. Intel® RCM helps achieve those goals.

The Solution: Intel® Retail Client Manager
Using Intel® RCM, any business anywhere can:

• Manage video, photos, animated graphics and much more to create eye-catching displays
• Schedule when this content will appear, in what order, on what screen and for what audience
• Publish a message at hundreds of locations, at a handful of locations (in a specific department, aisle or screen) or even a part of a screen
• Enable touchpoints to adapt in real time to changing circumstances, such as user input, variations in foot traffic, demographic patterns (for example, women shoppers in the morning, male shoppers in the evening) or the weather
• Obtain metrics (in conjunction with Intel® AIM Suite) on the audience that actually viewed the content (critical for evaluating advertising and business ROI analysis)
• Manage security and permissions to ensure that only authorized content is shown.
• Make it possible for all of this to be done by non-technical, non-IT personnel.

A Complete Solution for Managing Customer Experiences
Intel® RCM is designed to address the most important challenges in content management: organizing the content and displaying it reliably and securely in the right place, at the right time, to the right audience.

The capabilities of Intel® RCM also extend beyond content management through its integration with Intel® AIM Suite. The result is a comprehensive platform for addressing ongoing challenges in marketing and enhancing customer experiences.

Because Intel® RCM is optimized to run on Intel® platforms—which are in wide use across the key markets in retail, hospitality, education and more—businesses can be confident in the ongoing availability of a robust ecosystem of application and development support.

Remotely Manage, Secure, and Maintain the Network
Intel® Active Management Technology (Intel® AMT) integrates with Intel® RCM to provide the tools needed to keep touchpoints up, running and effective, minimizing downtime and making it possible to:

• Remotely detect, diagnose and repair problems quickly and cost-effectively, even if the operating system is down

GROWING DEMAND
There are more than two million digital signs in the U.S. alone.1
• Remotely power up or power down systems to coincide with location operating hours
• Remotely install software updates and security patches
• Manage permissions for user access

Reduce Costs
Intel® RCM helps marketers and IT departments keep costs under control by:
• Eliminating the high cost of paper, printing, transportation, and set-up costs associated with static, low-impact signs
• Minimizing costly onsite repair visits (using Intel® AMT)
• Reducing the time and resources needed to create, deploy, and manage campaigns

Gain Shopper Intelligence
Intel® RCM can be used with Intel® Audience Impression Metric Suite (Intel® AIM Suite) to anonymously gauge the effectiveness of content by measuring how much time people spend looking at displays. With its sophisticated computing algorithms, Intel® AIM Suite allows businesses to tailor content based on audience behavior and characteristics, helping to display the most appropriate message to the right person or group of people. Intel® AIM Suite provides data on a number of key metrics, including:
• The number of viewers at every touchpoint in real time
• Viewer demographics (e.g., age range and gender)
• Dwell time and average view time, including by gender, age, and time of day

Screen Zones
With Intel® RCM, it’s easy to divide a screen into one or more zones, each one with its own playlist. Once you’ve designed how you want the screen to appear, you can simply drag and drop media items onto the individual zones. Show video on one zone, advertising on another and a live weather update on a third.

Choosing Audiences
To simplify decisions about where content will appear, Intel® RCM makes it easy to categorize and filter different locations/screens in a network using metrics such as audience size, demographics or business-related data (e.g., products on sales). (This information can be gathered using Intel® AIM Suite.)

For example, this makes it possible to categorize touchpoints that are viewed by more men than women, by a younger demographic versus an older one or where a specific product or service is being offered. Campaigns can be organized that target a single screen, a group of screens (e.g., in a specific store or aisle in a store), or selected screens at a wide range of locations.
The Technologies

Intel® RCM is supported by an ecosystem of solution providers whose products run best on Intel architecture.

• Intel® Core™ vPro™ 5 processor family easily handles the demands of compute-intensive HD video and 3D graphics, and enables content coordination across multiple displays.

• Intel® AMT provides the tools to diagnose, repair and manage entire digital signage infrastructures remotely, even when the operating system is down.

• Intel® AIM Suite anonymously measures the effectiveness of digital touchpoint campaigns, allowing marketers to optimize messages.

An Intelligent Future

The number of digital touchpoints is skyrocketing worldwide and offers businesses of all kinds game-changing opportunities.

Those who can harness these innovations the quickest will reap the greatest rewards. Intel® RCM takes complexity and cost out of content management, helping businesses maximize the value of their investment in today’s customer-facing solutions.

Partner Information

For purchasing or support for Intel® Retail Client Manager, contact these partners:


For more information about the Intel® Retail Client Manager, including product information and videos, go to intel.com/rcm