Sherlock Systems Inc.
Intel® Technology Provider Program

From white box to sign box, system builder grows an amazing new line of business

Collaboration proves key to success in delivering complete digital signage solutions to customers

Sherlock Systems Inc.

"Our customers can see that we have a full-fledged partner in Intel. They give us the best support and super-fast response, and that's really important to our success."

– Dave Sallander, CEO of Sherlock Systems

The Story

Dave Sallander saw the digital signage trend on the horizon more than six years ago and realized that his white box building expertise could be relevant. He started building custom systems for digital signage software vendors in the first of many collaborative efforts that have propelled his digital signage business to success. Today, digital signage is his fastest growing line of business – a success he says is possible because he has the right partners behind him.

Partners like Intel, Ingram Micro, Four Winds Interactive, and BLR – among others. "Digital signage solutions require a lot of pieces and we're not experts in all of them; we're custom system builders. We rely heavily on our partners, on this huge collaborative effort, to deliver complete solutions to our customers," says Dave Sallander, CEO of Sherlock Systems.

A recent collaborative effort between BLR Sign Systems and Sherlock Systems is a good example of this. A long-time BLR customer became interested in using digital signage to communicate with their customers who were visiting their corporate offices, and eventually to better communicate with their employees. BLR collaborated with Sherlock Systems for hardware and Four Winds Interactive for software in a successful deployment that's now grown from the initial California headquarters deployment to include offices in Manhattan and Singapore. "The digital signage system has given this customer a dynamic tool for communicating with customers, partners and employees," says Kevin Griffin, president of BLR. "It gives multiple people within the company the ability to manage and publish virtually any type of content quickly and efficiently."

Sherlock builds custom digital signage systems to meet the specific requirements of the environment and the application. "Companies are using digital signage in a wide variety of ways, and every instance is unique. This requires a custom chassis designed for the specific usage model," Sallander explains.

But equally important is Sherlock Systems' use of off-the-shelf components such as Intel® Core™ i5 processor-based Intel motherboards to enable quick delivery of those custom systems. "Intel technologies – especially Intel® vPro™ technology – enable customers to maximize the use and effectiveness of their digital signage systems. BLR's customer depends on the security features and remote

manageability of Intel vPro technology to manage their multi-site deployment efficiently and effectively."

What's more, off-the-shelf components enable Dave and his team to pre-validate the most popular brands of digital signage content management software. This enables faster deployment of solutions and greater assurance with customers – an important ingredient in their success.

A recipe for others to follow

Dave notes that he's deploying digital signage solutions in a wide variety of settings, including automobile dealerships, retail outlets, healthcare facilities, corporate headquarters, and more. "Everywhere you look, there's an opportunity for digital signage," he says, noting that the opportunities are extensive.

Griffin agrees: "Businesses are replacing existing static communication devices such as posters and billboards, as well as creating unexpected interaction with important audiences. Digital Signage has revolutionized the way the world communicates. We've only just begun to see the potential of this transformational medium."

Both Sherlock Systems and BLR agree that it takes more than one company to deliver a digital signage solution. Sherlock's solutions are delivered in complete partnership with other digital signage experts, including ISVs, VARs, his distributor and many others - partners such as Ingram Micro, for example. "Ingram Micro created a dedicated digital signage and Pro AV business unit with trained experts and targeted solutions and services designed to help us better market, sell and deliver end-to-end solutions to our customers.

They provide boot camps for training which bring all of the industry players together to share ideas and collaborate on solutions. All of these enablement efforts tie back to Ingram Micro's 'Partner Smart' philosophy. We see it as collaboration to the ultimate."

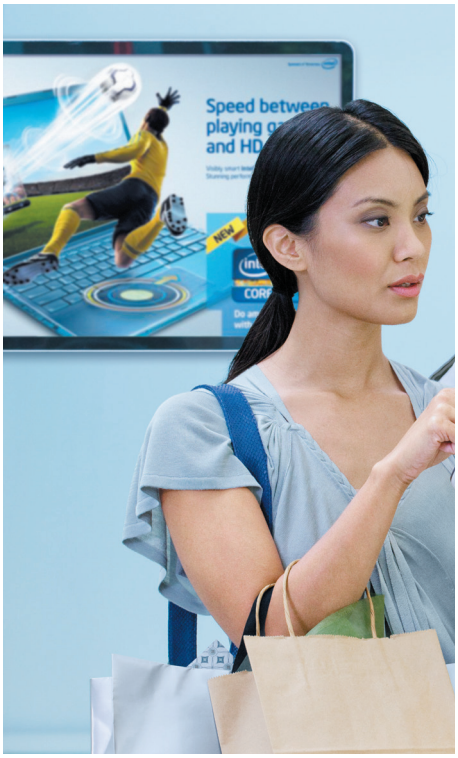
"Digital Signage has revolutionized the way the world communicates. We've only just begun to see the potential of this transformational medium."

– Kevin Griffin, President of BLR

Sherlock Systems Inc.
Intel® Technology Provider Program

"“Ingram Micro created a dedicated digital signage and Pro AV business unit with trained experts and targeted solutions and services designed to help us better market, sell and deliver end-to-end solutions to our customers.”

– Dave Sallander, CEO of Sherlock Systems



An industry comes together. In fact, representatives from BLR Sign Systems and Sherlock Systems met at one of Ingram Micro's digital signage events. That meeting was instrumental in launching the collaborative efforts that have led to many successful digital signage deployments for the two companies. Sherlock Systems says many of their digital signage partnerships were formed through the Ingram Micro program and through events and activities sponsored by the Intel® Technology Provider program.

Since Sherlock Systems delivers the hardware portion of a total digital signage solution, they need partners to complete the digital signage package. "The Ingram Micro and Intel events are incredibly important to our business. They give us the opportunity to meet face-to-face with others who are developing digital signage components so we can share ideas and put our heads together to deliver complete solutions for our customers," Dave says.

Ingredients matter. "I try to be 100% Intel technology in everything we build. Intel produces a quality product for sure, but perhaps more importantly, they stand behind it, and our customers can see that," Dave notes. "That support is invaluable to us and a big differentiator in the eyes of our customers."

"“Intel technologies – especially Intel® vPro™ technology – enable customers to maximize the use and effectiveness of their digital signage systems.”

Unleash your amazing!

Like Sherlock Systems, members of the Intel Technology Provider program get invaluable marketing and technology support that helps them succeed. Already a member? Login at www.intel.com/reseller and explore today.

- **Learn about upcoming training and events**
- **Get up to speed on Intel products, services and technologies**
- **Find out what amazing things other members are doing**
- **Access sales and marketing tools**
- **Get technical help, support and downloads**
- **Learn about special promotions – just for ITP program members**

Visit often and stay engaged.
Because you want to be amazing.

Find out more about the Intel Technology Provider Program and unleash your amazing. You'll start immediately with:

Access to Intel technology experts

Valuable technology training

Solution recipes and ideas

Discounted products

Prizes and rewards

Not yet a member? Join today.
Because you want to be amazing.

www.intel.com/reseller

SOLUTION PROVIDED BY:

Intel Technology Provider Platinum 2012

Sherlock Systems Inc.

INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH INTEL® PRODUCTS. NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN INTEL'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, INTEL ASSUMES NO LIABILITY WHATSOEVER, AND INTEL DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF INTEL PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT. UNLESS OTHERWISE AGREED IN WRITING BY INTEL, THE INTEL PRODUCTS ARE NOT DESIGNED NOR INTENDED FOR ANY APPLICATION IN WHICH THE FAILURE OF THE INTEL PRODUCT COULD CREATE A SITUATION WHERE PERSONAL INJURY OR DEATH MAY OCCUR.

Intel may make changes to specifications and product descriptions at any time, without notice. Designers must not rely on the absence or characteristics of any features or instructions marked "reserved" or "undefined." Intel reserves these for future definition and shall have no responsibility whatsoever for conflicts or incompatibilities arising from future changes to them. The information here is subject to change without notice. Do not finalize a design with this information.

The products described in this document may contain design defects or errors known as errata which may cause the product to deviate from published specifications. Current characterized errata are available on request. Contact your local Intel sales office or your distributor to obtain the latest specifications and before placing your product order. Copies of documents which have an order number and are referenced in this document, or other Intel literature, may be obtained by calling 1-800-548-4725, or by visiting Intel's Web site at www.intel.com.

Copyright © 2011 Intel Corporation. All rights reserved. Intel, the Intel logo, and Xeon are trademarks of Intel Corporation in the U.S. and other countries.

*Other names and brands may be claimed as the property of others.

Printed in USA 0312/KB/IC/PDF ♻ Please Recycle 327059-001US