It's Time to Modernize Your Kiosk & Signage Solutions

Experience the fast, secure and easy-to-manage Chrome OS platform.

Insight®

chrome OS

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Are legacy solutions holding you back?

In our digital-first world, information is immediate, operations are automated and personalization is key.

So why are many businesses relying on paper-based, manual services?

It's vital that modern organizations digitize customer and employee workflows. Gone are the days of static wayfinding and repetitive tasks. With cloud-based solutions, you'll revolutionize and enhance the business experience.

Today's industry leaders (and customers) emphasize the value of modern technology:

81% of CIOs state that redefining the customer or employee experience will become more relevant in the next five years.[1]

85% of customers expect a self-service option.[2]

Unfortunately, legacy operating systems just can't keep up. Traditional solutions are rife with ransomware and viruses, slow performance issues, costly devices, complicated stacks and reliability issues.

The good news? Chrome OS is easy to deploy, easy to manage and impressively secure. This cloud-based platform will deliver exceptional experiences for those behind the scenes and in front of the screens.

DID YOU KNOW?
There have been zero reported ransomware attacks on Chrome OS devices — ever.[3]

Say goodbye to glitches.

When it comes to kiosks and digital signage, there's no room for error. A screen freeze or failure can cost you customer satisfaction and valuable employee time. In the service industry, frequent display errors can diminish your reputation.

What's the true cost of poor customer service? More than you might think.

According to a recent study in the U.S.[4], more than half (53%) of consumers have cut spending after a single bad experience with a company. The study also found that businesses globally stand to lose $4.7 trillion in consumer spending due to poor customer experiences.

Because of this, leading brands are replacing hard-to-manage traditional operating systems with the speed and simplicity of cloud-based platforms.

It's time to leave slow, costly systems behind.

Modernize kiosk and signage solutions with Chrome OS.

Experience the benefits of a cloud-based platform.

Reduce maintenance and increase reliability.
Chrome OS downloads policies and apps straight to your devices, making deployment a breeze — especially with the help of Insight's Chrome OS experts. Once your device is up and running, automatic updates and long-term support ensure reliability and performance.

Keep systems secure and data safe.
Regular updates occur every four weeks and happen in the background (so users aren't disturbed), while built-in security keeps your most vital information protected. Chrome OS blocks executable files — which often hide ransomware and viruses — and partitions operation system files so they can't be modified by apps or extensions.

Monitor and manage it all, easily and remotely.
The cloud-based Google Admin console comes with 500+ configurable policies for remote management. You'll easily check the status of devices, receive proactive alerts and remotely reboot if errors occur. Working in a hybrid setting? No problem: You can check system health and control settings from anywhere.

Take a more sustainable route.
When you reduce IT overhead, deployment time and maintenance costs with Chrome OS devices, you'll see your energy consumption fall by up to 46%.[5] Not in the market for new devices? With Chrome OS Flex, you can add Chrome OS to your older Mac® and PC devices, extending their lifespan and reducing waste.

You read that right: Chrome OS Flex can be installed on devices you already own, and it's easily integrated with your favorite cloud-based solutions. Keep reading for more info on Chrome OS compatibility.

Chrome OS plugs right in.

The power of the cloud makes it easy to deploy new devices pre-loaded with Chrome OS or install Chrome OS Flex* on your current devices and integrate with your existing cloud-based kiosk and signage solutions.

Chrome OS is compatible with your favorite leading brands, including:

Use your favorite kiosk and digital signage solutions through the familiar, intuitive Chrome browser or Chrome Enterprise Recommended apps — all easily managed via the Google Admin console. Cloud-first solutions include:

*Chrome OS Flex currently available for early access.

Getting started is simple.

With Chrome OS, you'll be up and running in just a few steps:

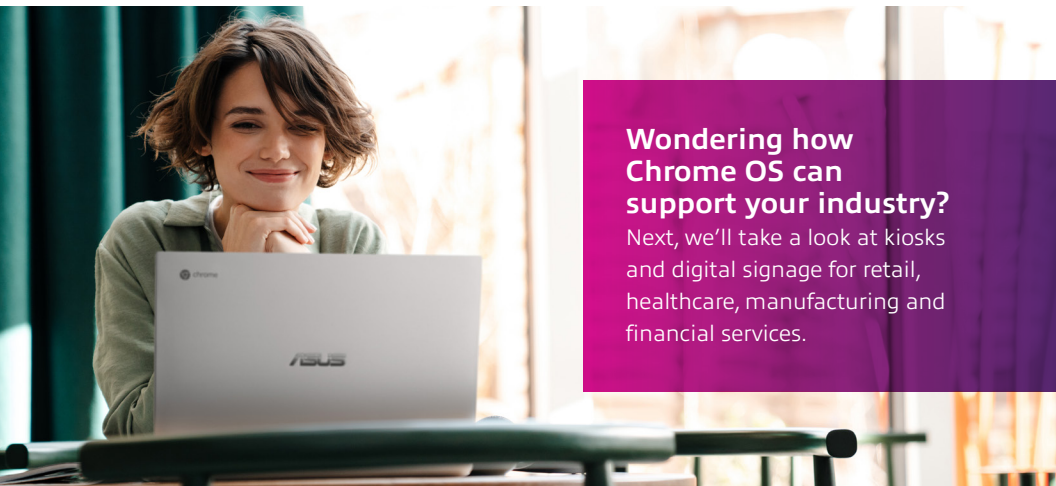| Configure policies, deploy apps and update content remotely. | Enroll device to sync policies, apps and content automatically. | Connect to display, and remotely manage and monitor. |

Our Insight Chrome OS experts will guide you at each step of the way and answer any questions you may have, including deployment assistance, ongoing support or solution compatibility.

Wondering how Chrome OS can support your industry?
Next, we'll take a look at kiosks and digital signage for retail, healthcare, manufacturing and financial services.

Industry solutions

Chrome OS has everything you need to enhance kiosks and displays.
From employee retention to content flexibility, digitized systems benefit every modern business. Over the next few pages, we'll explore signage and kiosk solutions for various industries — and the benefits of a cloud-based platform.

RETAIL

What once was a simple exchange of goods has evolved into a multifaceted shopping experience. In an age of algorithms and endless digital options, retail customers expect outstanding customer service and personalization.

- Luckily, technology is advancing alongside expectations, with kiosks and digital displays a critical aspect of customer satisfaction. Retail demos and information hubs provide key information at ease.

- With the right technology, displays can be frequently updated with current information and appealing imagery, while self-service kiosks enhance speed and customer convenience — all while reducing pressure on retail employees.

Digital signage can boost your brand awareness by almost 48% and increase purchase amounts by 30%.[6]

A reliable solution such as Chrome OS, easily deployed and integrated with leading CSM solutions, can make all the difference in retail sales and customer loyalty.

HEALTHCARE

Few industries were affected by COVID-19 quite like healthcare. Traditionally slow to adopt new technologies, the healthcare sector had to fast-track digital strategies and rapidly adjust for remote care.

Moving forward, healthcare organizations must continue their digital journeys, meeting new patient expectations and relieving overburdened staff. Chrome OS can help.

- Self-service patient kiosks provide information to patients and visitors at the touch of a button. Guests can access floor guides, operating hours, real-time updates and check-in information.

- Digital signage helps ease the effort of providing navigation and visitor information (especially in times when policies frequently change). These displays share estimated wait times and discreet patient information for families and visitors.

In the dynamic healthcare industry, a cloud-based platform is essential. Chrome OS can ensure data protection while offering trusted reliability.

MANUFACTURING

On the factory floor, consistent and up-to-date information is key.

- Effective digital displays can present real-time metrics and Key Performance Indicators (KPIs) to keep teammates aligned and productivity high.

- For manufacturing employees, these displays provide useful information on production schedules, progress reports, team goals and factory wayfinding. Kiosks allow workers to easily access attendance check-in, time reporting, equipment access and more.

Connected factories are essential to modern manufacturing, with cloud-based systems taking the industry by storm. It's critical that companies have a cloud-based platform to keep systems moving and reduce costly downtime.

FINANCIAL SERVICES

The financial services industry is constantly evolving. To keep pace with competition, you need a modern edge.

- Digital displays for banks and financial institutions communicate current promotions, educate customers, and clear the lobby of wasteful brochures and paper-based signage. These displays also keep your customers engaged and entertained during unavoidable wait times.

- Speaking of wait times, a vast majority of today's bank transactions can be handled through a self-service kiosk, with little to no assistance from bank employees. With a digital option for standard processes, you'll enhance customer satisfaction and increase loyalty.

Access via familiar Chrome apps will keep your information up-to-date and secure, bringing modern solutions to your bank lobby.

Connecting stores with Chromebook solutions

A Chrome OS success story

Kaho Musen Holdings Co. Ltd. (Kaho Musen) operates a variety of different businesses. Its most successful venture is the hardware store chain GooDay, which boasts a total of 64 stores across northern Kyushu and Yamaguchi.

Kaho Musen is currently in the spotlight for its proactive implementation of Digital Transformation (DX) in Kyushu. However, for years the company relied on desk phones and fax machines with no prospect of change, despite the inefficiency and security risks.
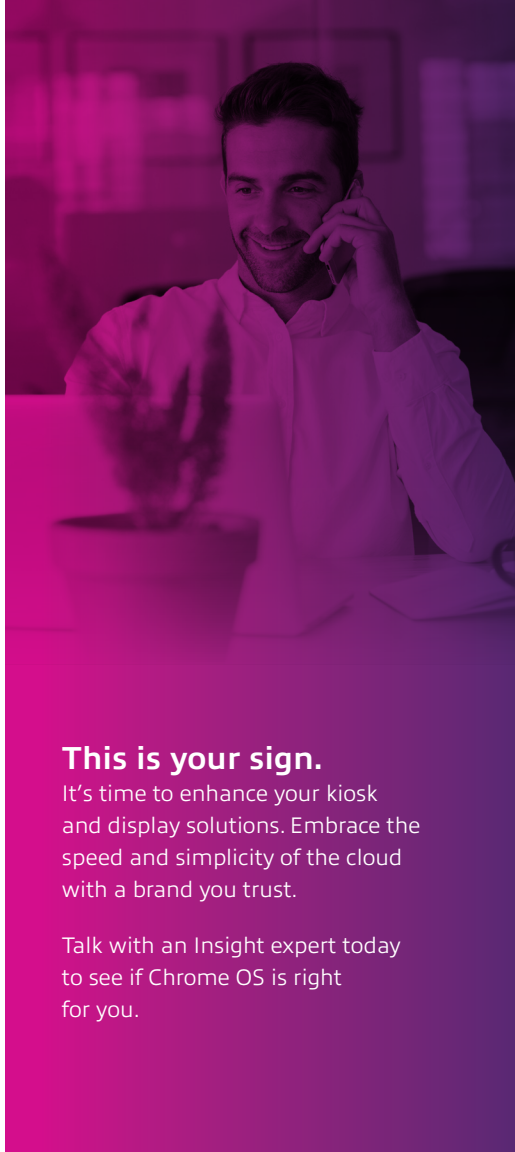
The solution? A daring digital transformation, beginning in 2015. First, the company installed Google Workspace and modernized the employee experience. "Google Workspace allowed us to consolidate everything, from creating and sharing product information and materials used in meetings to managing everyone's calendars," said Takashi Yanase, CEO.

Then, in 2020, Kaho Musen introduced Chromebooks to further promote DX and transform the way its staff worked.

"We used to have two or three computers at each store, but now each store manager and sales leader has their own personal device. If a customer asks about a particular item, we can use a Chromebook to search for it online instantly," said Mr. Yanase.

Additionally, touch-screen Chromebooks and Chromeboxes are now used in stores, improving customer experience and convenience. Chromebooks are used for the company's product retrieval system, and Chromeboxes are connected to 50-inch monitors to display digital signage and promotional videos.

"Our most important task is creating an environment where our staff can work comfortably," said Mr. Yanase. "Google Workspace and Chromebook are at the center of creating such an environment."

This is your sign.

It's time to enhance your kiosk and display solutions. Embrace the speed and simplicity of the cloud with a brand you trust.

Talk with an Insight expert today to see if Chrome OS is right for you.

About Insight

Insight Enterprises, Inc. is a Fortune 500 solutions integrator with 11,500 teammates worldwide helping organizations accelerate their digital journey to modernize their business and maximize the value of technology. We enable secure, end-to-end transformation and meet the needs of our clients through a comprehensive portfolio of solutions, far-reaching partnerships and 33+ years of broad IT expertise. Rated as a Forbes World's Best Employer and certified as a Great Place to Work, we amplify our solutions and services with global scale, local expertise and a world-class e-commerce experience, realizing the digital ambitions of our clients at every opportunity. Discover more at insight.com.

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[1] Logicalis 2021 Global CIO survey.

[2] Global State of Customer Service.

[3] Bitdefender, 2022.

[4] Qualtrics. (2021, Nov 15). Poor Customer Service Threatens $4.7 Trillion in Annual Revenue Globally as Companies Struggle to Retain Staff.

[5] Determining end user computing device Scope 2 GHG emissions with accurate use phase energy consumption measurement, 2020.

[6] Wamaitha, L. (January 2020). Looking back at digital signage trends of 2019. Digital Signage Today.