

# WHY CHOOSE ONE STEP SOLUTIONS



## What is your Why....

When you start looking into all of information on digital signage. This all can get very overwhelming. So many questions arise. The process may from a simple request to offer more video content to your consumers to a large digital roll out across your entire city, company, brand or franchise...Point is, the business owner will have a lot of questions. And they should. As Digital Signage Professionals. We are here to answer those questions.

**With DIGITAL SIGNAGE there are a lot of questions....**

**When** should I start?

**What** type of Signage should I get?

**How** do I start?

**Where** do I start

**What** should I have on my screens?

**Will** this work?

**How** much will this cost?

**How** much money will I save?

**Why** will the consumers engage?

**What** will be the ROI?

**Will** this lead to more customers?

**How** can I merge to my other advertising network?

**Who** will update my content?

**Why** should I go Digital?

**Why** should I choose One Step Solutions?

# WHY CHOOSE ONE STEP SOLUTIONS

## ONE STEP IS AN ALL-INCLUSIVE DIGITAL SIGNAGE SOLUTIONS PROVIDER

DIGITAL SIGNAGE SOLUTIONS

Covid Safe

A SMARTER WAY TO COMMUNICATE WITH YOUR CUSTOMERS

COVID SAFE TECHNOLOGY™

ONE STEP DIGITAL SIGNAGE PLATFORM

DIGITAL CONCIERGE

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Buffet and Beer only \$14.99 today

NEWS  
EVENTS  
SPORTS  
WEATHER  
DIRECTORY  
BROADCAST

←-WELCOME, PLEASE SANITIZE. TOUCH SCREEN AVAILABLE ←

ONE STEP SOLUTIONS

DIGITAL SIGNAGE | MEDIA MANAGEMENT | DIGITAL ADVERTISING

W: [www.one-stepsolutions.ca](http://www.one-stepsolutions.ca) E: [info@one-stepsolutions.ca](mailto:info@one-stepsolutions.ca) O: 778-404-5022

The One Step business platform offers a digital solution to the everyone that is in our digital signage line. From a retailer that requires only the signage solution through to a business that requires the signage and the media management in their location or across their platform. Plus, we offer a marketing and direct engagement outlet to business owners and brands that want to promote their brand/services on our digital platform. What sets One Step apart is that we can service all your signage needs as a collective or we can create an ala cart option for your business anywhere along our Digital Signage line.

***“Our firm will take a collaborative approach to finding the best digital signage solution for your business.”***

# WHY CHOOSE ONE STEP SOLUTIONS

## ONE STEP WILL PROVIDE THE RIGHT DIGITAL SIGNAGE SOLUTION FOR YOUR BUSINESS AND YOUR ADVERTISING

If you are ready to invest time and money into digital signage for your business, it's easy to feel overwhelmed. That's why it is very important to consult industry professionals with your queries to see what the best digital signage is fit for your business. One Step Solutions is an all-inclusive Digital Signage Solution provider. Unlike the early days when there were only a few options, business owners today have a nearly endless array of choices for digital signage campaigns. These choices - coupled with rapidly changing technology and market needs -- make planning a crucial part of a successful digital signage project. One Step can answer all your questions. Not just on the quality of the signage but how to best utilize that signage.

Why, How, Where, When , Who..... ***"We have the right solutions..."***



# WHY CHOOSE ONE STEP SOLUTIONS

## LET'S DISCUSS YOUR OBJECTIVES

### What Are Your Short And Long-Term Objectives?

Don't go into a digital signage rollout blind - have an objective in mind for how you'll use your technology and why you're choosing to go digital. A large display menu in a restaurant, for example, makes all options easy to read from a distance and allows staff to easily update the options. In that example, you might have chosen to go digital to make your menu more accessible to customers who have a hard time reading handwriting or need a high-contrast screen, as is often the case with an aging client base. ***"We understand your environment is unique and your digital signage solutions needs to fit the environment."***

You can't just have short term objectives when rolling out A Digital Signage Platform. How will your investment in technology benefit your business today, a year from now? Five years from now? Even ten years from now? Will I have to upgrade the software or hardware? How will I be augmenting it with other advertising or upgrade to interactive technology at some point? These are all things you need to consider when planning your digital signage project.

## WHICH DIGITAL SOLUTION SHOULD YOU GO WITH?

### Have You Done Your Market Research?

Large displays work well for some situations, where others benefit from smaller handheld-sized displays, tabletop or wall mounted. For example, while a restaurant may choose a large display for a menu, a retail store may have multiple signs placed near displays to detail each product.

Screen size, placement, level of interactivity and media type all matter when choosing digital signage for your establishment. And knowing the preferences of your clientele makes a difference. A store with a target customer base aged 18-29, for example, may have more success with highly interactive signage and integrated, integrated social media,



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direct call to action, Bluetooth beacons. A business with a client base ranging from 50-75, however, would not have the same level of success with that type of signage. Conversely a solution that encompasses the entire demographic. Example: An Ice rink, Hotel Lobby or showroom. ***“The application may be different; however the message may be the same”***. One Step will assist with the right digital solution that best fits the space, usage and application of the location.

## ONE STEP KNOWS HOW ALL OF THIS WORKS

### Which Hardware and Software Options Are Best For Your Business?

When it comes to digital signage, there is a dizzying selection of hardware and software options available. When planning your digital signage rollout, you can spend endless hours on to research both sides of the technology and find that which will work best for you.

This is the part of a digital signage rollout where most people need some guidance. One Step Solutions offers the professional guidance you require to ensure your business has the best solution for your business, brand, or location.: it's suggested. Knowing what you want is a good thing but being able to convey those desires to an industry professional who can help you select the best products for your needs is invaluable.

As an example, monitors intended for consumer use just will not hold up the same as those intended for commercial use. While it can be tempting to think the increase in price between consumer-grade tech and commercial tech is a marketing gimmick, it is not. Consumer-grade tech isn't designed for long hours of operation, which can lead to hardware failure, display issues, lag and other reliability issues.

Similarly, it may be tempting to choose a digital signage interface with a low learning curve. Like hardware, not all software is created equally. In some cases, you may have to sacrifice a certain degree of user-friendliness for security or reliability. One Step will offer a solution that caters to the demands and usage as a business owner that best fits the business owner's application. For example, a bar location, retail location hotel lobby and doctor's office may all have the same

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digital signage display, the hardware. However, the application, timing, messaging, engagement, and other factors that are particular to that location. This is all part of the set up and driven by the software. Again, this can be a set up and where we show your staff or onsite techy how to run and manage the content. This maybe with an easy to use interface or it may require more management. Again, a doctor's office will be different from franchise location that has screens in locations or different cities. This is something that is discussed with each client as they We offer a wide range of options from drop and go to off site media management. ***“Understanding what will work best for your business is part of unique collaborative approach, catered to provide the best solution for your business”.***

## AS THE SAYING GOES, CONTENT IS KING....

**Create Engaging Content – And Keep Creating It**

### WHY IS CONTENT SO IMPORTANT?

The One Step Network includes a wide range of professional media and content creators. The quality of the message is key. What is the message? When is it being presented? How is It being presented? This is all paramount to your message getting to more viewers in less time.

One Step will assist in creating your content. Our business model does not include media creation. However, we work with a wide array of videographers, animators, and content creators to create the media that will best suit your business. This can be done through a direct connection to the content creators or via One Step Solutions.

These screens offer 4 k quality and 1080P HD output. Great content presented to an engaged audience at the right time is the key component to utilizing the power of Digital Signage.

It's not enough just to have your digital signage, you'll also need to have something to put on display. Planning your usage relies heavily on your objectives and target market. We have done our research, and we know what your customers want and need to see and how they need to see it.

## WHY CHOOSE ONE STEP SOLUTIONS

One of the great benefits - and downsides - of a digital signage, is that you will have an easily changeable display. This means you'll need engaging content and lots of it. Managing your media content around your seasons, campaigns, specials, or ever stock rotations. Are importance. We can build a campaign to loop daily for a short term or a long term, or update content on a regular basis. The management of your media is important to engage the customers that are engaged at that time and have them engaged for future events. Prime example is to promote the Happy in the lounge of the Hotel. In the restaurant promote the happy hour menu prices, whilst promoting your evening events. During the evening event. Promote the band and other nightly specials whilst promoting tomorrow Happy Hour. Multi viewers getting similar messages all connected on location and create multiple sales tickets from one digital platform. One Step can assist with the plan, sequence, logistics and overview of when your content and how you'll create it (or which professionals you'll hire to create).

### **Will a Slow Roll Work Out Better For My Business? See what works and why it works...**

Behind every successful digital signage rollout is a lot of trial and trail again. We choose not to use the word error, as digital signage often evolves and shifts as get into. Yes, we have great success stories where we found the right solution right away. Other times we had replace the wall mounted with free standing screen or change the size or bring in a touch or countertop. One Step will offer a test run for your business to see if the fit is right. This test run is on a case by case basis and is only available under the shared advertising platform. However as stated, this a case by case option. As mentioned, One Step offers a collaborative approach to find the best solution for your business.

Test runs offer a lot of information to all parties. Plus, this approach also offers the opportunity for initial consumer feedback. Consider implementing a test run of your hardware and software. If you're working with multiple locations, introduce the signage at your toughest location to find and resolve any problems before committing to upgrading all locations.

## WHY CHOOSE ONE STEP SOLUTIONS

Ask One Step about our special trial periods or promotions available for demoing your intended signage roll out. If you've done your research and planning and are interested implementing digital signage as marketing and promotional vehicle at your place of business. Contact One Step for a free consultation

### WHY ONE STEP IS THE BEST DIGITAL SIGNAGE PARTNER?

One Step works directly with the client to ensure the digital package is the right fit for the business. Business owners, advertisers, clients always require something unique for their location or advertising needs. Be it more sales, more engagement, more messages more relay of information. We understand the wide range of reasons, business choose digital signage. Our collective business model is our competitive advantage.

**DIGITAL SIGNAGE | MEDIA MANAGEMENT | DIGITAL ADVERTISING**  
are known as the **ONE STEP ADVANTAGE**

We know a successful digital signage rollout is all about truly understanding the client, the location, and their needs. One Step will build a plan to meet those needs, with innovation and emerging digital signage technology. We will provide a digital solution to achieve the business owners objectives and goals. The importance of displaying engaging content that draws in the viewer, in a timely and repetitive manner. ***"The plan is to have a plan...."***

**We will provide a solution that works best for your business.**  
***"Our business is to get your business noticed."***

YOU ARE **ONE STEP** AWAY FROM BEING NOTICED

**ONE STEP SOLUTIONS**

**DIGITAL SIGNAGE SOLUTIONS**

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