

CASE STUDY:

MYDIN deploys 100 Screenplify screens and kiosks nationwide.



MYDIN

CHALLENGE

With over 90 outlets nationwide, MYDIN needed a new software to replace the existing digital signage system with a more scalable, reliable, cost-effective, secure and a manageable solution.

SOLUTION

MYDIN selected Screenplify as the new digital signage partner. This gave them central control from their HQ over all the signage devices. MYDIN can now manage content and media on a daily basis and push them nationwide with significant ease.

BENEFITS

- ▶ Effortlessly create vibrant and dynamic displays for the screens with simple and intuitive content manager.
- ▶ Cloud-based Content Manager allows for instant content updates.
- ▶ Effectively manage different layout for multiple screens.
- ▶ Support display of images, videos, maps, and directories.
- ▶ Analytics: Visual reports on user behavior and system performance.

Mydin Mohamed Holdings is one of the leading companies in the retailing and wholesaling industry based in Malaysia. Currently, MYDIN operates more than 90 outlets nationwide inclusive of 20 hypermarkets, 16 emporiums, 3 bazaars, 49 minimarkets (MyMydin), 10 convenience shops (MyMart) and 6 franchise outlets (MYDIN Mart).

CHALLENGE

With business expanding exponentially and the number and sizes of their branches continued increasing, MYDIN was on the search for a scalable solution for a secure, reliable, and manageable Digital Signage Display Network. Also, one of their motivations to invest in a good solution is to enhance the shopping experience for their customers with the added convenience that comes from digital signage.

SOLUTION: Screenplify

Screenplify came forward and met their criteria and more, so they were quick to take us on-board.

The first deployment in October 2015 was in their flagship branch at MYDIN Mall, USJ, which involved deployment of touch screen kiosks. Our solutions were met with positive feedback and customers, employers, and employees were pleased with the easily accessible information. Since then, Screenplify now proudly powers more than 100 Screenplify digital signage displays (number of them being interactive kiosks) to date. The numbers are still counting with more MYDIN branches springing up in the near future.

Customers can interact with our **Custom Built Touch Kiosk** for information, promotions, directory and events. The display screens are powered by **Intel Compute Sticks** running Screenplify software.



Intel Compute Stick



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