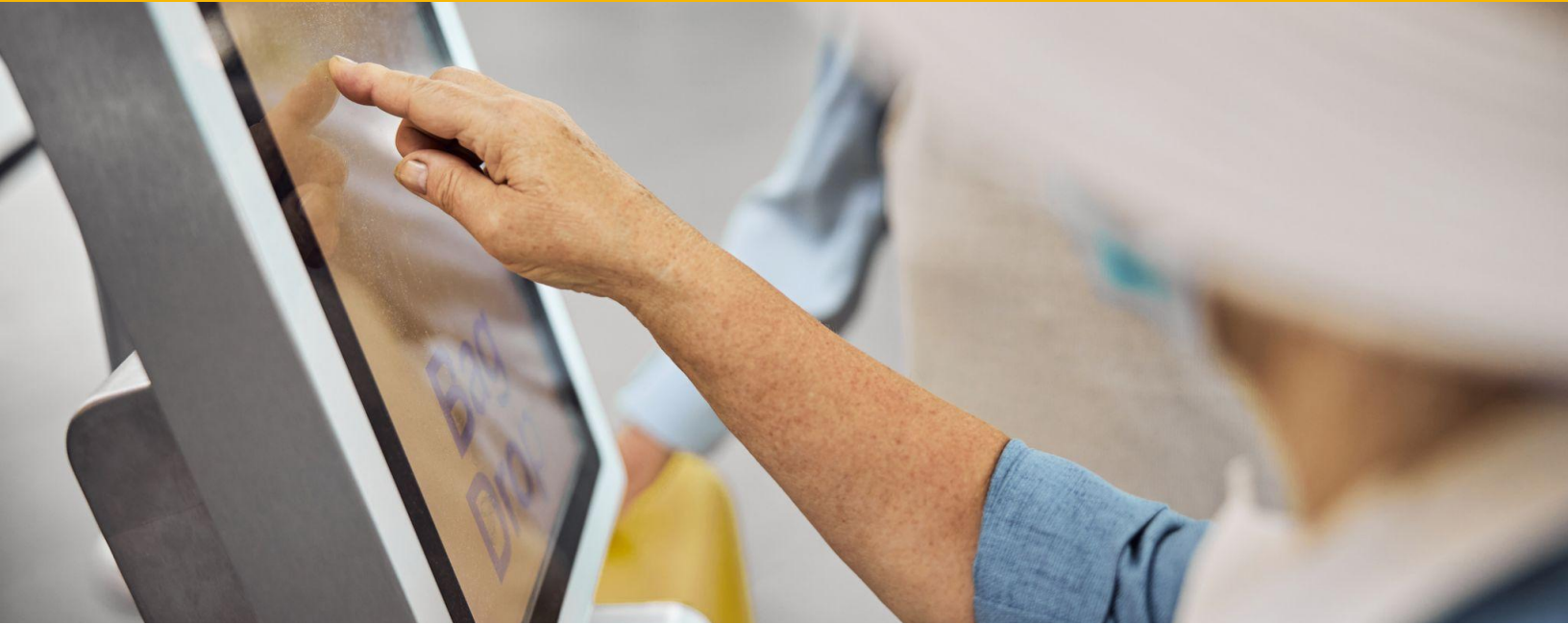


The IT leader's guide to kiosks and digital signage

Modernizing **device management**,
end-user experiences, and **your business**





Provide seamless experiences for your customers, employees, and IT teams

Across industries, enterprise organizations are increasingly adopting kiosks and digital signage to meet customer and employee expectations for fast, convenient self-service experiences. Inside the business, these innovative solutions help companies scale and simplify operations and technology while increasing workforce productivity.

Yet, traditional kiosks and digital signage solutions can pose business challenges, including high costs, security risks, and device downtime. For more cost-effective, secure, and reliable technology, consider a modern, cloud-based solution like [ChromeOS](#) for your kiosk and digital signage needs.

ChromeOS enables your IT team to easily deploy, manage, and maintain your devices – even remotely – while enhancing experiences for customers and employees alike. The cloud-based operating system protects your kiosk and digital signage ecosystem, as well as the data contained within it, from security risks and helps you meet business goals for sustainability.

One of the biggest hurdles for IT teams is integrating kiosk and digital signage solutions with existing or legacy technology. With ChromeOS Flex, you can run ChromeOS on Windows or Mac devices to extend their lifespan and maximize your existing kiosk and digital signage investments.

Cloud-based kiosks and digital signage can help future-facing organizations modernize their businesses and deliver experiences that stand out from the crowd.

In the following pages, you'll find key considerations to help you understand how this technology, along with ChromeOS, can benefit your organization.



1

Kiosks and digital signage are powering transformation.

Over the last few years, adoption of contactless and touchless technologies has accelerated.¹ Today, organizations are continuing to invest in these solutions to pursue their digital transformation goals,² with the global digital signage market projected to reach \$24.9 billion in 2022³ and the global kiosk market projected to reach \$51.05 billion by 2028.⁴

Across retail, hospitality, healthcare, and other industries, businesses have recognized the wide range of benefits of kiosk and digital signage solutions. These technologies offer customers faster, safer, more convenient, and accessible transactions and service.²

They also deliver more intuitive, immersive, and robust experiences that engage customers and increase revenue. In 2019, 65% of customers said they would be “more willing” to patronize a restaurant that made self-service kiosks available.¹

On average, customers spend 12-20% more when ordering from a self-service kiosk.¹

Additionally, kiosks and digital signage can move employees from transactional tasks to more impactful responsibilities — like production, problem-solving, and customer service — to improve operational efficiency. These solutions also help businesses decrease operational spend and respond with agility to hiring challenges and labor shortages.¹

ChromeOS, in tandem with Chrome Enterprise Recommended partners, offers a fully integrated kiosk and digital signage solution to help you deliver seamless experiences that promote efficiency, drive business value, and support your transition to cloud-first computing.

No matter your industry, ChromeOS can meet your needs across a variety of use cases.

Customer kiosks

Ticketing, check-in, catalog ordering, job applications

Employee kiosks

Attendance and reporting time, room bookings, equipment access

Digital signage

Menus, advertising, public displays, status updates

Interactive displays

Concierge, demos, interactive maps, information hubs



2

End-user experience is fueling kiosk and digital signage investment.

Kiosk and digital signage solutions are helping businesses deliver on a top priority: customer experience. Eighty-one percent of CIOs say redefining the customer (or employee) experience will become more relevant over the next five years.⁵ Likewise, improving customer experience was CIOs' top digital transformation priority in 2020.⁶

Specifically, investing in kiosks and digital signage can help organizations keep pace with evolving customer expectations for fast, autonomous, and easy self-service experiences. Eighty-six percent of customers expect businesses to offer a self-service option.⁷ Over two-thirds of customers now use self-checkout options at the grocery store,⁸ and 64% of customers try self-service before contacting a live agent.⁷

Along with customers, self-service technology also appeals to employees seeking seamless and modern work environments. Kiosk and digital signage solutions can reduce the time employees spend troubleshooting technology and help automate tedious manual tasks to boost productivity and engagement.

With ChromeOS for kiosks and digital signage, your organization can quickly and easily realize the benefits of enhanced end-user experiences.

87% of shoppers prefer touchless or robust self-checkout options.⁸



3

Ease of deployment, management, and maintenance makes all the difference.

Enterprise organizations need reliable kiosks and digital signage that will not experience prolonged downtime. They also need these solutions to be easy and efficient to manage.

Legacy kiosk and digital signage solutions rarely deliver on these needs. They may be prone to hardware or software failures, subject to internet connectivity issues, and hindered by slow performance. They may also be incompatible with newer, best-practice security measures, including multi-factor authentication, single sign-on, and encryption. Finally, IT teams may struggle to easily and quickly deploy, manage, and maintain legacy solutions — especially in environments that call for remote management capabilities.

With ChromeOS for kiosks and digital signage, you can create more reliable end-user experiences and increase productivity. Background updates reduce your device downtime, and your IT team can always control when devices will update. The easy-to-use, intuitive OS mitigates errors that can stem from your end users self-servicing. And proactive alerts notify your IT team when devices crash or go offline.

You can promote system security and data safety with ChromeOS safeguards that protect against ransomware, malware, and employee errors. ChromeOS ensures apps and extensions can never modify your operating system files, and executable files are always blocked. Built-in protection from viruses and ransomware gives you peace of mind. With ChromeOS, your system is always up-to-date, and your IT can always remotely deprovision devices.

Finally, ChromeOS delivers a frustration-free deployment and management experience for IT professionals, wherever they are working. Your IT team can easily manage and maintain your devices with the Google Admin console, and Chrome Remote Desktop offers

simple, secure remote management. You can choose from 500+ configurable policies with ChromeOS and view insights to monitor the status of your deployed devices.

ChromeOS for kiosks and digital signage is a modern, cloud-based solution that your organization, customers, and employees can count on.

Zero reported ransomware attacks on a ChromeOS device. Ever.

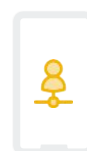
Chrome Remote Desktop is convenient, secure, and simple.



Remotely access devices to view files or run programs anytime, from anywhere.



Connect with confidence, thanks to Google's secure infrastructure using the latest open web technologies.



Connect with a computer or Android or iOS devices and easily access all of your devices and files when you need them.

4

Cloud-based solutions are more sustainable for your business and the planet.

Legacy kiosk and digital signage solutions often have high upfront and ongoing maintenance costs. They can also be difficult to scale or integrate with new technology, making it difficult – and costly – to evolve solutions to keep up with changing business and end-user needs.

Whether you want to deploy new devices pre-loaded with ChromeOS or make the most of your existing devices, ChromeOS for kiosks and digital signage can help lower your TCO without sacrificing performance or your previous hardware investments.

Reducing your IT overhead and simplifying device deployment with ChromeOS can help you lower costs at the outset and over time. On average, ChromeOS devices use 19% less energy than other operating systems.⁹ With ChromeOS Flex, you can bring modern computing to your existing Windows or Mac devices, extend their lifespan, and enhance your kiosk and digital signage experiences.

ChromeOS Flex brings a cloud-first operating system to your existing hardware.



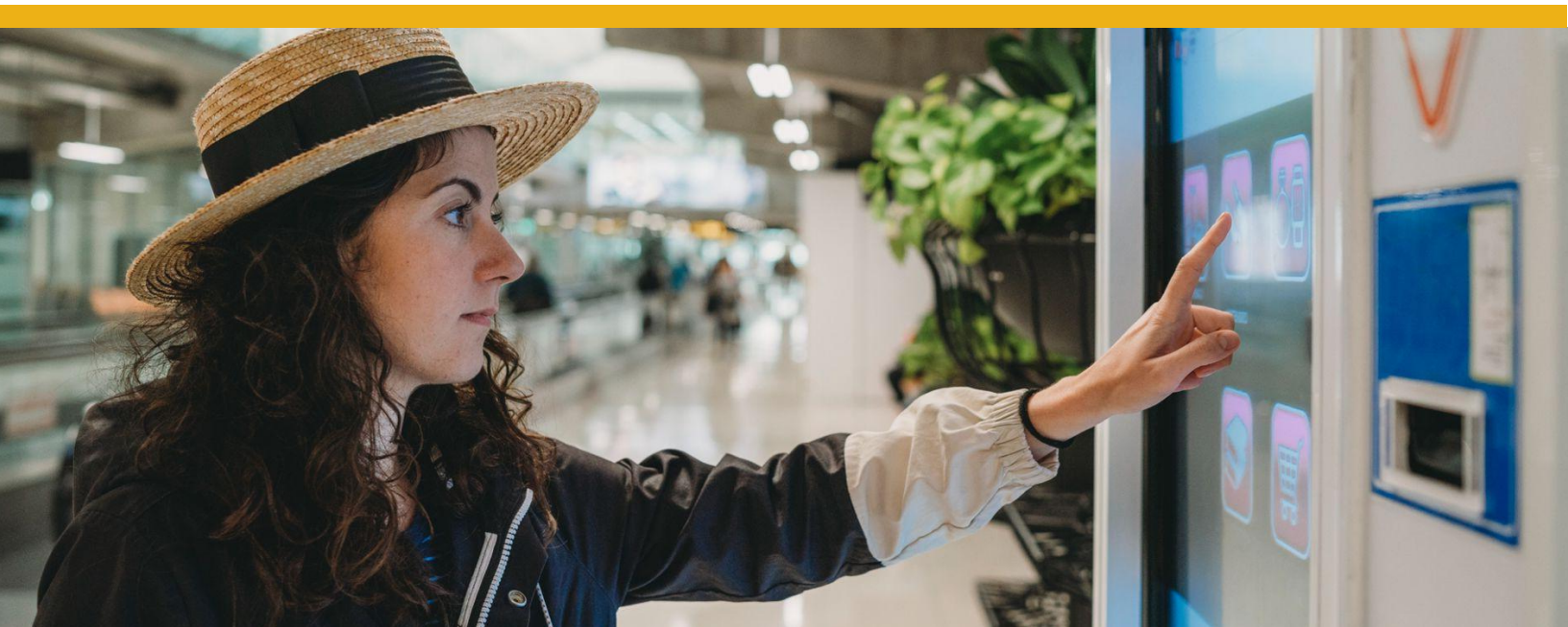
No need to rip-and-replace with this sustainable choice.



Install it for free on your PCs and Macs to make them faster and more secure.



Your IT team can seamlessly manage all devices from the cloud.



In the future, developments in new technologies will likely enhance kiosk and digital signage solutions and further increase their business value.

With integration and data sharing across mobile and IoT sensors and devices, businesses will be able to deliver truly connected customer experiences. Improved data utilization will allow businesses to personalize their kiosks and digital signage in real time, appealing to customers based on their preferences and past purchasing behavior. Lastly, AI, which the vast majority of organizations are already planning to deploy,¹⁰ will improve speed and efficiency and offer predictive intelligence and recommendations to elevate the customer experience.

Whatever business outcomes your organization hopes to achieve with kiosks and digital signage — today and tomorrow — ChromeOS can support your goals.

Your customers will experience reliable, consistent interactions with your business, and your employees can enjoy working in a modern, innovative environment. Your IT team will be able to easily and remotely manage all deployed devices, including Chromebooks, kiosks, digital signage, and more. And your organization can choose from a range of optimized supporting hardware — headsets, keyboards, cameras, monitors, and more — from our Works with Chromebook program.

With ChromeOS or [ChromeOS Flex](#), robust hardware selection, and our Chrome Enterprise Recommended partners, you will have an end-to-end, fully integrated kiosk and digital signage solution that modernizes your business and delivers high-impact experiences that set your organization apart.

[Contact us](#) to learn more or get started.



Sources:

1. [Will Self-Service Kiosks Make Cashiers Obsolete?](#)
2. [The 2021 Canadian Kiosk Market Report: How Self-Service Technology Is Driving Digital Transformation](#)
3. [Digital Signage Market Size, Share & Trends Analysis Report](#)
4. [Kiosk Market to Touch USD 51.05 Billion by 2028](#)
5. [Logicalis Global CIO Survey 2021](#)
6. [The Flexera 2020 CIO Priorities Report](#)
7. [Global State of Customer Service Report](#)
8. [The Self-Service Kiosk Surge](#)
9. [Determining End User Computing Device Scope 2 GHG Emissions with Accurate Use Phase Energy Consumption Measurement](#)
10. [The Future of Self-Service Is Customer-Led Automation](#)