visix®

Digital Signage Software
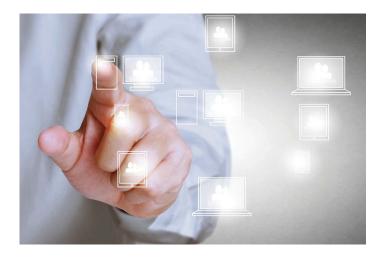# **PRICING GUIDE**

Table of Contents

We're here to help! If you have any questions about your application or our products, please contact us at 800.572.4935 or salesteam@visix.com.

How Much Does AxisTV Signage Suite Cost?

Every system and digital signage deployment is different, so it's hard to

simply give a "ballpark figure" for costs. There are many factors that can impact outlay, including how big the initial system is and whether future system expansion has been considered.

For example, a single screen deployment could range from $3,250 (perpetual software licenses for CMS and single player) or $90 per month (subscription), while a larger scale deployment could run several hundred thousand dollars to over $1 million. That's quite a range. Here are some factors to consider.

Purchase Options

Visix offers software only, pre-imaged PCs or hosted cloud solutions:

Software-only: For clients who have their own hardware (that meets the minimum specifications), and experienced IT professionals who feel comfortable configuring the software on their own machines

Pre-imaged: What we usually recommend. With our player hardware costing under $1000, you get a host of benefits:

- No warranty and advanced replacement issues
- Guarantee machines are properly configured for the OS and software
- Save time you would spend configuring multiple players for large deployments

Hosted cloud: Lower cash outlay. Hardware can't be hosted in the cloud, so if you want to go that route, you'll want to consider financing for media players, so you can distribute the expense over time (see below).

Financing

What's the best payment option for your digital signage purchase? Is this best handled as a capital expenditure (CAPEX) or an operational expenditure (OPEX)? Visix can help with both.

Getting the software is easy and there are lots of options – perpetual, building and site licenses, or subscription – for either on-premise or hosted (cloud). For large deployments, a site license could save a large enterprise campus as much as 40% over the life of the deployment.

But deciding how to budget for digital signage hardware might be more complicated. Our integration partners can provide you with a complete solution – displays, mounts, infrastructure and more – and you can finance that entire solution in a way best suits your budget. It's basically a financial question: Do you lease or purchase the hardware?

Software

Hardware

Services

Maintenance

Leasing

Hardware leasing ADVANTAGES:

- •Maintains pace with hardware lifecycle average of two to three years.
- •Protects cash flow. Leases help minimize immediate costs.
- •Tax deductible. Operational expenses are tax deductible under IRS Code Section 179.
- •Maintenance. The leasing vendor is responsible for warranties, advance replacements and RMAs.

Hardware leasing DISADVANTAGES:

- •Long-term cost. Leasing is more expensive over the long-term, and there's no equity in the leased equipment.
- •Commitment. You're obligated to make payments regardless of how much you use the assets.

Purchasing

Hardware purchasing ADVANTAGES:

- •Ownership. Once purchased, you own the assets.
- •Tax incentives. Section 179 IRS deductions or depreciation deductions may be applicable.
- •Budget cycles. With capital budgets, you know whether or not the funds are available.

Hardware purchasing DISADVANTAGES:

- •Higher cost of investment. There is a higher initial cash outlay when purchasing outright.
- •EOL disposition. You are responsible for equipment disposal.

Building Your System

AxisTV Signage Suite gives you a powerful set of enterprise features that lets you streamline content creation, scheduling and delivery. Each of the features and options you select will affect the price of your system.

	One	Team	Workgroup	Enterprise	Campus
Supported Users	1	5	50	Unlimited	Unlimited
Supported Media Players*	25	50	100	Unlimited	Unlimited
Suborganizations	1	5	10	100	100
Cloud/Hosted CMS	–	Optional	Optional	Optional	Optional
Weather Widgets**	Included	Included	Included	Included	Included
RSS Feed Widgets	Included	Included	Included	Included	Included
Event Management Widgets	Optional	Optional	Optional	Included	Included
Data Integration Widgets	Optional	Optional	Optional	Included	Included
Alert Management System	–	–	Optional	Optional	Optional

* Media Player licenses purchased separately

** Software Support and Maintenance Subscription required for access to current conditions and weather forecast data

Media Players

We offer a selection of digital signage players with our software application running on Windows 10 IoT as an integrated product. All of our players have built-in security, including Windows Firewall, to ensure your data is protected at all times.

Digital signage players support both static and dynamic IP addresses, and remote updates and diagnostics allow maximum accessibility to deliver information quickly. All of our players are quality tested – OS, chip set compatibility, playback, etc. – so they're highly reliable for signage systems.

All of our players have an integrated backup and recovery software application that allows you to restore your media player back to its factory OS and software configuration, if ever needed. You can also easily set up additional recovery points. See current player models at visix.com/media-players.

Space Management

Visix also offers a robust suite of products for space management. Our Touch interactive room signs are fed by AxisTV Signage Suite, while our Connect model offers a complete stand-alone solution. We also have an array of epaper signs to show room schedules and reservations. See options at visix.com/meeting-room-signs.

For a more sustainable solution, you can combine our Choros AR space booking platform with ultra-low-power availability lights and epaper room and desk signs. Learn more at visix.com/sustainable-space-management.

Professional Services

Our award-winning team of professionals is here to help everyone at your organization successfully adopt and use your digital signage system. All of our project managers, consultants, designers, technicians and trainers are dedicated to making your vision a reality so you get the most from our products. Be sure to budget for services, in addition to software and hardware:

Implementation Support – (price varies, depending on hours)

Our pro services team has extensive knowledge of AV and IT systems equipment, and more than a decade of experience with digital signage installations. We'll implement your Visix software and hardware, and ensure seamless communication between all of the components in your network.

We'll perform full software installation, configuration and testing. Our Visix experts can also configure your digital signage software features. We'll ensure that critical system elements are defined, linked and running before we begin training your team.

Training – (price varies, depending on licenses)

Even though our digital signage software is very easy to use, our certified trainers can ensure every member of your team is comfortable and confident in using the software, so you get the most out of your system. We offer in-depth, feature-level training both on site and online from experienced software instructors. We also have an online learning management system that includes more than 60 self-paced courses.

We highly recommend our training subscription for the best value:

- Unlimited access for your entire organization to online instructor-led classes for 12 months
- Unlimited access to our online learning management system for 12 months

Creative – (price varies, depending on customization)

Our award-winning creative team will apply their talents to your vision to build beautiful, compelling designs. We can provide anything from branded signage artwork to custom interactive designs like wayfinding and donor boards.

We have digital signage starter kits to get you going, and can customize any layout or message template you like. Regardless, everything we create is uniquely tailored to your goals and specifically created for impact on digital signs:

- Theme packs with branded layouts and templates are an affordable way to get started
- Templated interactive packages are affordable options for interactive wayfinding, directories, donor boards and hall of fame boards
- Custom interactive can be anywhere from $4000 up, but our average project is $19,000

Managed Services (price varies, depending on services)

Our consultants can create digital signage programs to meet your communication goals, and set your system up for success – data integration and formatting, naming standards, user policies, alert protocols and more.

If you don't have the time or experience to fully optimize your digital signs, our specialists are happy to handle the most complex layout attributes, data mapping nuances and enterprise features to ensure you're displaying compelling content on day one.

Our professional services team will work with you to develop a content strategy for each display, and we'll handle the creation, delivery and analysis. We'll ensure your screens always have fresh, relevant messaging, and that your network is up and running with the latest features.

Don't Forget About Maintenance

We have an award-winning support team ready and waiting to help you. You can contact us by phone, email or online for fast resolution of problems and answers to your questions. Our customer satisfaction rate is over 96 percent and our experienced professionals solve most support issues in less than one business day.

Technical Support & Software Updates

We release software updates roughly three times per year. Updates include new features to make content management easier and improve the user experience. They often include new widgets and functionality, and always address bugs that have been found in earlier versions.

Every new Visix digital signage system includes 90 days of priority software support and free software updates for 30 days at no additional cost. But what happens then?

You can choose to pay an hourly rate, or choose a support subscription. If you choose hosted cloud, support for your CMS is included in the monthly subscription fee, otherwise it is priced as a percentage of the original software license.

Software Support & Maintenance Subscription

Get priority support and free updates with a Software Support & Maintenance Subscription:

- Free priority support by phone, email and remote desktop
- Complimentary software updates for your licensed Visix software (3-4 releases each year)
- Free "5-day Forecast" and "Current Conditions" weather subscriptions
- The option to participate in pre-release software evaluations
- Reduced cost and time – no orders to place, no additional payments to make
- Substantial savings compared to incremental update rates
- No automatic renewals – we'll always ask you first

We can also customize a Service Level Subscription to fit your organization's needs.

Visix is always the frontline provider of software support for support subscribers. Whether you buy your subscription from an integrator or directly from Visix, you can contact us without going through another vendor.

Hardware Trade-In

Over time, hardware you've purchased from us may need to be upgraded to prevent slow performance and support new operating systems. We have a hardware trade-in program to help.

Our program allows support subscribers to upgrade components at a greatly reduced cost. Customers who take advantage of this program receive new digital sign hardware with the latest version of Visix software pre-installed.

How to Get a Quote

We're here to answer any questions you have. Our team is happy to schedule a complimentary software demo to discuss your specific needs and pricing options. Why a demo?

It's important... Purchasing a digital signage solution is a big investment. You want to make sure that every feature set and network question is answered before you commit to a purchase. Our demos can be as short or long as you like, and we're happy to answer detailed questions, or just give you a brief overview.

It's personal... Every digital signage system is bespoke, and every customers' focus is unique. Our demos are really consultation sessions where we can address your specific concerns, make recommendations, and show you which of our products best fit your needs.

It's safe... We know that your contact information is valuable, and you don't want to hand it out to everyone. We won't put you on a call list and hound you every day to get your business. We want to make sure that our digital signage products are a good match for your organization. If they aren't, you won't hear from us again.

It's the only way to get accurate pricing... Because every system is different, we can only give you pricing after we've talked through your goals. Once you've seen our software, had your questions answered, and given us some information about the scope of your installation, we'll be happy to send you a price quote.

visix.com/contact   salesteam@visix.com   800.572.4935