Written by Bob Snyder
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Ingram Micro announces **Digital Signage Content Creation Services** for their channel partners in USA and Canada.

"Ingram Micro's new Content Creation Services enable us to deliver an integrated soup-to-nuts digital signage solution to our channel partners that is affordable, customizable and scalable," says Kevin Prewett, VP Vendor Management, Ingram Micro U.S. "These new, high-value services will help fill in the gaps where a solution provider or managed service provider might not have the knowledge or expertise on staff to offer a complete digital signage solution."

The ability to extend a digital signage sale into an ongoing recurring revenue model by adding customizable content creation for customers enables Ingram Micro channel partners to market and sell digital signage solutions with an ongoing service, explains Prewett. Prewett emphasized that they are not simply offering SKUs of canned content however.

"It is custom content creation services, which they can buy in a SKU form," he said. "We can also offer repurposed content, or on-demand type services."

The idea is to be able to offer content creation that caters to all levels of digital signage

expertise among solution providers.

"It's that ability to get it all in one place that we think will be attractive," he said.

Ingram Micro will working closely with key manufacturer partners including NEC, LG and Sharp to offer targeted education, training, content creation software, and support that will help resellers tackle creation and management of content and offer a wider array of digital signage solutions.

Prewett said that adding customizable content creation to a digital signage sale turns a solution into an ongoing recurring revenue model through the resulting advertising dollars.

"Demand for this is coming from many verticals, from all directions -- transportation, retail, health care, higher ed, and education generally, churches," he says.

Go Ingram's Digital Signage Content Creation Services