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CradlePoint Solutions Power YESCO Digital Signage Networks

SUMMARY

YESCO, one of the world's largest signage and digital outdoor display manufacturers, has pioneered the creation of connected digital signs. YESCO digital signs operate using several applications like heat monitoring, air conditioning, and a self-contained security and surveillance systems that all require network connectivity. Using the CradlePoint COR IBR600 and WiPipe Central, CradlePoint's cloud-based management platform, YESCO deploys network-ready digital signs for placement virtually anywhere. Using WiPipe Central, YESCO can activate, configure, deploy, and manage the connectivity of signs from a central location.

COMPANY PROFILE

Founded in 1920 and headquartered in Salt Lake City, Utah, YESCO designs, fabricates, installs, and provides ongoing maintenance for signage ranging from traditional vinyl and neon signs for small businesses to landmark digital signs like the largest digital sign in the world on the Aria Hotel in Las Vegas. In the 1930's, YESCO made its mark by pioneering the creation of neon spectacular signs. Today, YESCO is at the forefront of creating network connected digital signage that is literally changing the face of advertising.

Solution: CradlePoint COR IBR600 Series Router, WiPipe Central

3G/4G Internet Connection: Primary

Application: CradlePoint COR IBR600 enables digital signage network

Market: Digital Signage

"With WiPipe Central we have each sign's network at our fingertips," said Justin Montalto, Network and Wireless Communications Administrator for YESCO. "We can configure and activate the CradlePoint routers as groups or independently. We have greatly improved the speed to deployment and the ability to troubleshoot once a sign has been deployed."

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BUSINESS NEEDS

YESCO wanted to offer its customers a connected digital signage solution with "plug and play" networking capability. Previously, customers provided their own Internet connection, which may have required them to trench for a wired line or provide expensive antennas at their own costs. As YESCO's digital signage solutions have grown in size, more and more operational functions of their signs like the air conditioning unit and security systems have required network connectivity. With the deployment of thousands of signs, YESCO's IT operations required remote management capability of every sign from a central location. YESCO signs needed a highly reliable, robust, and easy to integrate network solution that could, be managed through the cloud, accommodate wired and wireless connections, and improve YESCO's overall end product by simplifying the customer experience.

SOLUTION

Turning to CradlePoint, YESCO selected the CradlePoint COR IBR600 series router for its small form factor, two Ethernet ports, its cloud-based management capability, and its resistance to 120 F temperatures on the Las Vegas strip. With two Ethernet ports, the CradlePoint COR IBR600 can support a converged infrastructure with wired and wireless connections. All of the signs' operations that rely on network connections are assigned their own static IP addresses run by the CradlePoint. 4G speeds allow surveillance cameras to stream video to monitor the sign's operations and for security purposes. YESCO also uses WiPipe Central, CradlePoint's remote management application platform to activate, configure, and manage the network connectivity of signs making IT more productive.

BENEFITS

Reliability

YESCO needed a networking solution that was small enough to fit in its signs, yet robust enough to power the network connectivity of the signs' supporting functions like surveillance cameras, heat monitoring, and the security system. The CradlePoint COR IBR600 managed remotely through the cloud with WiPipe Central for dynamic management allowed for easy integration into the sign, reliable operations, and flexible networking through wired and wireless connections.

"We make some of the largest digital signs in the world, so downtime is not an option," said Montalto. "Coupled with WiPipe Central, the CradlePoint COR IBR600 provides the most reliable network solution for the multiple applications that require connectivity to function in our signs."

Cloud-based Network Management

YESCO deploys and manages thousands of signs to remote locations. Using WiPipe Central, YESCO's IT team can more rapidly configure and deploy the connectivity of those signs. Remote monitoring and management also means uptime is maximized and data usage is optimized resulting in fewer truck rolls and increased productivity for IT.

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Flexibility

The CradlePoint COR IBR600 Router provides YESCO and its customers with the flexibility to connect through wired or wireless networks (3G/4G/WiFi), which allows for the placement of signs wherever a cell signal is available.

"The flexibility to connect with wired and wireless connections provides us and our customers with a sign that is network ready and easier to deploy," said Montalto. "If a wired line is not available, customers no longer need to assume the costs of trenching to find a wired line, which translates into a much smoother installation process."