

# **Domotz Case Study**

**SNA Displays:  
Changing Sales and  
Service via Domotz**

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**domotz**

SNA Displays brings creative visions to life by building high-end digital displays as vivid and dynamic as the imagination. SNA Displays employs a team of SNAPros™—engineers, skilled project managers, systems experts, installation managers, and support staff—whose mission is total project satisfaction. Headquartered in Times Square, SNA Displays has worked with clients to design and build some of the largest and most recognizable digital spectacles in the world.



## Transforming Service...

SNA Displays has built a reputation around amazing displays and amazing service. In a digital world that never sleeps, displays must be running twenty-four hours a day and seven days every week. If a display goes down, revenues generated by the display go down with it. SNA Displays understands this and built an automated and proactive service model to address critical service needs with assistance from Domotz.

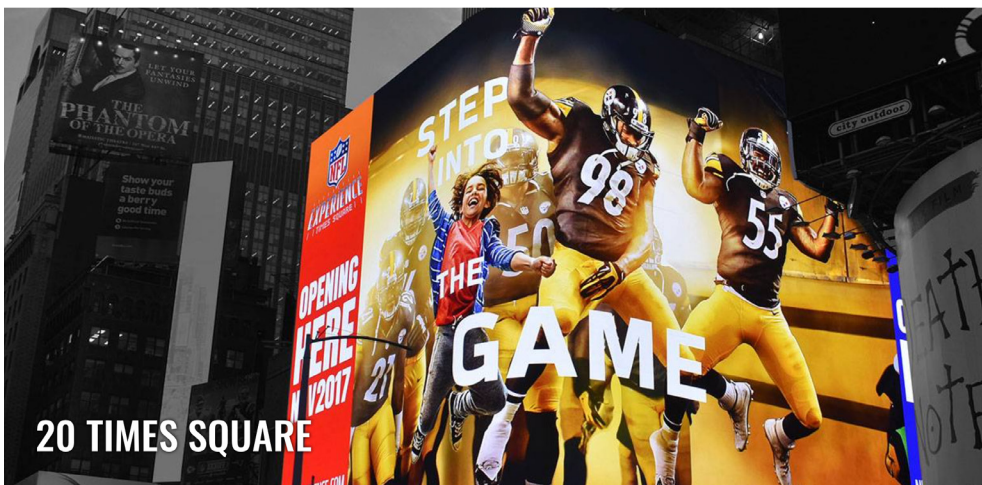
## ...into a Sales Solution!

Before the SNAPros™ can start designing and creating, the sales team needs to win that project. While SNA Displays' reputation carries a lot of weight, customer demands are increasing, along with expectations of rapid response. The SNA Displays sales team built a sales solution around service, the very service that Domotz was providing the SNAPros™.

## Efficiency in Operations

The SNA Displays team goes big, real big! The systems they are deploying are very large and complex with hundreds, if not thousands of components. Each system deployed is connected to a complex network that needs to be running twenty-four hours a day. Due to the complexity of each system and the volume of systems SNA Displays deploys, the Domotz

service was an obvious choice to provide the scale and automation the company needed. Each SNA Displays deployment includes a Domotz agent as part of the total solution, allowing the SNAPros™ team to act quickly and respond to any technical issue that arises. Domotz integrates





easily to connect complex system deployments and transform the data into an easy-to-use format. This allows SNA Displays to maintain maximum uptime and enable proactive service when any issue is detected and alerted.



## Delivering on the Promise...

The sales team at SNA Displays knows that rapid response and proactive monitoring are critical elements of their message as to why SNA Displays is the right choice for those in the market for a large-format LED video display. A service-based solution that easily scales



is integral to delivering on those promises. Domotz's automatic discovery of all devices associated with the network they are deploying and the templating functions, allows for quick set-up and system maintenance. The prompt alerts on system sensors and network status yields exceptional value to the SNAPros™, enabling the rapid response.

## A new paradigm...

SNA Displays has changed the way it interacts with its customers. Putting service and support first, while still delivering on an amazing digital signage solution, puts the leading company in a class beyond its competitors. This is a lesson that any business should consider. It's a transformational experience that can set you apart from your competition, no matter your industry. Leveraging a tool like Domotz to build out a better service and sales solution is not only possible, but should be considered as necessary. Shift your paradigm!

