

A woman with dark, curly hair and glasses is looking down at a tablet computer she is holding with both hands. She is wearing a dark, textured knit sweater. The background is a plain, light-colored wall.

kyndryl.

Retail digital signage enablement services

Helping retailers become more responsive to evolving consumer needs

At Kyndryl, we know shoppers come first.

The Kyndryl™ Dynamic Digital Signage solution uses 5G, wifi, and multi-access edge computing capabilities to optimize merchandising efforts in near real-time, with contextually responsive media content, variable pricing, and customized promotions to provide dynamic, interactive shopping experiences.

Interactive digital signage accelerates the digitalization of retail businesses, and Kyndryl has over 30 years of experience working with retailers to design, build, and manage digital transformation initiatives.



Dynamic Digital Signage for network and edge

As consumer buying preferences continue to evolve, retailers are turning to leading-edge customer engagement solutions to help influence purchase decisions and drive revenue growth. Dynamic Digital Signage uses real-time data to improve responsiveness, drive more meaningful interactions, and unfetter associates to spend more time engaging customers.

Our approach starts with modernizing the retail storefront. Dynamic Digital Signage relies heavily on IoT systems, wifi and 5G networks, and edge computing capabilities. These systems require a fast network with strong connectivity and expansive coverage in order to deliver the low latency needed for immersive and interactive experiences.

Kyndryl leads digital signage initiatives from an advisory, design, and deployment standpoint. Our team assesses the storefronts, develops a custom architecture for each specific store, and installs the necessary wifi or 5G private network and multi-access edge computing components to help retailers deliver the highly personalized, immersive shopping experiences today's consumers expect.

Why Kyndryl?

Kyndryl has deep expertise in designing, running, and managing the most modern, efficient, and reliable technology infrastructure that the world depends on every day. We are deeply committed to advancing the critical infrastructure that powers human progress. We're building on our foundation of excellence by creating systems in new ways: bringing in the right partners, investing in our business, and working side by side with our customers to unlock potential.



For more information

To learn more about how Kyndryl can help you become more responsive to evolving customer needs with dynamic shopping experiences, please contact your [Kyndryl representative](#) or visit us at [kyndryl.com](https://www.kyndryl.com).

Let's talk →



Dynamic Digital Signage for data-driven decisions

Retailers often maintain large amounts of customer data but extracting insights from that data is a different story. Delivering a truly unique shopping experience relies on the retailer's ability to effectively manage customer data and extract meaningful insights using advanced AI and machine learning technology.

Dynamic Digital Signage uses data from multiple sources, allowing us to integrate disparate systems and create data lakes or improve access to existing ones. If necessary, our team can also lead cloud migration efforts and help optimize and manage data center infrastructure. We assess current customer engagement processes to determine where automation and AI can deliver the most impact, then design and deploy the appropriate solution to help ensure storefronts deliver the right message at the right time.

By effectively using customer data to power automation and AI, our Dynamic Digital Signage solution helps optimize customer engagement to increase revenues, improve loyalty, and drive a more cohesive omnichannel experience.

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