

## Microexcel Develops Digital Menu Board

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The Client is a leading provider of digital signage and interactive kiosk solutions for retail, automotive and financial service industries throughout the world and specializes in developing customized solutions for the quick serve restaurant (QSR), retail, automotive and financial industries.

#### Business Need

For a restaurateur, digital menu boards can attract viewers, generate product excitement and have a tangible effect on revenue.

The Client approached Microexcel to partner with them to develop Digital Menu Board and for the following:

- To Speed up the Core Development (RCAE R1 – Architecture) for the Client's team in order to decrease Time To Market, as well as benefit from the cost savings of utilizing an offshore partner
- Work together to strategically identify R2 features and functions for future phase work. Gather overall understanding of the RCAE R1 core to help in suggesting new feature and implementing the same through the life cycle of RCAE
- Build Reusable assets through a scaled team which include controls library or automat

#### Solution:

Microexcel by using Microsoft Technologies, SQL Server 2008 and SOA developed the following modules as part of the solution and its components comprised of:



- Content distribution system
- Content Definition
- Content management System
- Digital signage
- Display device Management
- Distribution Services
- Media player
- Multi-channel player
- Playlist
- Playlog

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### Benefits:

With Microexcel's Solution the Client Could Now:

- Exhibit compelling menu items, video and images
- Establish competitive advantage by introducing a product with rich features to the market, which can help in increase the market share
- The below product features that are developed and enhanced are planned in a more aggressive fashion
- Integrate platform for RCX Front End and Unified Back End
- Provide Web based Content management comprising of flexible business rules management
- Installation and configuration has been made easy
- Make available standard file format (jpg, bmp, avi, flash etc) for the Content management
- Provide live video input for satellite TV receiver or DVD players
- Schedule play list with complex scheduling algorithms
- Customize flash animation for full screen display
- Be legally compliant with the nutritional information
- Could provide consistent messages
- Reduce perceived waiting time
- Eliminate POS clutter



### Digital Menu Board:

The below diagram gives an over view of how the content will be displayed on a digital menu board of a restaurant.



### Technologies:

Microexcel used the below mentioned technologies for the product development

- Microsoft .Net
- ASP.Net
- LINQ
- SQL Server 2008
- Service Oriented Architecture (SOA)
- Quartz Scheduling Engine

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### Testimonial

"When we signed up for this project, we thought that Microexcel will walk in with a bunch of developers, which was not the case. Microexcel brought in best of breed from our industry that could connect with our Business Users and laid out a well planned roadmap for execution which made us feel very comfortable. We are very happy with the outcome of the project and the efforts put in by Microexcel team. Special mention has to be made regarding the excellent coordination between the onsite and offshore team. What we are looking now is for a long lasting relationship with Microexcel"

-President & CEO.



### About Microexcel Inc

Established in the year 2001, Microexcel, Inc. is a global management consulting, technology services and outsourcing company. With a proven track record in providing quality, cost effective and timely Information Technology professional services and solutions, Microexcel merges people and technology to deliver value.

Headquartered in Secaucus, NJ, Microexcel has branch offices near Chicago, IL, London, UK and two offshore locations at Hyderabad and Bangalore in India. With over 450 + employees based in USA and India, Microexcel provides 24\*7 support to Clients in the areas of IT Staff Augmentation, IT Audits, Systems Analysis, Maintenance & Support, Microsoft Technologies (gold certified partner), including .Net and SharePoint, SAP, Oracle Applications (11i certified partner), Quality Assurance Testing (certified partner of HP and Borland), J2EE, Linux technologies. Microexcel is also a New Jersey Certified Minority Owned Business Enterprise. For more information please visit us at [www.microexcel.com](http://www.microexcel.com) or e-mail us to [sales@microexcel.com](mailto:sales@microexcel.com)