





## Cole's Salon Partners with BLM Technologies to Deploy Agile Digital Signage Solution

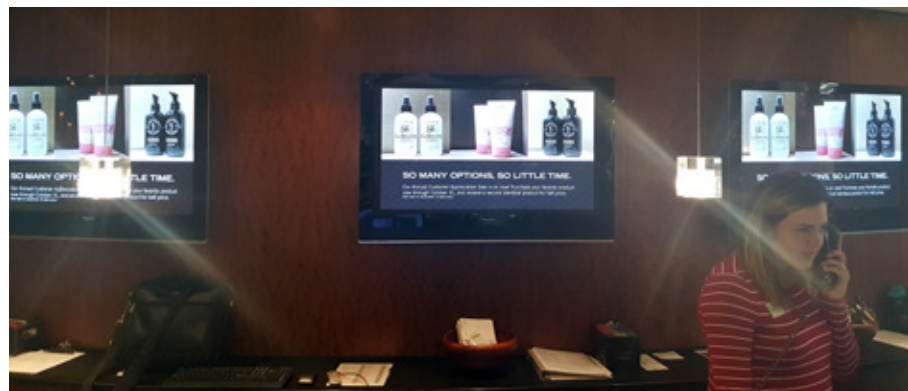
Digital signage has become a vital tool in the luxury salon industry, allowing businesses to capitalize on standard wait times by providing clients with branded messaging, up-to-the-minute offers, entertainment and other key information as they await their appointments or receive services. The ability to quickly and easily change content at a moment's notice is key to leveraging this important sales tool.

*"Just changing one simple ad was extremely time intensive and difficult for our team," said Melissa Hanson, Chief Operating Officer of Cole's Salon. "Our locations are incredibly busy and time spent solving signage issues meant time not spent serving our clients."*

Now in five locations, Cole's Salon has served the Minneapolis-St. Paul, Minnesota area for more than 35 years. They offer their extremely loyal clientele luxury salon services, high-end facilities and experienced stylists trained with the latest tools and modern salon techniques.

Several of Cole's locations featured televisions broadcasting branded content such as new styling products, sales offers, service highlights and other information. However, not all locations were equipped with signage and those that were relied upon burned DVDs for their displays, making it very difficult to change content without tremendous time and expense in both the production and distribution of those important sales aids.

In 2016, Cole's determined that a new digital signage solution was needed to update and streamline their existing system into one that was more cost-effective and easily managed across all five salons.



### Customer

**Cole's Salon**  
www.colessalon.com

### Business Challenge

Cole's Salon sought an affordable, agile solution to keep their digital content fresh and engaging for their customers—and easy to update for their staff.

### Solution

BLM designed a solution that upgraded hardware in all salons and created a central location to easily update and publish branded content directly to the display.

### Benefits & Results

Allowed associates to change content on-the-fly in real time from a single location

Eliminated the production and distribution of DVDs

Ensured all salons had optimum screens and hardware

Allowed for cohesive content across all locations

Expanded opportunities to share sales and promotions



### Building a Cohesive Solution

After researching several vendors, Cole's Salon selected local, single-source provider BLM Technologies for their system upgrade. BLM began the project by assessing the salon's needs and analyzing the existing screens and hardware to find ways to help reduce expenses.

After helping Cole's build a plan to suit their business needs and choose the right platform, BLM then engaged with vendors to design a solution that included installing a media player in each location, providing an additional media player for their marketing team to review content before it went live on the displays, and installing new displays at the Eagan Station and Apple Valley locations to ensure the technology was aligned across all salons.

### Changing Content in Real Time from a Central Location

All the displays in each of the five salons now function together to showcase pre-approved content distributed from associates in the company's graphic design firm and its corporate headquarters in Burnsville. The establishment of media players in each location, combined with access from the home office, allows Cole's to change content on the fly. New offers, product promotions, events and other advertising can now be shared quickly and economically. The content being pushed looks clean, modern and professional, aligning perfectly within the sleek, high-end atmosphere of each location.

*"We've seen a huge improvement in the time it takes to create our materials and then get them to the displays," said Hanson. "It's so much easier to share promotions with our clients and our staff is very excited to have the extra support in increasing their retail and salon service sales."*

The robust system works perfectly for our near constant use. BLM procured the right warranty arrangements to meet our usage needs.

## About BLM Technologies

BLM Technologies is a leading single-source provider of digital signage and information technology services and hardware, providing our expertise to a variety of industries including financial, retail, hospitality and government entities. We have 40 years of comprehensive experience in providing cost-effective, customer-centric solutions. BLM Technologies differentiates itself from the competition through best-in-class hardware and software solutions, superior nationwide coverage on all solutions, and consistent dedication to delivering trusted customer service every step of the way.

BLM Technologies is headquartered in Plymouth, Minnesota. For more information, visit BLM Technologies' website at [www.BLMTechnology.com](http://www.BLMTechnology.com) or call **888.287.4186**.

