

THE IT LEADERS GUIDE TO

STRESS-FREE DIGITAL SIGNAGE

Simple to use and easy to scale, Carousel software enables teams to manage everyday communication and quickly elevate critical messages during emergencies without increasing the burden on IT.

Written By: Carousel Digital Signage
www.carouselsignage.com

Set clear guardrails
from day one.

Maintain control
without managing
everything.

Scale communication
without adding stress.



Common Pain Points & Solutions

Content change requests

'Quick updates' turn into tickets, interruptions, and lost focus.



Carousel helps alleviate this pain point by empowering content owners to create and update their own messages, which means fewer interruptions for IT.

Security Concerns

Another endpoint on the network means another potential risk to manage.



Carousel supports secure authentication and centralized access controls, keeping signage aligned with IT security standards.

Device Management & Security

When a screen goes dark, IT becomes the default help desk (regardless of cause).



Carousel proactively monitors screen health, reducing surprise outages and support tickets.

Ownership Confusion

If no one owns signage, IT ends up owning everything.



Carousel supports clear role-based ownership, keeping IT out of day-to-day signage management.



What Simple Signage Really Looks Like

Role-based Access

Role-based workflows guide content through the right approval steps without slowing anyone down. Creators focus on building great content while approvers get a clean, organized queue of items awaiting sign-off. When content is easy to build, customize, and deploy, end users stay self-sufficient instead of leaning on IT for every update.

Centralized Control

With centralized control, IT can oversee all signage from a single platform creating a single source of truth that reduces complexity and eliminates manual, location-by-location management. The result: fewer tools, fewer surprises, and fewer late-night fixes.

Self-Sufficient Content Teams

Users can easily create polished, on-brand content using templates or familiar integrated tools, allowing updates to happen quickly and with minimal support. Guided training gives teams confidence from day one, keeping IT out of the weeds and focused on higher-priority work.





Security & Compliance

Simple to use and easy to scale, Carousel software enables teams to manage everyday communication without increasing the burden on IT. We make it easy for AV and IT teams to get everything up and running, then seamlessly hand it off to the teams who bring the content to life.

Security Architecture

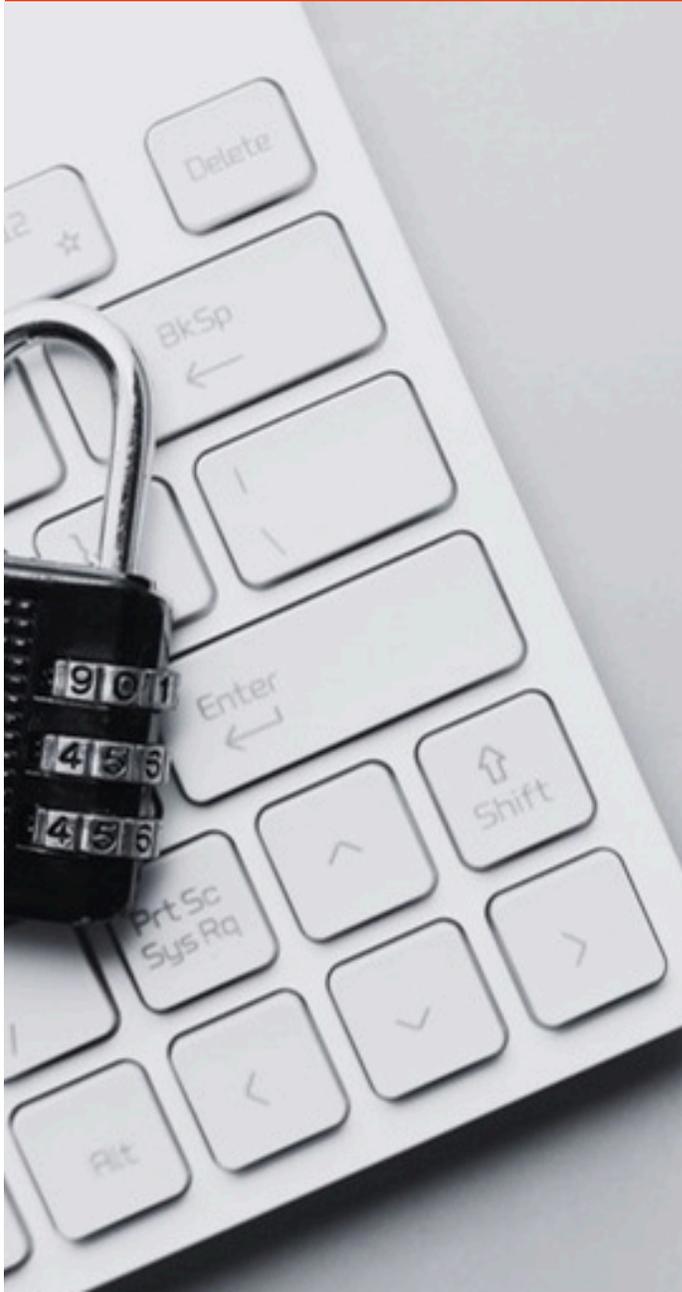
Built on industry-standard security frameworks.

Independent Validation

Independently validated through regular third-party audits.

Compliance Certifications

Certified (SOC 2 Type II and TX-RAMP Level 1)



Questions to ask before launching digital signage.

Before rolling out signage, align early with IT, AV, and network teams to avoid rework, delays, and unnecessary stress later.

Planning & Ownership

Does your content plan align with what your current CMS (content management system) supports today, if one is deployed?

(A quick check on supported content formats (and any integration assumptions) can save time and reduce issues once content creation begins.)

Has IT verified that your chosen content types will work with your organization's sharing and security settings?

(IT should validate early that your chosen content types are compatible with your organization's sharing and security policies (ex: Google Slides permissions).)

Who will be the primary owner and contact for your digital signage solution between your company and the vendor?

(Carousel would call this person your 'Site Admin'. Identifying them early allows us to help ensure we funnel all of the right information to the right people during our customer onboarding process and beyond.)

Who is responsible for content creation?

(Knowing this early will help plan user rights as users are added to the system and help answer early questions regarding how content is set up from the beginning to ensure the right people have access to the right content.)

Who will be responsible for configuring and deploying the digital signage players/devices?

(No one likes surprises, especially not IT teams who have to juggle dozens of different systems every day. Coordinating with IT early to ensure they are prepared to help manage your Digital Signage hardware and have the right tools in place ahead of time reduces unnecessary delays later on.)

Do we have an existing management solution to deploy, configure, secure and update the digital signage players/devices?

(Software and Hardware need to be set up, secured and receive regular updates. Ensuring that your organization has the tools and plan ahead eliminates unexpected headaches later on. Carousel works with many different platforms that each have their own Management tools such as [MDM](#)).

What does your plan include?

(Carousel subscription plans vary by tier. You'll receive detailed information during the onboarding process, but we recommend reviewing what's included in your specific plan [here](#). Pro customers receive CSM-guided onboarding, while Enterprise customers have access to a Strategic Technical Account Manager (STAM) to support rollouts and ongoing project tracking. Leveraging these resources is key to ensuring a smooth and successful deployment at scale.)

Network Team

Is the network administration team aware of the project and have they verified the network requirements for managing the digital signage players/devices?

(Plugging in new hardware for the first time can be exciting, make sure your hardware can get on the network and connected before it ever arrives by coordinating with your network administrators and providing them with your hardware vendors network requirements in advance.)

Is the network administration team aware of the project and have they verified the network requirements for communication between the players/devices the digital signage content management system?

(Your digital signage players/devices will also need to communicate with Carousel Cloud to receive updates. Make sure they can by providing your network administrators with our [network requirements](#) to prepare for your deployment.)

Security & Access

Will you use local accounts or an external identity provider to create and manage user accounts?

(Organizations often choose to manage user logins with an SSO provider such as Okta, G-Suite, Azure AD and many others. Coordinate with your IT team to make sure you're ready to configure SSO so you can get your users created and working right away.)

Are there any internal security audits or vendor security requirements that must be met before implementation?

(Carousel is built on industry-standard security frameworks and validated through regular third-party audits, including SOC 2 Type II and TX-RAMP Level 1 certification. Carousel Maintains SOC2 compliance find out more [here](#).)

Enablement & Training

Who needs to be trained to manage the CMS?

(CMS management includes setting up users, organizing content, and controlling what gets published to your screens.)

Who needs to be trained to create and curate content?

(Carousel includes Carousel Academy online training for all customers with courses tailored to their roles such as system administration, content creation etc..)

Who needs to be trained to configure and deploy devices?

(Consider who will be setting up new Carousel players day-to-day. In large organizations, deployment is often handled by tier 1 or site staff—not central IT—so training those teams upfront can prevent setup delays.)

Content Strategy

Who is this content for and where will they see it?

(Not every message belongs on every screen. Define your audience and the spaces they move through so content is relevant, not ignored.)

How will your content be used across different screens and spaces?

(Carousel supports full-featured Dedicated feeds for screens used primarily for digital signage, as well as lightweight Express feeds that scale content across multi-use spaces like conference rooms feeds on Zoom or Microsoft teams.)

Who owns the content after launch?

(Great signage fails without ownership. Decide who creates, updates, and retires content so signage stays fresh without defaulting to IT.)

Responsibility Matrix

Clear ownership prevents signage from becoming a shared responsibility which often means an IT responsibility. When roles are defined upfront, signage stays simple, scalable, and supportable.

Function	IT / AV	Marketing / Comms	Facilities	HR
Platform setup & configuration	✔	✘	✘	✘
Network & security oversight	✔	✘	✘	✘
User access & permissions	✔	✘	✘	✘
Hardware standards & approvals	✔	✘	🛟	✘
Player Management	✔	✘	✘	✘
Physical installation & power	✘	✘	✔	✘
Day-to-day content creation	✘	✔	✘	🛟
Content scheduling & updates	✘	✔	✘	🛟
Message accuracy & approvals	✘	✔	✘	🛟
Screen health monitoring	✔	✘	✘	✘
Issue escalation & resolution	✔	✘	🛟	✘
End-user training	🛟	✔	✘	✘



Connect with Us

Create and distribute dynamic, targeted content across your entire organization with consistent, unified messaging. Contact Carousel Digital Signage today to learn how we can help you achieve your communication goals.



Phone Number
612-261-1000



Email Address
sales@carouselsignage.com



Website
carouselsignage.com

Schedule a meeting: 

