



Fit Solutions improves customer experience with Xibo and DSDevices

www.xibosignage.com



ABOUT FIT SOLUTIONS

Fit Solutions is a Brazilian IT company operating in Japan. The business was founded in 2010 by three brothers who initially owned Nogaih Trading, an import and export business for clothes and shoes in Brazil and Japan. Founder, Fernando Hiagon explains that he had a vision of starting an IT company in Japan and so Fit Solutions was born.

Fit Solutions develops websites and web systems for small to medium sized Brazilian and Japanese companies. Most of their clients are Brazilian companies from various sectors including HR, Retail and Hospitality.



THE CHALLENGE

Fit Solutions' customers wanted more agility in their advertising. "Before we used the Xibo system, whenever a customer wanted to make advertising slides, we had to use a Wordpress site with slide tools to meet their needs," Fernando explains.

"However it requires configuration on the servers to host the sites individually. At first, with 20 customers this was not a problem. Now with over 100 clients across Japan, it is harder to manage all this. With Xibo, this problem has been resolved."

One of Fit Solutions' customers is a media company with a magazine focused on the Brazilian market. They have many customers who advertise in their magazines monthly.

Most of the advertisements are job offers for Brazilian workers.

Advertisement needs change very fast and using a magazine alone was not meeting their expectations. Fit Solutions needed to find a way of expanding ad visibility and started looking into the option of a Digital Signage solution. When Fit Solutions offered the option of having digital signage above the printed magazine stands, customers became very interested.

“With Xibo, our company has entered a new segment of the market. We are happy to be able to meet the expectations of our customers.”



THE SOLUTION

After researching various Digital Signage offerings online, both paid and free solutions, Fit Solutions opted for Xibo Signage. "Xibo proved to be the most effective of all," says Fernando.

Fit Solutions needed a Digital Signage system that was open source and could be installed on their servers. Xibo makes self hosting super easy with the Docker installation.

Fit Solutions discovered the DSDevices' DSCS9 for Android after trying various player options across Windows, Ubuntu and Android that simply didn't meet their requirements. The DSCS9 is a signage player purpose built to run

Xibo for Android. It comes complete with Xibo pre-installed, making set up even easier. As DSDevices is fully integrated, out-of-the-box with Xibo and it allows for screen rotation, it was the perfect choice for Fit Solutions.

Fit solutions currently has two Ubuntu19 servers running two Xibo docker instances and the DSCS9 as their main Android player device. They have multiple displays spread in various states of Japan. "We currently have 60 displays in the Brazilian market," explains Fernando. "Next year we will reach 100." Fernando has big plans for expansion into the Japanese small business market, focusing on restaurants, bakeries and coffee shops.



THE BENEFITS

"We like everything about Xibo," says Fernando. Fit Solutions has found Xibo's simplicity and efficiency impressive and their customers are excited about it too!

Fit Solutions feeds customers websites onto display screens. As customers have the ability to edit these websites via wordpress, they can make certain changes to their Digital Signage Display themselves. "Customers can take photos of their promotional products and change advertising copy on their website and immediately the content is updated and shown on the displays."

Fit Solutions is also seeing the benefit of using the DSCS9 Android Player from DSDevices as their Xibo hardware. "The devices from DSDevices (DSCS9) have become our main hardware solution because of the full out-of-the-box integration with Xibo". DSDevices also allow for screen rotation. While most of the Fit Solutions displays are landscape, they do have some portrait ones, so the ability to display both was the perfect solution.



WHY XIBO?

Fit Solutions chose Xibo as their Digital Signage provider for the following reasons.

- **Open Source**
- **Simple to use**
- **Efficient**
- **Active community always ready to help**

FIND OUT HOW XIBO CAN GROW YOUR BUSINESS

Get in touch today

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