

LogMeIn Central keeps an alert eye on NextLED's customers, even when they're hundreds of miles away



- Industry: Manufacturing
- Headquarters: Wichita, KS

"The last thing our dealers and their customers want is to have a sign down. With Central, we're able to be proactive, and can often get to a problem before the customer even knows there is one."

–Jonathan Bengtson, Director of Service, NextLED



Challenge

The digital signs that NextLED engineers and manufactures are vital to their the business success of its customers – restaurants, stores, schools, and sports venues located throughout the Midwest and Great Plains states. These signs not only mark a location, but, thanks to digital and LED technology, they provide information on current happenings, coming events, and special promotions. The technology that makes this type of marketing possible is complex, and requires more “care and feeding” than old-fashioned signage. Having signs that are up and running 24/7 means that customers are able to capture every opportunity and maintain a strong image. Making this possible means 24/7 monitoring. With so many remote signs to support, providing this monitoring was a challenge. NextLED had been using TeamViewer for monitoring and support, but TeamViewer was not consistently reliable and its monitoring capabilities were limited and lacking in the advanced features that NextLED required to support their customers.

Solution

In LogMeIn Central, NextLED found a superior monitoring solution. Central allows NextLED to manage all of their customers' digital signage from any location. With host software deployed on every end point, administrators have instant, reliable connectivity, flexibility for anywhere access, and the advanced controls they need to stay ahead of issues. NextLED uses Central to proactively monitor its servers and customer signs equipped with onboard computers. With Central, NextLED is alerted when a sign is experiencing a problem, is down entirely, or when there's an indication that a potential issue is arising. In addition to using Central for connectivity, automation and control, NextLED uses LogMeIn's remote support solution, Rescue, to troubleshoot issues before customers are even aware that they have occurred.

Results

With Central, NextLED is able to provide faster and better support to the businesses deploying their signs, and to the dealers they rely on for direct contact with these organizations. Central lets NextLED's support team:

- Receive anytime, anywhere alerts that a problem has occurred or is arising
- Proactively identify and resolve potential problems
- Avoid costly truck rolls, saving hundreds of dollars per incident

NextLED prides itself on offering products “loaded with superior value.” With Central, they're helping their customers benefit from this value of cost-effective and proactive remote monitoring.