



Ver-Mac partners with Bell to provide wirelessly connected digital signage.



Based in Québec City, Québec, Ver-Mac is a global manufacturer and leader in the development of digital traffic control equipment. Their products include portable and permanent variable message signs, speed signs, arrow boards, camera trailers, sensor trailers and temporary traffic lights.

The need.

Ver-Mac focused on building and selling digital signage equipment to municipalities, construction companies and transportation ministries. Despite their success as a manufacturer, one key element was missing that would allow them to deliver a turnkey solution to their clients – wireless connectivity.

In order to modify messages on their digital signs, Ver-Mac's customers would need to dispatch employees to work sites to manually make changes. This was time-consuming, expensive and potentially dangerous. Customers that had many signs and needed remote control capabilities had to seek out a wireless carrier and set up connectivity through a modem, all on their own.

The business needed to enhance their services and differentiate themselves from competitors by offering customers a complete end-to-end solution that included secure remote connectivity.

The solution.

Ver-Mac partnered with Bell to transform their business from digital signage manufacturer, to full-service digital signage solution provider – offering hardware, logistics, software and wireless connectivity.

Bell provides wireless solutions to enable Ver-Mac's customers to make remote updates using their proprietary software called JamLogic. Modems connect the signs over Bell's 4G LTE network, allowing fast, reliable wireless connectivity from almost anywhere in Canada. For security purposes, Bell also set up a private network to prevent unauthorized users from changing messages on customers' digital signage.

Why choose Internet of Things (IoT) solutions from Bell?

Canada's best national network for IoT¹

Power your IoT solutions with the network that outperforms all other national wireless carriers for combined data, reliability and network coverage.

Best selection of global IoT platforms

Get a complete view of your entire network of IoT-connected devices, no matter where they're located, with exclusive IoT platforms.

Leader in security

Our highly secure private infrastructure and team of 400+ accredited security professionals help keep your data safe.

Dedicated professionals

With more than 3,000 professionals certified by Canada's top technology partners, our team can help you design, build and deploy the right IoT solution for your business.

The result.

Through their partnership with Bell, Ver-Mac is now able to provide their customers with an enhanced digital signage solution. They coordinate the installation of wireless connectivity with Bell on behalf of their clients, making the process much more efficient.

Customers are more satisfied because they can rely on Ver-Mac to manage the installation of remote connectivity for them. Through a close collaboration with Bell, the signage company is able to set up new digital signage much faster than before and embed a wireless connection device in the equipment prior to shipping to the customer. "The steps required to set up a sign have decreased not only for our customers, but also for our production team," said David Bégin, Sales and Marketing Coordinator at Ver-Mac. "Production time has decreased by 50% because we don't have to wait to get modems activated."

In addition to improving efficiencies, Ver-Mac is able to implement and promote their unique software solution. "Our customers know they need reliable software to efficiently run their operations remotely. We are now able to promote JamLogic in more of our proposals. This allows us to differentiate ourselves from our competitors that do not offer a software solution," said Bégin. "It has made it a lot easier to up-sell the solution part of our business to the customer."

Ver-Mac has also increased sales and gained a competitive advantage by implementing a private network with Bell. This allows customers to remotely connect to their digital signs in a secure manner. It is a unique selling feature that has given customers confidence that the messages on their signs always remain under their control. "Without the IoT solution, we couldn't integrate the software and equipment," said Bégin.

Business evolution through collaboration.

Ver-Mac is working with Bell on their next phase of IoT solution enhancements in Canada called Smart Work Zones. It involves the installation of sensors and message signs equipped with high-speed modems and GPS throughout a work area. The JamLogic software wirelessly collects data through the sensors, analyzes the data, then automates the message on the sign to provide real-time information like travel time and weather conditions.



Does your business encounter similar challenges?
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