# EazyIoT ®

# Maximise Brand Visibility through IoT based Smart Signage Solution

Signages are key touch point for brands to communicate with their customers. However, there is no real-time operational visibility of this asset. And the same thing was bothering one of the largest banks in India.

*"Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product or company."*

### -Elon Musk

Signage plays a vital role in creating perception about company in consumer's mind. Its one of the powerful non-verbal communication between company and consumer. To communicate effectively signage needs to be light up. Lit signage easily stands out in night time and attract attention of people. With IoT now doors are opening for bringing in energy and operational efficiency in signage operations. Large companies are now moving towards more sophisticated solution to manage their signages.

## Customer Background

**Client** - One of the largest Private Sector Bank in India

**Industry** - Banking

**Location** - Pan India

**Branches** - 5000+

**Annual Electricity Expenditure for Signages** - 25 Cr+

## How were electrical operations carried out?

### Lighting control

Lights are operated manually at each branch

### Daily Operations

Security Guard turns on light in the evening and turns off around 11 PM

### Fault Identification

Branch Manager has to raise tickets for non-working or half lit signages.

### Repair & Maintenance

Electrical wiring, repairing & maintenance work of signages is outsourced to local vendors & managed by client's operations team.

# What are the Key Problems?

### Delayed maintenance of signages

Faults in signages were not resolved timely. At times branch managers didn't raise ticket in the system for faulty signages due to busy schedule. So, facility team was unaware about faults.

### Lack of Visibility

Facility team lacked Realtime visibility of signage health and didn't had any tool to track if signages were repaired on time by maintenance vendor.
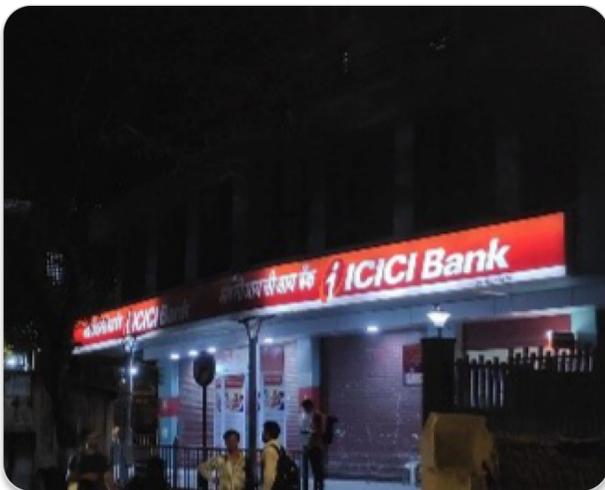
### Spoil Brand Image

Faulty Signages (non-lit or half lit) created negative perception about brand and it misleads consumers.
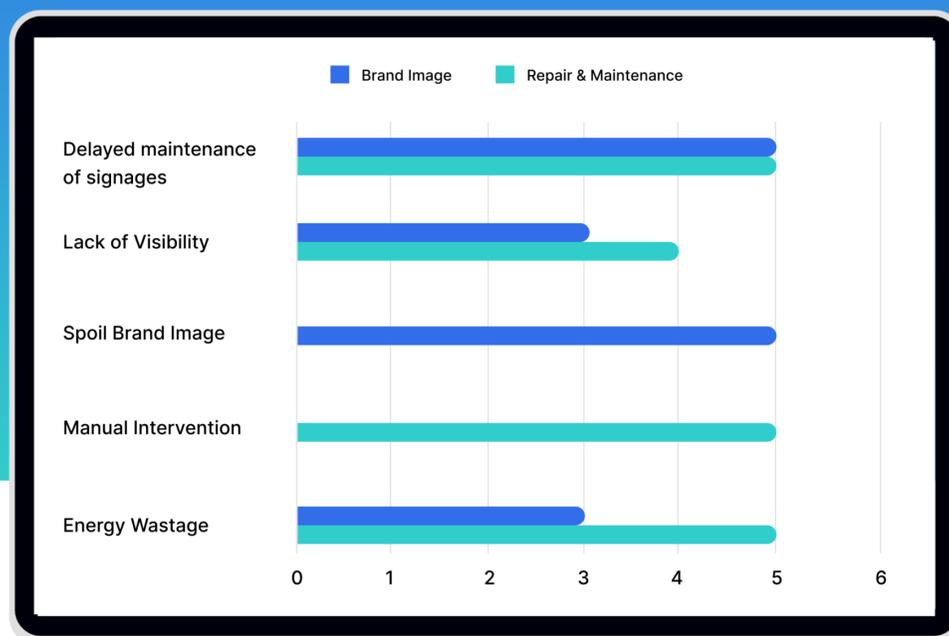
### Manual Intervention

Daily signage on-off operations were carried manually by security guard. Also, manual Intervention was required to raise tickets for faults.

### Energy Wastage

Due to daily manual on-off, sometimes signages remained ON for the whole day. Also, many times signages were switched ON before sunset time.



## Key Problem Impact

# How did we solve?

EazyIoT implemented an IoT enabled electrical asset management solution with a clear objective of providing visibility to top management about signage operations, simplifying O&M activity and to ensure branding efforts succeed. Our solution consists of an IoT enabled device, Smart Time Switch. It was retrofitted in existing junction box without any changes. Another aspect of the solution is cloud based software & mobile app that can be accessed from any internet enabled device such as Desktop, Laptop, Mobile Phone.



# Benefits of Implementing Smart IoT Signage

Enhancing visibility, operational efficiency, and energy performance through IoT based automation

## Proactive Maintenance

With real time alerts, repairing work is carried out proactively compared to earlier reactive approach. Also, dependency on branch manager to raise ticket is eliminated.

## Simplification in Operations

Client is now able manage, monitor & control all sites from a software. Dependency on maintenance vendor is reduced and all onsite operations are planned properly.

## Asset Visibility

Dashboard showing real time status. Now top management can track performance of operations team and vendors.

## Maximise Brand Visibility

Ensuring proper operations of signage has increased brand visibility.
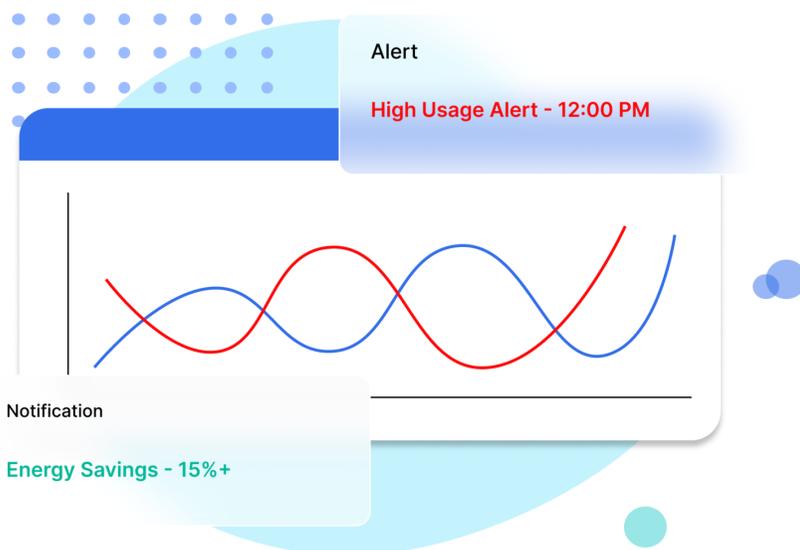
## Energy Savings

Timely On-Off & Fault Alerts had resulted into more than 15% energy saving.

## Energy Savings - 15% +

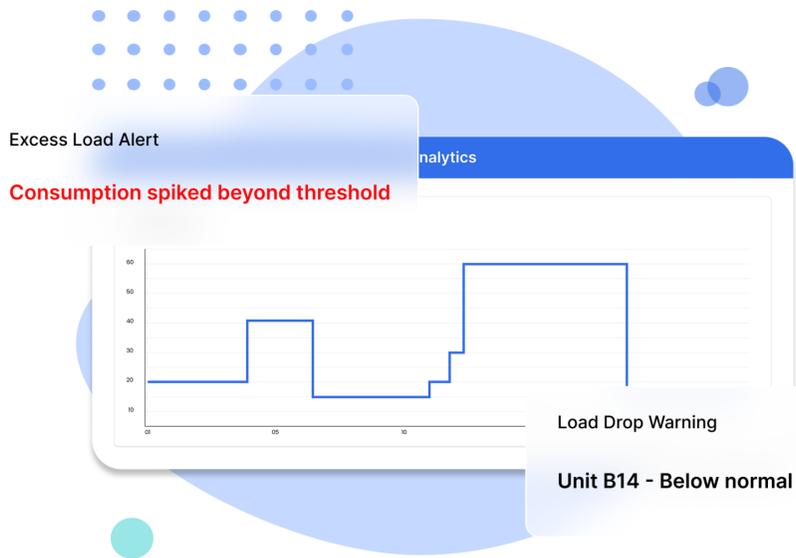Smart lighting schedules and automated dimming help reduce energy usage without compromising brand visibility.

Alert

**High Usage Alert - 12:00 PM**

Notification

**Energy Savings - 15%+**

Alert

**Possible MCB trip detected**

Reset Required

**Manual reset required**

## MCB Trip

Detect breaker trips instantly and receive alerts the moment an MCB switches off — helping you act fast and avoid downtime.

Power Down

**System entered safe mode**

## Power Cut

Get notified instantly when power supply is lost — helping you respond quickly and ensure signage stays visible and operational.

Alert

**Unit 003 - Power Supply Lost**

Excess Load Alert

**Consumption spiked beyond threshold**

...nalytics

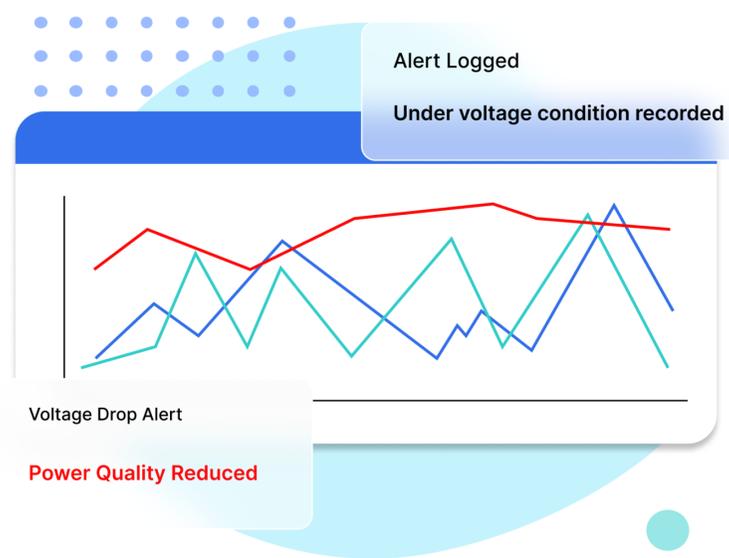Load Drop Warning

**Unit B14 - Below normal**

## Load Fault

Identify abnormal load changes before they impact performance. Receive real-time alerts when the system detects irregular or excessive load behavior.
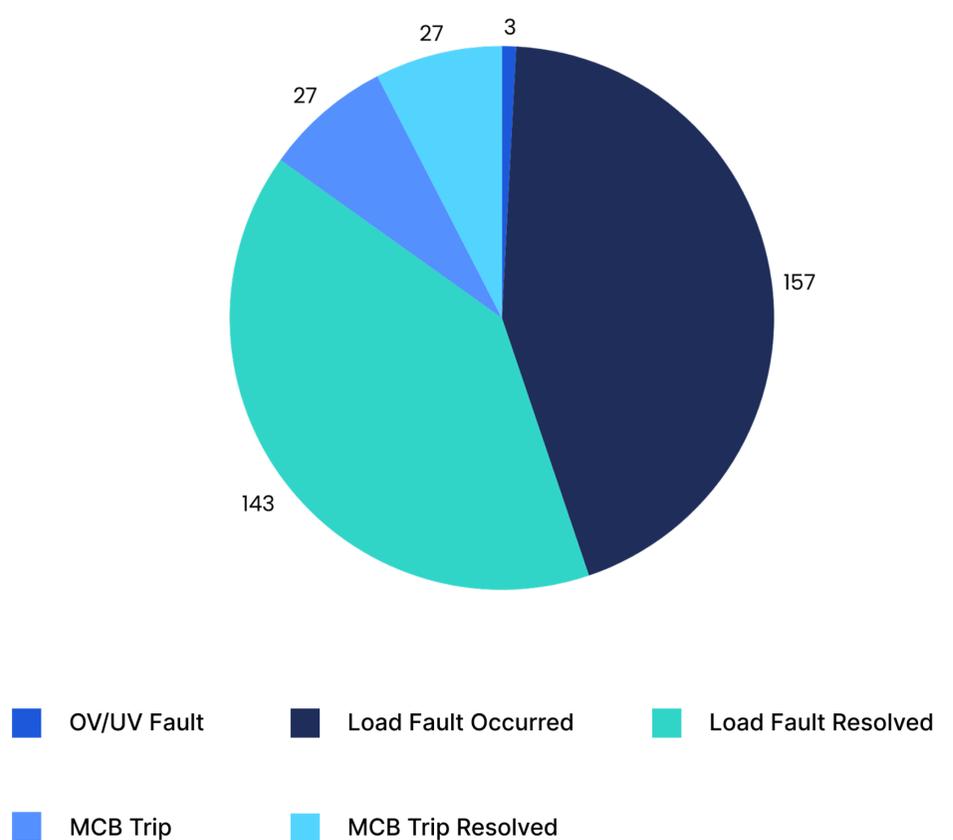
## Under Voltage

Get notified when voltage drops below safe operating levels, helping prevent dim signage, flickering lights, and operational interruptions.

Alert Logged

**Under voltage condition recorded**

Voltage Drop Alert

**Power Quality Reduced**

## Faults Detected in 100 days in 250 Signages

**2500+ faults were detected as stated below: -**

| Faults | Occurences |
|---|---|
| Over/Under Voltage | 3 |
| Load Fault Occured | 157 |
| Load Fault Resolved | 143 |
| Light ON Manually | 337 |
| Light OFF Manually | 329 |
| MCB Trip | 27 |
| MCB Trip Resolved | 27 |
| Power Cut | 1965 |



■ OV/UV Fault   ■ Load Fault Occurred   ■ Load Fault Resolved

■ MCB Trip   ■ MCB Trip Resolved

**Total 1000+ signage light on-off operations were carried out through EazyIoT solution in this period.**

## Ready to Transform Your Operations?

Contact our team to explore how we can help.

## Get in Touch

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