5 Tips to Optimize your MagicINFO Account

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LEVEL UP!

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LEVEL UP!

Why it's important to optimize your MagicINFO account

Did you download the ebook because you have been working with MagicINFO for a while and now running into problems? Or do you feel that you can achieve more using it, work more effectively and efficiently? Perhaps you are scared that your signage system gets hacked and looking for security tips? Well, you did the right thing by downloading this ebook.

Whatever your intention is, when you have a hitch, you are probably right that there's probably room for optimization. In this ebook, we give you convincing reasons why it is good to take a closer look at your MagicINFO setup.

Introduction

By taking the time to read this ebook, you learn:

☑ The dangers of letting the system run its course

☑ What you should check to maintain a well-functioning MagicINFO system

☑ Practical tips for quick improvements

☑ When it's time to upgrade, update or migrate?

☑ The benefits of having a MagicINFO expert checking your MagicINFO system

Introduction

3 Common areas for improvement
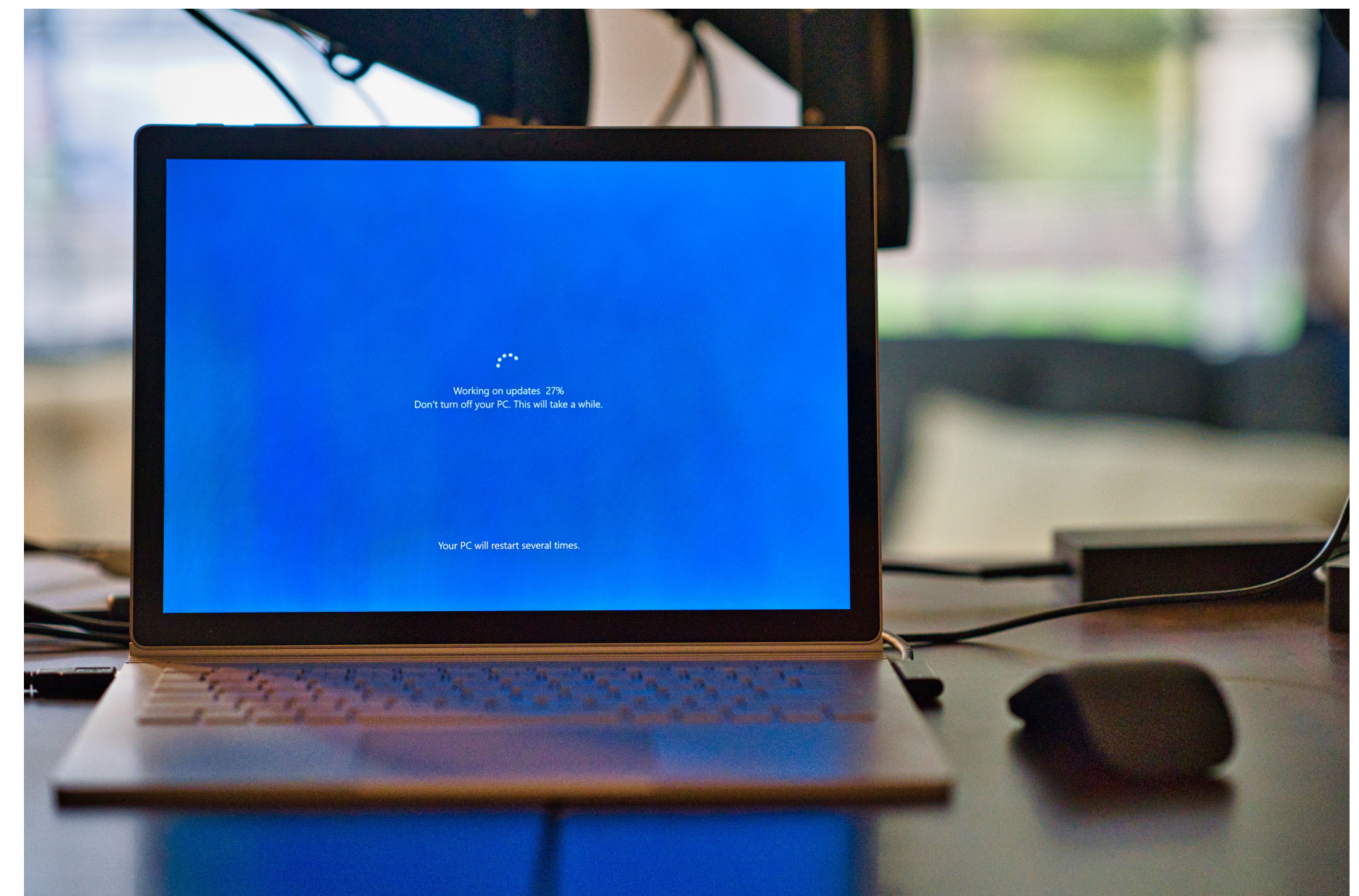
Outdated software | Content management | Security

The dangers of letting the system run its course are things like **unexplainable bugs**, displays not doing what they are supposed to, countless content items, playlists that overgrow each other, content that is not published, and **maintenance overdue** when it comes to settings and security measures. You will be left with a poorly maintained and messy environment where, in most cases, the back door is **open for hackers**. These are the **top problems** of a poorly maintained MagicINFO environment and here is what you can do about it.

1. Outdated software versions

One of the main reasons why a system gives problems is because of outdated software versions and hardware that's not compatible anymore. Outdated software versions and hardware firmware can cause your content to not be published and your screens to malfunction. But system updates are not only to prevent potential errors, they're also useful so you can add and access the latest and newest features.

It is not only important to keep the MagicINFO version up to date, but also the firmware. Samsung brings out new firmware on a regular basis. This is to fix any bugs and to make sure that content publishing keeps running smoothly. So, keep your eye on versions and firmware updates.

Update firmware

When a display is used for some time, it happens that after some time errors occur. For example, not being able to publish content or having content with the wrong format on the screen while it's working fine in MagicINFO. Or timers that don't do what they are supposed to do. Strange, unexplainable problems that don't seem to have an obvious solution. Do you experience strange issues where you can't point your finger to? A firmware can mostly fix this.

LEARN MORE

Click the button above to read more about why updating firmware is a good thing.

2. Inefficient content publishing

Another potential problem area is the content part of MagicINFO, meaning all uploaded content, the files created in the Web Author, playlists, and schedules. The heart of the system. It's commonly seen in MagicINFO accounts that there is a variety of different working methods, lots of content items, inactive playlists, and schedules run over and on top of each other. Being actually able to see what's published is difficult, let alone managing it. Starting with signage, we know that a lot of end users are mostly fixed on getting it all up and running as quickly as possible.

Often the steps of determining the content strategy, determining users' roles and access, and setting up the right structural hierarchy of devices are skipped. But skipping these steps often leads to inefficient content management, and therefore, an unmanageable system which leads to an unsuccessful signage project in the end.

3. Lack of security measures

Although more and more companies are aware of online security threats, that's not always reflected in the MagicINFO setup. MagicINFO offers many security settings that can be set, in addition to the options in restricting access to the system. This is really something to think about or to have a closer look at when reviewing your MagicINFO account for optimization. Start with the basics, like setting up a password policy and setting up two-factor authentication (2FA). Also, at a hardware level, to protect the network and your content; button lock and infrared blocking.

There are quite some basic security standards that MagicINFO offers to keep hackers out, but it's up to you to keep your signage system in safe hands.

Pro tip!

Security tips
- Protect your hardware by using the security settings
- Create a Password policy for every MagicINFO end user
- Restrict user rights and access (Role Base Access Control)
- Get notified using login notifications

LEARN MORE

Click the button above to read more about it in the blog 'Don't get your signage hacked.'

5 tips to optimize your MagicINFO account

1. Clean up! | 2. Check server settings | 3. Redetermine user rights | 4. Review device structure | 5. Review content management

Tip #1: Clean up!

Files that you never use again, files that are stored in the wrong place, 16 versions of the same item, and so on... It's always good to clean up once in a while. And that applies to your MagicINFO environment as well. Consider emptying your storage and deleting old users, old firmware, or device folders that are not used. Then, work your way up, from Schedule to Playlist, to content items. While you are in the Content section, you can choose to categorize the items so you can easily filter the next time you are searching or cleaning up.

LEARN MORE

Click the button above for 6 more tips for cleaning up your MagicINFO server.
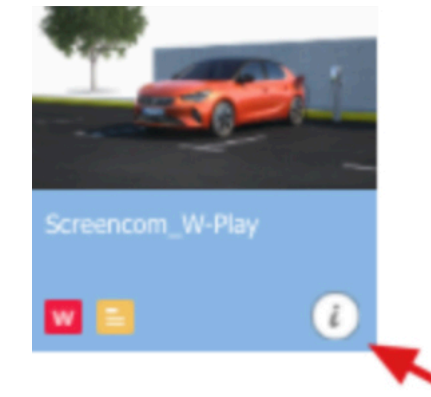
Tip #2: Check server settings

Checking the server settings is a very broad tip, but let us discuss it in greater detail. To begin with, think about setting the security and timer settings. However, keep in mind there is another setting that is often overlooked. It might be very crucial for your situation because, if you like to receive email notifications, you do need to enable the SMTP settings. SMTP stands for Simple Mail Transfer Protocol and by enabling this you can improve your MagicINFO environment with great steps. MagicINFO can send out notifications such as publication errors, disconnected displays, login alerts but also password resets.

LEARN MORE

Click the button above for more in-depth information on how to find the MagicINFO version you are using.

Where can you find the MagicINFO version you are using?
1. At the bottom on the login page
2. At the bottom the dashboard page
3. In the installation folder
4. The config.properties file

Where do you find the firmware version of your device?
Use MagicINFO to see the firmware versions by going to the Device section and click the i-button of the device that you want to check.

LEARN MORE

Click the button above for more in-depth information on how to find the firmware version of your device.

Tip #3: Redetermine user rights and access levels

This tip is about your users in MagicINFO. This is closely related to your strategy. Who gets which tasks and has to provide what type of content, who gives the final go to publications, and who is responsible for monitoring? Over the years, we see that with use, the roles and rights fade. Take a moment to go back to the original plan and then revise, are we still doing it that way? Do we have to go back to the beginning and clean up, or adjust the plan to the new situation? By gaining more insight into the features of user management and evaluating your current approach, you can start optimizing.

LEARN MORE

Click the button above for more information on how to determine user rights and access levels.

Tip #4: Take a closer look at your device structure

When you work in MagicINFO and you have to create and publish playlists to different displays, you quickly find out whether your device structure makes sense. If you have to send a playlist to multiple displays, but you have to do that action per screen, you now know: this can be done more efficiently. Of course, everyone would like to start creating messages and content, but it's more important to configure the MagicINFO account per display group. Our advice? Set up your device structure based on your content strategy and not based on location. So, take a good look at which screen should show which content. Then, create groups based on that, instead of being stuck with a multitude of different groups. This makes it unmanageable And unclear and gives you more work.

Tip #5: Review your content management

You will definitely see the advantages of taking an objective look at how your content management is set up. There is often a lot to optimize at this point. By using MagicINFO, by working with multiple users, inefficient content management is lurking. And also, because you don't know what all the possibilities are, maybe you can make a big optimization with a simple tip. For example:

The tip where you quickly achieve results is by using Categories. Many MagicINFO users store and organize their items into folders. But did you know that other users often have to search for your created item through this route? Your item is linked to you as a user. Other users cannot look in your folder. They just have to look for the item under Content, among all the thumbnails.
If you use Categories, you can subdivide your content items into a Category created by you. This enables all other users to filter and saves a lot of time, ensures fast collaboration, and provides an overview.

Pro tip!

Update published items easily
Did you know that it is not necessary to create a new content item when you want to modify an already published item? You just go to the published item, make your changes and republish it. The playlist in which the item is published will automatically grab the updated version. If you have made a mistake, you can always go back to previous versions with version control. Super handy!

Update, upgrade, and/or migrate?

When you are sure that there is nothing left to optimize and things are still not going well. When you think, I have **no idea where to start** optimizing, it's so overwhelming! Then, it might be time for serious measures, such as an **update**, **upgrade**, or **migrate**.

Signs that indicate a next step:
- Slow uploading speed
- Slow publishing speed
- Unexplainable bugs (hardware and software)
- Poor integrations
- Lack of features

What's what?

Upgrade:

Upgrading simply means upgrading the old version of a product to a new version in full release. Like from MagicINFO 8 to 9. Like adding MagicINFO add-ons or connecting databases.

Update:

Improving the system from an older version to a newer version within the same release, like MagicINFO version 8 to 8.1 for example. Update is also adding new technologies to the system.
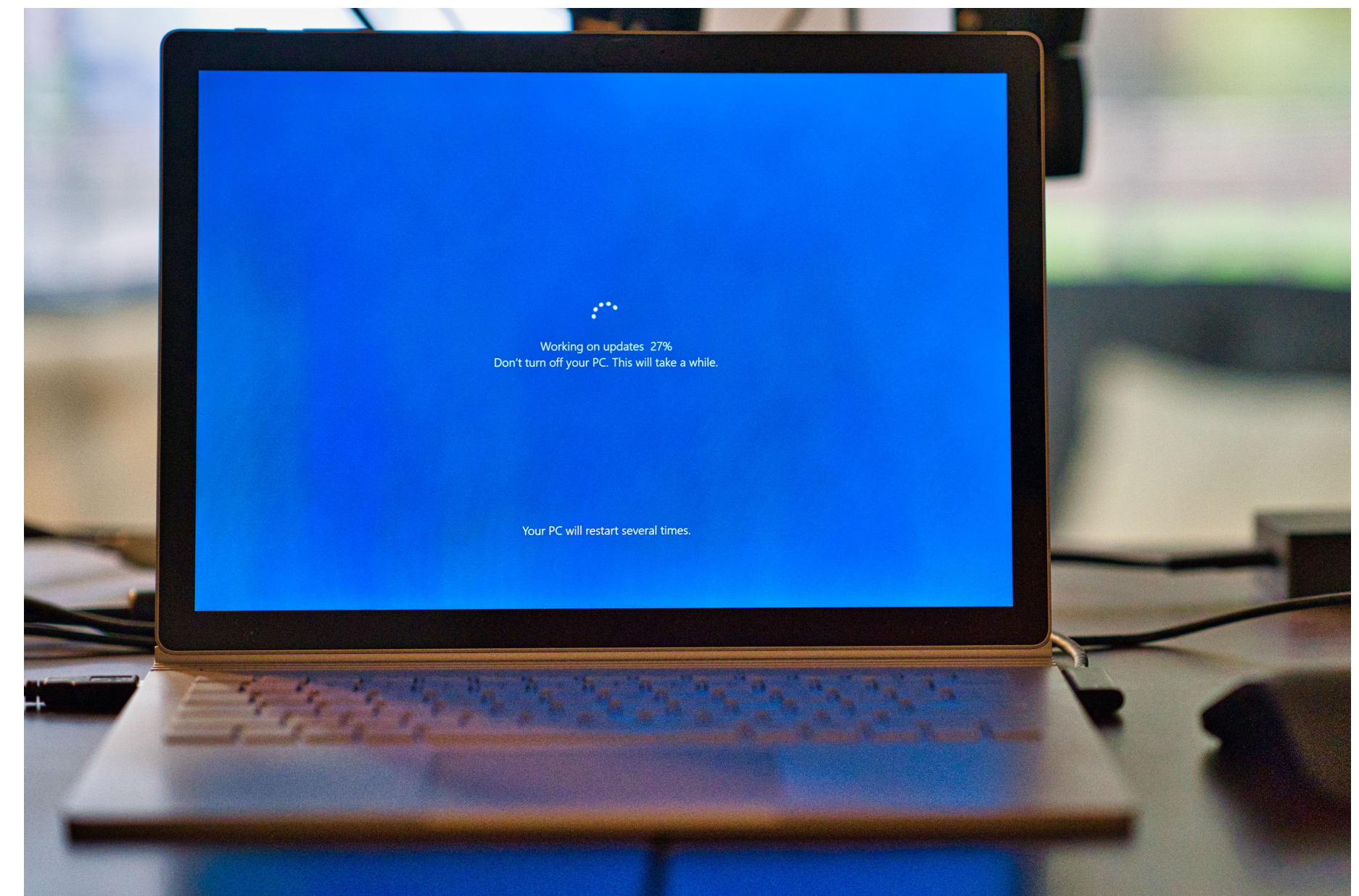
Migrate:

"Migrating" data from the old system to a new system. Like moving your MagicINFO premise-based content to the MagicINFO cloud, shared or private environment.

What's the difference?

Updates and upgrades

Generally speaking, it's our advice to always update to the newest available versions. Because that always comes with improved security measures, new features, and better performance. By updating the system, you can be sure you have a trustworthy and safe system. Like the Log4J issue was resolved with an update. So, it's important to keep up and comply with security standards. When you need new features because your strategy is changing it could be that you need to update or upgrade to benefit from new soft- and hardware technologies.
Samsung brings out one update and one upgrade per year. So, that's not that difficult to manage (when you are up to date). It gets difficult when you are far behind in versions.

When to Migrate?

Migrating to a new signage system can be a difficult decision, but sometimes necessary because the current system is no longer sufficient. Maybe the signage strategy changes or the costs of maintaining and optimizing systems yourself are simply too high. These are all moments when the word "migrate" comes in. Where it was previously a difficult task to get done Nowadays, migrating is not so difficult anymore.

For example:

With a migration from premise-based MagicINFO, you can quickly transfer to a cloud environment any remaining content and settings, or start with a clean set-up, even with an empty one. More and more companies are opting for migration because current systems can no longer be updated or maintained. Cloud solutions have become better and better and often meet today's security standards more than private installations. So, don't sigh when considering the option of migrating. Once the step has been taken, the road turns out to be wider and full of options.

Reasons to migrate to MagicINFO Cloud:
- Less IT overhead
- Quick deployment
- Always up to date system
- High security standards
- 24/7 monitoring

Take these reasons into account when you choose the MagicINFO Private cloud:
- More customization options
- Full control
- Use of VPN and IP whitelist
- Proactive monitoring and support on call

LEARN MORE

Discover why more organizations switch to the MagicINFO private cloud solution.

MagicINFO Checkup

MagicINFO Checkup

At MagicInfo Services, you can choose to let MagicINFO experts check
your MagicINFO environment. This is called the MagicINFO Checkup.
It's like a health check for your body, or you could call it a sanity check.
Your full MagicINFO account gets analyzed by using an extensive checklist.
After that, you get a Checkup Report with quick wins and long term advice.
The MagicINFO configuration, device status, settings and the way you're
using content, playlists, and schedules are all checked for improvements.

Why is it important?

The MagicINFO Checkup can prevent vulnerabilities and potential problems, plus it will give you insights that you can use to smooth out your MagicINFO usage. By letting someone else, like a MagicINFO expert, into your account, your account gets reviewed from a clean point of view, backed with years of experience. Here's what the MagicINFO Checkup brings:

- ☑ It will identify vulnerabilities and potential problems in your complete setup.
- ☑ It confirms your existing working methods are effective so you can be confident that you are doing it just fine, or not.
- ☑ It provides insights into whether your signage system is up to date - including firmware and more.
- ☑ After the report you can work on optimizing your setup - and make it well-organized.
- ☑ You get insight into new features that came with new versions that you might have missed.

How does the MagicINFO Checkup work?

1 Inventory call

When you choose to open your doors, it starts by having an inventory call. With this call we want to get some insights into the goal you have with signage and why you choose to do the things the way you do it. It's also a good moment to get a common ground on expectations and to discuss the need for NDAs to confirm good intentions.

2 Start MagicINFO Checkup

The next step is to grant access to the MagicINFO environment it concerns. Based on a checklist, the MagicINFO expert will dive into the relevant MagicINFO environment where every facet of MagicINFO gets investigated: the configuration, device status, and settings and how you are using content, playlists, and schedules.

3 Delivering the MagicINFO Checkup Report

When the check is completed, all insights, tips and advice are gathered in the MagicINFO Checkup Report. This report shows everything that has been checked and gives you an overview of improvements/security options to implement and workflow that will be more efficient to use.

4 Follow-up call

After the report is sent, you are not left alone. A follow-up call is scheduled where the most important takeaways are discussed. Then, it's up to you to optimize!

Your first next step?

Request the MagicINFO Checkup with discount

Are you a MagicINFO end-user and want to learn where you can optimize your MagicINFO account and see what your current MagicINFO status is?

REQUEST CHECKUP

Get in touch with one of our experts

Or perhaps you want to discuss what's best in your situation? In that case, just schedule a meeting with one of the MagicINFO experts right away.

SCHEDULE A MEETING

About MagicInfo Services

MagicInfo Services is the knowledge platform for Samsung digital signage software and official distributor of MagicINFO licenses and cloud solutions. With a team of MagicINFO experts, the company supports every MagicINFO end-user with high quality support, consultancy, and additional signage solutions.

Complete platform for digital signage
Samsung's MagicINFO is an all-in-one smart, intuitive content creation, data and device management solution included with every Samsung Display Solutions product.

It provides end-users with a suite of creative tools to make content creation easier and manage displays from one central point. Now, with Samsung's enhanced data management options, you can also analyze your data and automate promotions, so you can work smarter, reduce costs and grow your business.

With MagicINFO Premium, you can schedule and create your content where and whenever you want. From one central location, from one to thousands of connections.

The advanced possibilities and low costs make MagicINFO Premium one of the most versatile and cost-efficient solutions in the market. MagicINFO Premium is an author, server, and client (native app) combined.

LEARN MORE

Discover how you can level up your reach! Watch the MagicINFO software demo by clicking the button above.

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