The Complete Guide to Doing Business With Intuiface
# Table of Content

- **Chapter 1 - Introduction**
- **Chapter 2 - Market Opportunities**
- **Chapter 3 - Economics of an Intuiface-based Business**
- **Chapter 4 - Your Choice of Engagement Models**
- **Chapter 5 - Running an Intuiface-based Business: Sales**
- **Chapter 6 - Running an Intuiface-based Business: Operations**
- **Chapter 7 - Why Every Project Should Include Data Tracking for Analytics**
- **Chapter 8 - Choosing the Right Intuiface License And License Distribution Method**
- **Chapter 9 - Go-to-Market for an Intuiface-based Business**
- **Chapter 10 - Building Your Skills**
- **Chapter 11 - Our Commitment to You – A Future-Proof Business**
This eBook is for any creative agency or systems integrator exploring the adoption of Intuiface as a means for producing interactive digital content for their clients. From here on out, we'll refer to you as - you.

Why a book, you ask? (Yes, this will be a two-way conversation.) Good question. The road should be simple:

- Step One: Find Intuiface
- Step Two: Use Intuiface
- Step Three: Profit

(Hat tip to the Underpants Gnomes of Southpark©.)

Regrettably, although we wish it to be that easy, the reality is Intuiface is a means to an end. The best, unparalleled, borderline critical means, but still a means. The end is about your clients and what Intuiface enables you to do for them. Here's how we express what we think should be your ultimate goal:

**Reinventing digital engagement for physical spaces**

It’s not just about building stuff for touch screens, it’s about finding novel, innovative, and personalized means for connecting people to place, out in the real world - not on their phones, tablets, or PCs - in a way that effectively fulfills your clients’ business goals. To do this we believe you'll have to think about your business model in addition to the software you'll use.

The good news is that your software search is over. Use Intuiface.
Why Intuiface? Why now?
You've seen it. The cost of touch display hardware is way down. Phones and tablets are in every pocket and purse. Beacon technology, real-time data integration, the Internet of Things... Interactivity is everywhere and your clients/prospects are either asking for it or will thank you for the suggestion.

The fact is, the ability to deliver interactive digital content is a must have for an agency or integrator. Whether you throw bodies or tools at it, you need to have an answer or you’ll be left behind.

We believe Intuiface is the great enabler for any agency or integrator who doesn’t have the scale or skill to pursue interactive-centric projects. It enables you to create and deliver – in record time - gratifying, purposeful, data-driven digital experiences that connect people to place, powered by the latest interactive technologies.

• What can you create?
Interactive digital signage, information kiosks, sales tools, cultural/artistic exhibits, retail installations, trade show displays - and anything else with an audience and a message.
• What do we mean by “interactive”?
Touch, beacon, RFID/NFC, connected objects, voice, Web APIs - and much
more. (Check out this list of 12+ interaction options supported by Intuiface.)
(Psst. You can also use Intuiface to create non-interactive content. It's a one stop shop. More about this later.)

- **How easy is it?**
  No coding skills are required to create experiences nor to run the resulting work on any of the supported platforms: Windows, iOS on the iPad, Android, Chrome, Tizen on the Samsung SMART Signage Platform, and webOS on LG smart displays.

Can you build a profitable interactive content creation and delivery business with Intuiface? Absolutely, and that's what the rest of this guide is about.
If you like numbers, here’s some numbers:

• The new “touch-educated” demographic: 2.5B touch-enabled smartphones users worldwide.
  *THE LESSON:* The public is so used to touch that they expect every public screen to be interactive.

• The global digital signage display market generated $6 billion in revenue in 2016 and is forecast to hit $13.7 billion by 2021, an 18.2% CAGR. ([source](#))
  *THE LESSON:* Companies are buying the hardware. How are they building the content that is run on those devices?

• Alibaba lists 600+ suppliers from Shenzhen who are flooding the market with 22K+ SKUs of Android-based kiosks at sub-$1000 price.
  *THE LESSON:* Commoditization is underway and with it a drop in price Hardware is no longer limited to well funded large enterprises. Who are they going to hire to build content?

• The global digital signage services market generated $1.6 billion in revenue in 2016 and is forecast to hit $2.1 billion by 2021, a 6% CAGR. ([source](#))
  *THE LESSON:* Companies are paying for help. How can you get a piece of this?
And be honest, you knew the following:

- Interactive digital content is independent of vertical. Everyone wants it, regardless of the business they're in.
- Interactive digital content is global. Everyone wants it, regardless of geography.
- Interactive digital content is inevitable. The need for passive (non-interactive) signage will never go away but, as with all commoditized industries, it's time to evolve. Content creators want modern platforms leveraging the latest in technology.

The opportunity is EVERYWHERE.

Remember, "interactivity" isn't just about touch. Any human-machine or machine-machine interaction counts. RFID/NFC, beacons, voice, Web APIs and Web triggers, connected objects - heck, even a keyboard. If you broaden the scope of your imagination to embrace any possible way for a person to interact with content, and for your content to interact with back office and cloud-hosted systems, the number of uses and potential clients are limitless.

Corporate sales, marketing, and training. Retail. Education. Museums and libraries. Real estate. Manufacturing. Television. What industry can you think of? Yes! They could use it as well.
Hardware has become a commodity. Prices are in free fall. Everyone can afford it. What businesses don’t realize is they can afford interactivity too. It’s not just a luxury for large enterprises. Why? Because with Intuiface you, their partner, can provide an affordable service that delivers cutting edge content.

**Don’t forget your existing traditional signage prospects and clients**

To make a perhaps not-so-obvious point, if you’re already taking on passive (non-interactive) signage projects, you’ve got a built-in audience for interactivity.

The question you need to ask yourself is if it makes sense to use two different platforms - one for passive signage, Intuiface for interactive content - or if you should confront the plain truth that using Intuiface for both passive and interactive signage makes more sense:

- It is simpler to maintain one code base instead of two
- It is easier to train in-house teams to use one platform instead of two
- It is cheaper for the client to be billed for the use of one content creation software option instead of two
- It is smarter to use the most powerful and flexible option for all signage projects rather than making compromises with a limited, passive-only option.

Coming from the signage world? Read our article about the difference between **Intuiface and traditional digital signage platforms**. Armed with this info, you’ll be prepared to tackle new opportunities with Intuiface - and maybe even migrate some existing clients.
You client's perceived value of an Intuiface-based experience will be huge: extraordinary multi-touch capabilities, data-driven, modern design options, high reliability, fast implementation, robust deployment infrastructure, detailed usage analytics...... "Wow, that must cost a lot to develop!"

**The good news for you is that, with Intuiface, you need only a fraction of the resources - and thus a fraction of the costs - required to build a bespoke app for your client. Oh, and its delivered in a fraction of the time.**

If you've gone the custom coding route in the past (whether outsourced or internal), you know the headaches. Of course, you'll pass the associated costs along to your customer. It leads to less competitive pricing and a less competitive offer.

The following picture summarizes the total cost difference between custom and Intuiface-based projects with an eye to perceived value. By "cost" we mean not only the cost of getting to Version 1 of the delivered app but the long-term cost associated with content changes, device OS additions, etc.
On the left is a traditional, bespoke project. The business value of a project as perceived by your client and that client’s cost for the project correlate directly. In other words, they spend $x and feel they received $x in value. Note the margin over and above your own custom development, deployment, and content design costs.

On the right is the same project built using Intuiface. Your cost for custom development and deployment drops by 80%. This drop enables you to invest significantly more time in content design while, at the same time, reducing delivery time by 60%. The result is a project for which:

- price is lower than bespoke
- margin is higher than bespoke
- perceived value is higher than the price
- perceived value is higher than bespoke
Whether you're an agency dedicated to content creation or an integrator tackling the entire project lifecycle, the benefits of Intuiface are obvious. For the creative effort you are freed to be creative, to focus on providing value rather than balancing a delivery timeline with endlessly writing and testing code. For the broader project, you can price your services more competitively and differentiate yourself with high quality content that stands out in a crowd.

Good design is good business.
Congrats! You’ve identified a new interactive project opportunity. How should you structure the relationship with the prospective client? We see two possible approaches.

**Approach #1: Best Kept Secret**

Your client has no knowledge that the interactive experience you’re delivering has "Intuiface inside". You believe it is in your business interest to not disclose how interactive content is created.

**Approach #2: Open Door**

You inform your client that the interactive experience is Intuiface-based. Further, you encourage your client’s use of Intuiface as a supplement to your own usage.

The first approach is classic. It’s old school. You’re probably doing it today. The advantage – not to put a fine point on it – is that you can lock in the client. Your work is proprietary so there’s no way for the client to move on. They need you.

The second approach is gutsy. It’s foreign. Why take the risk? There are plenty of reasons:
• Reassure your client that, if anything happens, s/he can get the "source code" of the app and move forward independently.
• Prove to your client that you won't "lock" her/him into a solution requiring you as a vendor.
• Illustrate to your client that you're using the latest and greatest technology because that's what you value most in your relationship with the client. For example, it's unlikely that an agency would protectively hide their use of Photoshop or Illustrator. (Although, be honest, some of you are even treating the graphics as proprietary!)
• Provide a clear and distinct differentiating advantage over your competition who use the traditional Best Kept Secret approach.

Think about it. **If your only advantage is Intuiface, if you are not providing value beyond its use, you've got far bigger concerns than whether you should take the Open Door approach. Ideation, content creation, execution -> this is where you make a difference.**

The Open Door approach is a modern concept predicated on empowering the client. It is competitively differentiating but requires a closer relationship. We expect the "open door" model to become increasingly popular as prospects/clients increasingly seek independence, clarity and confidence in how they do business around content creation.

BUT – the choice is yours.

**Oh, and we're now seeing RFPs that require Intuiface**

Good for us, yes, but it also means you need to be prepared because it's happening more and more often. Specifically, we're seeing companies saying to themselves, "I've just spend a lot of money for an interactive project - but it's 2018. Is there really no easier way to do this sort of thing?" Then Mr. Google takes over and, would you look at that, there really is a powerful do-it-yourself option....
As noted elsewhere, your company's value isn't just derived from your choice of tool. (My gosh, we hope not!) You can deliver much more value than a prospective client can extract from their own use of Intuiface. But it's more than that. Your use of Intuiface will lead to a healthier relationship with your client. Here is what we are telling folks who ask us why their outsourcers should use Intuiface.

- Develop and collaborate on mock-ups and prototypes very early in the project, thus eliminating risk when it is quick and cheap to do so.
- Significantly reduce cost for implementing changes, even in the production version.
- Expect dependable quality (performance, stability, reliability, etc.) as evidenced by the maturity and deployment size of Intuiface deployments worldwide.
- Have access to plenty of capabilities that are built into Intuiface such as usage analytics, large-scale deployment, off-line execution, etc.

With all of these advantages, can you blame companies for looking elsewhere when their agency and integrator relationships are far too traditional?
Let's get our hands dirty.

**What Intuiface-related services can you sell?**

It could be any of the following or – for you visionary companies – all of them collectively, an all-in-one managed service.

1. **Experience creation services.** Become an Intuiface designer (typically a user experience designer) coordinating with a graphic designer and, depending on the app, a software developer for creating the **interface assets** used to connect your Intuiface-based front end with the client’s back end, with peripheral devices, etc.

2. **Software back-end development and integration services** for any "connected" experience (e.g. an endless aisle retail app connected to the retailer’s product database), usually the forte of a System/Software Integrator.

3. **Set-up and installation services** for interactive devices and the connected infrastructure supporting these devices. Usually the forte of an A/V Integrator.

4. **Deployment management, support, and update services** for all components of the project.

5. **"Business KPI" services** built around the information collected via the Intuiface **Data Tracking** feature.
6. Although we hesitate to provide a project length estimate because no two projects are alike, we'll stick our neck out and say - on average - it'll take 6 to 12 weeks to go from concept to live environment first deployment.

What is a typical client quotation structure?

This is totally up to you, of course, but we’ve seen quite a few and have some opinions as a result. Consider itemizing the following:

- The creative work used to deliver and update the experience. This might include software back-end/integration.
- Device price, usually for each kiosk or display.
- Hardware and software license fees. You may choose to not itemize Intuiface Player licenses if you’re taking the best kept secret approach.
- All the infrastructure install / set-up and experience deployment.
- Ongoing management and monitoring of the infrastructure, support (incl. service level agreements), fixes and (reasonable) changes to the app.
- Business KPI collection, analysis, reporting and optimization.
Pricing structure and the subscription economy

Let's take a minute to discuss how you're going to bill your clients. We know, your instinct is to pick a big number and tie it to a particular set of deliverables. This will be coupled with additional charges for work outside the project scope.

There is another approach and its viability has already been proven in the software world by big guys like Adobe and Microsoft. It's time to bring the same mentality to services.

It's a **subscription business model**.

The idea is to charge an annual fee for each service rather than a single lump sum. This fee would be renewable on a recurring basis. Risky? Only if you're concerned you won't be able to add value over the long term. Otherwise, subscriptions makes sense:

- Your revenue streams become predictable thanks to recurring payments.
- Your relationships with clients improve as they will understand you are motivated to continually deliver value over the life of a project.
- Your competitive differentiation will include lower up-front costs vs. your lump-sum competition. Of course, long term, you will likely earn more than you ever could have with lump sum pricing.

We understand you can't just turn your business on a dime so perhaps you should experiment with subscription billing on one or two projects, working out the kinks. We believe subscription-based pricing is the future upfront design and development services, not just things like ongoing maintenance.
For creation services, how should you drive the relationship?

From presales activity through final delivery, here are some things to consider.

- Create living prototypes with Intuiface and use them as an integral part of both pre-sales and ideation activities.
- Set clear timelines with well-defined deliverables – both what you owe the client and what they must deliver to you.
- If taking an Open Door approach, build a plan with the client that clarifies which work is your responsibility and which is theirs. Ideally, you have full ownership through at least a Version 1 before collaboration.
- Identify areas where data can be externally sourced through APIs rather than embedded directly in the experience. This creates tremendous flexibility as you’ll be able to separate the presentation layer from content. As a result, you’ll be working with templates, which are far easier to maintain and modify than data-dependent UIs. And your clients will have the ability to take control of data updates rather than relinquishing control to you. This will be helpful both before and after project delivery - that is, with mock-up data and then the real thing.
- Iterate frequently with the client. Share drafts early and often. The good news: this is easy to do with Intuiface. Storyboard, sitemap, wireframe,
mockup, prototype: everything can be done with Intuiface and all of is a literal step toward the final project.

For each client, weigh the needs and your skills to choose between Intuiface-provided UIs for services like remote deployment and Player management vs. the use of your own portals and customer interfaces supplemented with Intuiface APIs, like the Share & Deploy API.

- Establish the need for and then execute a pilot (or POC) program. Your work needs time in the field to really show where there's room for improvement. The good news: Intuiface’s data tracking features can help you collect the facts.
- After your first project is up and running, spend time with your client to show them new ways to enhance their experience such as interactivity beyond touch, additional cloud-based services to incorporate, KPIs to measure and information to collect with data tracking, more sophisticated workflows, etc.

What is the typical Intuiface project team?

It of course depends on the project, but here is what we have seen:

- One Intuiface Designer (one of our customers has referred to this role as the Creative Developer). Background training includes Flash or web
development, or simply a person combining a logical, practical approach with a good aesthetic sense. Information design is also part of the job as a lot of Intuiface experiences created nowadays include well structured data using Excel or APIs.

- One graphic designer usually skilled in Photoshop or Illustrator. Could be the same person as the Intuiface Designer.
- [Optionally] Other media content designers such as video or motion or 3D designers.
- [Optionally] A software developer for integrating your experience with local peripherals or with complex business services or back-office systems. It should be noted that with Intuiface API Explorer, complex, API-driven, Intuiface experiences can be directly created by the Intuiface Designer.
Ask yourself – and have your clients ask themselves – what is the best way to determine whether a signage deployment is successful. How do you know the return on investment, (ROI)? You need to measure something, but what?

**Passive digital content is a real mystery. There’s nothing to measure. Nothing direct anyway.**

How many people are passing by your screen? How many react to it? Is it working? What does “working” even mean? Was it worth the investment?

With interactive digital content, on the other hand, your target audience expresses their preferences through interaction and, indirectly, provides insights about themselves, everything from demographics to frequency of use in relation to location and other environmental contexts. The insight is so rich, what can’t you learn?

**Intuiface, through its data tracking feature, makes it easy to collect information about any event you care about.**

Insert “probes” into your experience and the resulting information is automatically sent from every deployed device running Player to a cloud-based, Intuiface-hosted data hub. Once on that data tracking hub, you have various options for accessing the collated information for the purposes of analysis, marketing automation and/or data warehousing. Options include

- *(coming soon)* out-of-the-box chart and dashboard creation
• direct download into/synchronization with Excel workbooks
• upload into your or your client's Google Analytics account
• forward data to any of 200+ third party analysis and automation platforms using the third party service Segment

Help your clients identify, define, capture, and even analyze Key Process Indicators (KPIs)

Consider the following three classes of KPIs and ask yourself if clients would appreciate having this visibility. Ask yourself if such insight would be actionably useful.

- **Design KPIs**: Providing Intuiface users insight to facilitate improvement and optimization of the interactive content they're creating. Examples include explicit research like A/B testing or implicit insights such as scenes with low dwell times or infrequent visits.
- **Operations KPIs**: Providing the IT organization or systems integrator insight into the health of a deployment. For example, identifying unstable devices or high traffic areas.
- **Business KPIs**: Providing management with insight about the success of a deployment. Examples include most popular product selections by store or most popular locations by time of day.

Your clients will no longer be blind to the effectiveness of placed-based screens and kiosks nor to the preferences and biases of their target audience, helping them to justify current as well as future investment in your services.

**Sell a KPI service.** Engage with your client at the highest business and marketing levels in their organization. Analyze collected data and use the insights to refine the marketing campaigns, sales tools, curated exhibits, and whatever else you've built and deployed using Intuiface.

Now you're communicating with
Let’s touch on the basics of licensing and your options for equipping clients with licenses. If you’d like a graduate course, feel free to contact your favorite Intuiface Sales rep for assistance.

Composer options are differentiated by feature set.

Intuiface Composer, the editor, has a concurrent user license. You need as many licenses as you’ll have concurrent users (e.g. Intuiface designer) – that is, users working at the same time. Five people will use Composer but only one at a time? Then you only need one license.

Here are the available Composer tiers and their duration options.

NOTE: All Composers in an Intuiface account must be at the same tier level.

- Essential (annual only): Elimination of all Composer Free limitations
- Premier (annual only): Composer Essential + data tracking and the ability to create custom integrations to external data, business logic and devices (aka interface assets)
- Enterprise (month-to-month or annual): Composer Premier + remote deployment
**Player options are differentiated by operating system.**

Intuiface Player, the runtime, has a concurrent *device* license. You need as many licenses as you'll have devices running experiences in the field. Five devices will be running experiences at the same time? Then you need five licenses.

**Here are the available Players and their duration options (detailed tech specs are here):**

- **Player for Windows** (month-to-month or annual): For devices running Windows 7, Windows 8.1, or Windows 10, regardless of screen size.
- **Player for Kiosks** (annual only): For devices running Chrome, Tizen on the Samsung SMART Signage Platform, webOS for LG smart displays, and Android if not a *consumer* off-the-shelf tablet.
- **Player for Tablets** (month-to-month or annual): For the iPad (not the iPhone) and consumer off-the-shelf Android tablets.
Data Tracking plans are differentiated by data point limits

Experiences running in Intuiface Composer can generate an unlimited number of data points. On the other hand, all licensed Players in an Intuiface account share a data pool and the size of that pool depends on the selected Data Tracking plan.

Here are the available Data Tracking plans:

- Free: All licensed Players share a pool of 1k data points/month.
- Project: All licensed Players share a pool of 25k data points/month.
- Growth: All licensed Players share a pool of 100k data points/month.
- Business: All licensed Players share a pool of 500k data points/month.
- Premium: All licensed Players share a pool of unlimited data points/month. Clients also have the option of storing collected data in their own in-house database.
- Custom: Premium with the option of having Intuiface store collected data in a database we host for the client.

White label options

Is it possible to hide the fact that you’re using Intuiface? Remember, your Intuiface designs are always 100% yours. This means the only thing to white label is Composer and Player themselves. Well Composer can’t be white labeled. Sorry, not possible. Player itself cannot be white labeled either but you can hide it when launching an experience. Check out the white label option for Player for Windows and the post-to-store option for the iPad and Android devices.

Equipping your clients with licenses
You can transfer your licenses to whomever you wish. This means it is not mandatory for your clients to buy Player licenses for themselves. It comes down to how you want to conduct your relationship with each client. You may choose a business model in which clients directly shoulder the license costs, or you may choose a model that bakes license costs into your services fee.

Here’s a cool thought: If you make a multi-year pre-purchase of Player, you could actually charge each client a fee lower than the annual list price and still earn a profit!

Whether you sell the license explicitly or hide it within a larger service fee, we recommend the use of secondary accounts for license distribution. See the next section.

Secondary Accounts

Juggling multiple clients, each of whom may have multiple projects, is tough enough without also having to juggle licenses, Players, data points, and more. We created the notion of secondary accounts to simplify your management of multiple clients and to limit client visibility to experiences specific to their project(s).

The idea is that your Intuiface account becomes an umbrella account - aka a "primary" account - for any number of secondary accounts. As detailed in our article about secondary accounts, your primary account can do things like

- share a single data point pool across multiple secondary accounts
- deploy experiences to secondary account Players
- share storage accounts for experience publishing and sharing
- easily loan and retrieve licenses as needed

We're sure you'll appreciate the benefits of secondary accounts so keep them in mind.
Here’s some good news: your local market is flooded with potential clients who aren't currently looking for interactive content.

Wait! That’s good news? Sure because it means there's an enormous, untapped opportunity. The challenge is you’re going to have to grab it.

Here are some best practices you should take to heart:

- **Your website should shout interactivity from the rooftops.** You need front page news with images and videos showing people what’s possible. This is because they don’t know what's possible. Tell them what is achievable and tell them it’s much cheaper than they think. The agency [POPCOMMS](https://www.popcomms.com) is a great example.
• **Consider an industry focus.** The value of industry focus is taught on Day One of business school but that's because it's true. With it you can refine your pitch and develop a highly scalable business with affordable service options because of templates. Create your own Intuiface templates and customize by as much as your client's budget allows. It's agile service delivery that scales.

• **Embrace a prototype-driven pre-sales approach.** We'll say it again – your prospects don't even know what's possible. Show them by building content on the fly (yes, live during pre-sales meetings with your client). Run a screenshare and use content from the client's website that you grabbed during a meeting prep. Then highlight the value your team brings in terms of creativity, ideation, content creation, KPI definition & collection, installation, deployment, and all of the other services you can uniquely offer.
• **Participate in the Intuiface User Community.** You’d be surprised at how many prospects are found among those who find Intuiface first but recognize they don't have the skill to do anything but wildly swing the Intuiface hammer. They need you!

![Intuiface User Community](intuiface.png)

• **Show off your skills on the Intuiface Marketplace.** Show off your design capabilities by investing in an Intuiface experience that you can brand and make available for free in the Marketplace. (You can also choose to monetize that work. It's up to you.) There is nothing better than providing free stuff to drive traffic to your business.

![Intuiface Marketplace](if.png)

• **Finally, become a partner Creative Experts Program:** This is for agencies and freelancers dedicated to content design and implementation. You get free promotion of your work through Intuiface social media, badges for your User Community participation, a dedicated company page on Intuiface’s Creative Experts website and much more. It’s a must have if you’re taking the Open Door approach.

**Value Added Reseller (VAR) Program:** This is for systems integrators offering a full complement of services including things like hardware
acquisition & configuration and ongoing maintenance. If you are ready to commit to a large sales volume, you'll get product discounts, dedicated assistance from Intuiface's own in-house experts, and social media promotion.
If you're interested in either program, fill out this form.
Intuiface is powerful, broad in feature set, and always evolving. It’s also – to use the word not-so-subtly hidden in its name – intuitive.

So don’t worry. You’ve got this. With a little effort you’ll build the skills.

Here’s a quick lesson plan for going from zero to hero:

1. Watch our three one-hour webinars: 1) Intro to Intuiface, 2) Connect Your Intuiface Experience to External Data Using Excel and APIs, 3) Deep Analytics Through Interactivity. They’re comprised of live demos that go deep into the details.

2. Next, check out some of the 70+ showcase videos on our website. Embrace the idea that you’ll actually be able to build all of those amazing things.

3. Get to know our online library, the Help Center. Introduce yourself. You’re going to be using it a lot because it’s awesome.

4. Since you’re in the library, go through our tutorial. This is how you’ll get your hands dirty while remaining in control.

5. Now download some of our free sample experiences from the Marketplace. Play them, study them, see if you can figure out how everything was built. And yes, go ahead and steal from them. There is no need to start from scratch.

6. You watched those webinars, right? No? Don’t be cocky. They’re the best overviews on the planet.
7. Now go build some stuff. Remember, you can use both Composer and Player without a paid license.

8. Ran into issues? Contact Support. Go out of your way to have issues so you can test Support, see how well they perform and how responsive they are. We know you’ll be impressed which is why we’re asking you to do this. (Support is conducted via forums only. No phone calls.)

9. Some subjects you should consider for a deep dive? Check out beacon support, accessibility, data tracking for analytics, and API Explorer.

Want some 1:1 assistance?

First, please work with our Support folks. It’s free and they’re brilliant.

Next, consider Intuiface’s own service options:

- **Bootstrap**: A teach-you-to-fish service for a flat fee of $/€ 5k. We start a project based on your design needs and teach you how to finish the job. You get our experts for a predictable fee on an actual project. Talk about anything you’d like, from basic design points to the smallest detail of features like data tracking and the integration of third party services. It’s the most complete option.

- **1:1 Consulting**: One hour increments at $/€ 200/hour conducted via a screensharing session.

For a more complete service delivery option, how about hiring one of our Intuiface Creative Experts? What’s that you say? There’s nothing to learn from the hard won expertise of Intuiface partners? Of course there is. Learn from the best. If it makes you itchy to hire a seeming competitor, find someone outside of your geography.
Finally, all first-time customers are entitled to a live, 30 minute 1:1 consulting session. And Composer Enterprise customers are entitled to a second consultation session as well. This way you’ll get to work with our own experts.
Intuiface is an R&D-driven company. (Believe it or not, Intuiface has seven patents, and more in the work) Our priority is to live on the cutting edge and make all of that work accessible to our users.

Look around at the 600+ signage solutions on the market. See what they can offer you in terms of 1) multi-touch support, 2) connectivity to any third party cloud-hosted data source, business logic or device, 3) beacon integration, 4) RFID/NFC support, 5) data capture for usage analytics, 6) multi-platform support, 7) extensive help and support resources, 8) and a start-up mentality with a mature code base.

Intuiface is the result of 7+ years of software development coupled with 7+ years of customer feedback, both good and bad. We’ve seen it all, from single device deployments to a single client with 2300 Players! We believe our quality, ambition, and achievement to be peerless.

You get feature releases from us up to four times each year and when we find a bug, we fix it in days, not months. (Not that we have bugs. Of course not!) We listen to our customers and strive to exceed their expectations.

**Bottom line:** Intuiface is the most advanced no-coding platform for interactive content creation and delivery on the market.

We won’t let you down. Now get to work!