

The Digital Signage Vendor Risk Checklist

The signage software market is consolidating. This is how you find out, in about 15 minutes, whether your network is ready for it.

JAF Digital Consulting · Vendor-neutral. No commissions.

Answer honestly, and try to do it **without calling your vendor**. Every box you cannot check is a place your risk is hiding. Tally the unchecked boxes at the end.

1 CMS ACCESS & OWNERSHIP

- ☐ Your organization owns the CMS admin account, not your vendor or a former employee.
- ☐ More than one person on your team can log in with full admin rights today.
- ☐ You have current login and account details documented somewhere your team controls.

2 DATA & CONTENT PORTABILITY

- ☐ You can export your content, playlists, and schedules in a usable format.
- ☐ You keep editable source files for your content, not just the published versions.
- ☐ You have a recent backup of your content and configuration that lives outside the platform.

3 HARDWARE DEPENDENCY

- ☐ Your content is not tied to a single vendor's displays or media players.
- ☐ Switching CMS would not require physically replacing your screens or players.
- ☐ You know exactly what hardware is deployed, where, and how old it is.

4 REMOTE DEVICE MANAGEMENT

- ☐ You can see, from one place, which screens and players are online right now.
- ☐ You get an alert when a screen goes offline, instead of finding out by walking past it.
- ☐ You can push updates or reboot devices remotely without a site visit.

5 PROOF-OF-PLAY & REPORTING

- ☐ You can prove what actually played, where, and when.
- ☐ Someone reviews that data on a regular cadence, not just when something breaks.
- ☐ You can tie at least one metric back to a business outcome.

6 API & INTEGRATIONS

- ☐ Your platform has API access you can actually use, with documentation.
- ☐ Key integrations (POS, calendars, data feeds, alerts) are documented, not tribal knowledge.
- ☐ You could rebuild a critical integration elsewhere if you had to.

7 SECURITY & PERMISSIONS

- ☐ Access uses role-based permissions, not one shared password.
- ☐ There is an approval step before content reaches public-facing screens.
- ☐ You have a way to instantly override every screen with an emergency message.

8 CONTRACT & RENEWAL

- ☐ You know your renewal date and notice period, and you are not auto-locked for years.
- ☐ You understand what happens to your data and access if you stop paying.
- ☐ You have leverage at renewal because a realistic alternative exists, at least on paper.

9 MIGRATION READINESS

- ☐ You have a rough, written plan for how you would move platforms if you had to.
- ☐ You could switch while the screens keep running, not go dark during the change.
- ☐ You know roughly what a migration would cost in time and money.

10 SUPPORT & ESCALATION

- ☐ There is a single, known way to report a problem, not three inboxes and a guess.
- ☐ You know the support response time you are actually entitled to.
- ☐ One named person owns the network's day-to-day operation internally.

Score it: count the boxes you could NOT check

0-5

Solid. You control your network and you have options. Keep the plan current.

6-12

Exposed. Real gaps a vendor change would turn into a scramble. Worth a focused fix list.

13+

High risk. Your network depends on things you do not control. Plan a continuity review before your next renewal.

Want a real read on your score?

Send your current CMS, screen count, hardware mix, and top three frustrations. I'll tell you where your real risk is and whether to stay, renegotiate, or plan an exit. Vendor-neutral, no commissions, no stake in the answer.

Book a Free Consultation

jordanfeil.com/contact

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