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JOHN GADDIS, PRESIDENT AND CEO GADDIS GROUP

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The **Gaddis Group** is a comprehensive IT service provider with offices in West Virginia and Alabama. President and CEO John Gaddis started the business in 2007, and by early 2019 he was looking to expand his offerings to include digital signage and other in-location tools to help his clients take their customer experience to the next level. When researching digital signage best practices, he came across Raydiant (or Mira, as we were then known) and decided to become a reseller. “I was looking for a secure, web-based platform,” says Gaddis, “and Raydiant met that criteria.”

As a Raydiant reseller, Gaddis quickly noticed the added benefits to both him and his clients.

Gaddis wanted to use Raydiant as an additional revenue stream for his business, and it's proven to be just that. Becoming a Raydiant reseller has allowed Gaddis to expand his offerings so that he could provide a more comprehensive, competitive product line for his customers.

A Tool That Meets the Needs of the Market

When asked if Gaddis has seen a need for digital signage in his client base, he answers with a definitive yes. "We have diverse clientele," Gaddis told us. "The list includes beauty salons, childcare development centers, medical offices, car dealerships, and more. We've noticed that businesses in all sectors are really responding to Raydiant." Not only does Raydiant's Experience Platform offer digital signage, but also a diverse range of tools and apps for businesses to instantly improve their in-location customer experience. This includes apps like PosterMyWall, which has over 150,000 HD and 4K designer templates for creating digital posters and videos. Soundtrack Your Brand is another app that adds depth to the customer experience by creating curated music playlists based on the mood or type of business.

Gaddis talked about bringing on two new customers recently, one a small BBQ restaurant looking to convert their hand-printed signs to digital. He has also been working with a local Jersey Subs quick-service restaurant to convert their static signs to digital menu boards. "They had digital signs, but they weren't able to update them," Gaddis told us. "So, when the owner saw what Raydiant could do, he said 'I need that.' Within fifteen minutes, he was up and running, and able to make menu changes easily and instantly."

"It's been an easy sell," adds Gaddis about the overall reception Raydiant has had from his clients.

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"Cutting Edge" Technology a Major Customer Draw

"Raydiant is definitely innovative. I would say cutting edge," Gaddis says. "It's the product I was looking to develop before I ran across your company. And I like that it's not stagnant, but its technology is always moving forward and evolving. The constantly new and updated features, like BlueJeans video conferencing, are a gamechanger."

Gaddis isn't the first to make such comments about Raydiant's ever-evolving platform. Customers are constantly remarking on the exciting new features they are discovering when using our intuitive platform. It's these sentiments that have led Raydiant to be dubbed the #1 customer-rated digital signage platform by top tech review sites like G2 and Capterra. One reason why Raydiant stands out amongst its competition is that it uses its own software, which it constantly updates so that the platform is consistently being improved for smoother use, while also being made less vulnerable to cybersecurity issues.



Easy Installation and Setup That Sells Itself

Another thing Gaddis's clients love about Raydiant? "Installation is easy: plug-and-play, connect to Wi-Fi, and you're all set," he answers. Raydiant's simple plug-and-play technology consists of our ScreenRay device, which can be plugged into a TV's HDMI port for instant installation. On-screen prompts direct customers through an easy setup process, and they're ready to start creating and displaying digital content in minutes.

The Raydiant interface itself is also easy to use—even for those who aren't tech-savvy. It has a streamlined, minimalist dashboard that offers instant access to an array of apps, including those for HD video conferencing, background music, digital menu boards, and top-level design tools. All of this is offered in a secure cloud-based platform that customers can access remotely, and from any device.

If customers do have questions, Raydiant provides access to a comprehensive library of online guides for support. However, our customers typically find it so easy to navigate that Raydiant is consistently given top rankings for easy installation, setup, and use.



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"Very Helpful" Sales and Tech Support

"I love working with Raydiant for many reasons, but one main one is the connection I have with the sales group, who've been very helpful to me," says Gaddis. "It's great to have such support, which has helped me to make more sales. Plus, Raydiant provides help in the way of marketing materials and weekly or monthly calls, which really helps motivate me and make me feel like part of the team." All Raydiant resellers can expect this same level of attention and support, whether its answering questions via phone, chat, or video, or having access to a large library of helpful marketing and support materials they can pass on to their clients.

Because Raydiant manages a 99.5% average uptime, it's considered a reliable platform in the industry. On the occasions where problems do arise, our support team is there to get our customers back on track immediately. "The Raydiant support team has been great—they've been very helpful in putting things in place for us," mentions Gaddis. "Having a good tech support team is a great asset for resellers like myself."

About Raydiant for Resellers

Are you looking for a way to improve your margins, expand your services, and help your customers reach the next level with their customer experience? Then you might consider becoming a Raydiant reseller. As a reseller, you'll be onboarding our team of experts, who are at hand and ready to help you succeed. Whether you need help educating clients about Raydiant's features and benefits, setting up their Raydiant devices, or troubleshooting when they have a problem, we will be there. Learn about Raydiant's Partner program for resellers, or try Raydiant yourself today, risk-free.