



## Raydiant Promotes This Accounting Firm's Deals Across All NYC Boroughs



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**GREG BRENNER, DIRECTOR OF OPERATIONS AND  
HEAD OF THE MAINTENANCE AND INVENTORY, R&G BRENNER**

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New York-based company [R&G Brenner](#) has been the community's mainstay accounting and tax preparation business for 80 years. As the largest privately owned tax company in the US, this family-run business currently has 25 locations spanning across all five NYC boroughs, with clients across the nation and globe. We recently chatted with their Director of Operations and Head of the Maintenance and Inventory, Greg Brenner, to inquire how they use their Raydiant screens to the full in each of their locations. Here's why Brenner views Raydiant as a "great benefit" to their business.



## Digital Signs That Bring in More Business, Day and Night

One of the main ways R&G Brenner uses Raydiant is for advertising their limited-time deals and promotions. With at least one screen at each of their 25 locations, they display these promotions in full HD color and animation with street-facing Raydiant screens in their windows. When asked if these screens have brought them more business, Brenner immediately weighed in: “Most definitely. People off the street have come in, inquiring about our services, just from walking by and seeing our screens. Even at night, the screen is bright in our window, and we’ve had several walk-ins because of it.”

Raydiant makes it easy for businesses of all kinds to grab attention with vibrant videos and digital posters. Raydiant’s comprehensive app library includes easy design tool PosterMyWall, which allows you to create promotional content that looks like it was made by a professional. There’s no need to be a graphic designer, however, as the app offers more than 150,000 HD and 4K templates for creating digital posters and videos.



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### Advertising Time-Sensitive Deals During the Busy Tax Season

As Brenner put it, tax season for tax professionals is a chaotic couple of months. They don’t have time to focus on anything else but their workload, which is why they wanted a system they could set and forget—and update in an instant, across locations. “We have a lot of seasonal deals that change throughout the year,” explained Brenner. “Raydiant makes it a whole lot easier to create and update signs across all of our 25 locations in just a few minutes from our main office. It’s been a great benefit to us—especially during the busy tax season.”

Raydiant is an elegant solution for businesses of all sizes, as it does the work for you, whether you have one location or one hundred. R&G Brenner is one of our multi-location clients who appreciates the seamless experience and smart functionality of the Raydiant platform, which lets them control everything from one central interface. With Raydiant, you get to control your brand message, and create brand consistency across locations. A simple yet sophisticated user interface makes it easy to control the in-location customer experience through digital signs, background music, social walls, digital menu boards, and more—all from one place. This means freeing up more time to focus on your business.

### A Web-Based System That Updates in Minutes—No Travel Needed

Before onboarding Raydiant, having to change out signage at each of their locations was a time-waster, according to Brenner. “Before Raydiant, we would use paper signs or a USB stick in a TV—either way, when we ever had to make a change, we’d have to go to each of our 25 offices and update each screen. We literally would have to send someone to each office to make those changes. It saves us a lot of time and commuting costs to be able to update everything from one place.”

Raydiant’s cloud-based system provides R&G Brenner access to all of their 25 screens from any device, anywhere. The secure platform is monitored frequently for security risks and updated just as frequently, making it even more robust and user-friendly. Customers love that they can swap signage content out in seconds—whether they’re at work, home, or someplace else—and the changes will appear on their in-location screens in seconds. They can also schedule content—such as promotional posters, seasonal menu boards, and custom background music—to function at certain times of the day, week, month, or year. This is especially useful for businesses like Brenner’s, that can automate advertising for their time-sensitive deals for the entire season or year.

## Simple Installation and Setup for Up-and-Running Same-Day Service

Onboarding new hardware or software often cost businesses weeks—sometimes months—of downtime as all locations switch over. Then, there is the time it takes to train users and troubleshoot problems. Raydiant eliminated these time- and money-wasters for R&G Brenner—and for all our clients—with a simple, plug-and-play system. Simply plug in the ScreenRay device (as you would a USB drive) into your TV(s) at one or more of your locations, follow the on-screen setup prompts, and you're functioning at full speed in a matter of minutes.

Along with easy setup and installation, our system boasts a 99.95% uptime. And since Raydiant was created for commercial use—meaning functioning at top performance for several hours most days of the week—our clients don't have to worry about crashing or freezing screens or interrupted service of any kind. But should there be a problem, our expert team of engineers has top ratings for customer service, and will get service back on track ASAP.



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### **“We're Happy with Our Service—Why Look Anywhere Else?”**

According to Brenner, there is no competition when it comes to digital signage solutions: Raydiant delivers everything the company needs, and more. “We're very happy with our service—why look anywhere else?” So, would he recommend Raydiant to others? His immediate reply: “Oh yes. I've already sung your praises to people I know.”

## **About Raydiant for the Tax Preparation & Accounting Industry**

Raydiant allows insurance, accounting, and tax firms the flexibility of managing their in-office signage from any location. With Raydiant, they can also plan their signage ahead of time—even months in advance—so that they don't have to worry about it during hectic times like tax season. Whether your screens are in your windows, entryways, or lobbies, you can use them to call attention to promotions, inform clients about added services, and entertain them as they wait for their appointment. As a full-service experience platform, Raydiant can also be used to make and display digital menu boards, social walls, slideshows, videos and commercials, and so much more.

**Try Raydiant today, risk-free.**