Mandoe

makes digital signage simple

Mandoe Enterprise Overview

11th Sep 2026

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Executive Summary

Mandoe

Background & Experience

Mandoe is Australia's pre eminent provider of end to end Digital Signage Solutions.

Market Leading CMS

Mandoe's CMS is an intuitive, state of the art, easy to use content creation and management platform that streamlines the deployment of digital assets to entire networks in minutes.

World Class Experience

Mandoe has a tested and proven track record of experience in the digital signage space. Mandoe has deployed over 20,000 endpoints in 26 countries.

Loyal Enterprise Customers

Mandoe works with over 50 blue chip customers in Australia and we pride ourselves on our technology and superior customer service. Multiple national customers will be provided as references as part of this Enterprise Overview.

Deep Competitive Advantage

Best in class content creation, analytics and integration. Superiority in core product characteristics has positioned Mandoe as a market leader.

Locations

Offices & Staff locations

Sydney | Melbourne | Brisbane | London | Los Angeles

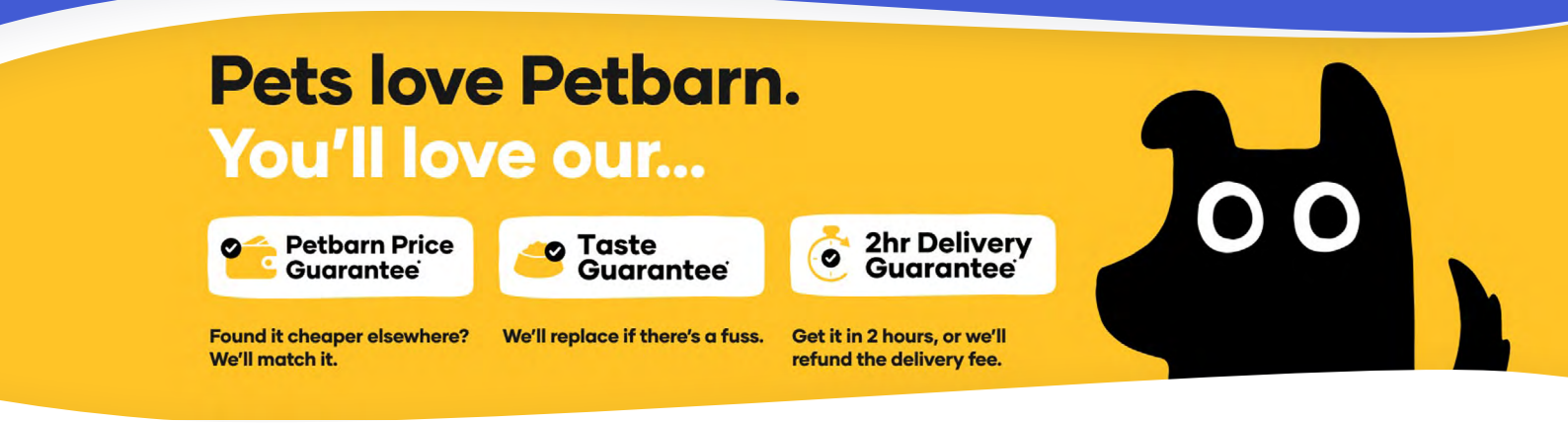
Stability

In 2020, Mandoe received a $40m investment from a leading Private Equity firm. This provided validation of Mandoe's market leading position, underpinned the long term viability of the company, and has allowed the management to accelerate the development and deployment of their next generation of software.

A few of our awesome customers

priceline pharmacy · Domino's · Specsavers · BOOST · HCF · laserclinics AUSTRALIA · BYD · JLR · adidas

Executive Summary



Thank you for the opportunity to participate in the GPWC RFP, we are excited at the prospect of partnering with one of Australia's most iconic brands.

Mandoe proudly presents our response in this Enterprise Overview. What we have proposed will give you a robust and reliable platform that is future proofed, delivering a world leading experience.

Highly Experienced

Mandoe has deployed a large number of digital media solutions across the Australian market over the last 16+ years. Mandoe has extensive experience in successfully rolling out complex end to end retail digital signage projects of this size for similar organisations with expertise in successfully delivering large scale content management across national retail networks.

Enterprise CMS & Campaign Management

The Mandoe proprietary cloud based CMS has been designed and developed in house, locally in Australia. This allows Mandoe to extend the capabilities of the CMS to meet the needs and integrations of a customer as their marketing or messaging requirements evolve over time. When selecting Mandoe's CMS you are selecting the ability to adapt your needs into the future without adding additional monthly cost.

National Support & Service Excellence

Mandoe has the proven experience in national deployment methodology that ensures smooth implementation with guaranteed responsiveness and national field support. With a collaborative partnership approach working across multiple business units, Mandoe provides a dedicated Enterprise account management team, CMS training and creative services, technical support, 24/7 emergency support and defined SLA's with proactive issue management and clear escalation processes.

Mandoe have deployed and implemented digital solutions across many industry verticals including:

- High-end retail
- Retail health Services
- Shopping centres
- Pharmacies
- Banking
- Smart Cities
- Automotive
- Airports
- Hospitality
- Finance
- Hotels
- Convenience Petroleum

We are delighted to present this proposal and look forward to engaging with you to ensure we meet every requirement you have.

Steve Baxter
CEO

Mandoe Media – 1. Executive Summary

Company overview

Founded in 2012, Mandoe Media is an Australian owned digital signage and technology company, and is considered a market leader in the digital signage space.

We have built and refined our proprietary content management system, with a range of unique and intuitive features specifically focused around ease of use, rich feature set, seamless integrations and data reporting.

Our solutions are designed to engage and interact with consumers or employees and maximise their digital experiences with your brand, capturing relevant and strategic data to improve business operations and engage your customers.

We have 100+ staff nationally and a resource network of over 350 installation technicians, ensuring the skill set and agility to meet the most demanding project requirements.

In 2020, Mandoe received a $40m investment from Australian Private Equity firm, Advent Partners, providing larger customers security around our financial stability.

We are a software business that offers a full turn key solution, with hardware, software, installation and managed services all falling under our offering.

We have a large, long term exclusive customer base, with many customers with 100+ sites continuing to use Mandoe Media for 16+ years.

Strategic alignment

We strongly believe that our core business is well aligned to the specific requirements set out in the GPWC CMS for Retail Media Platform brief. Mandoe will be a fantastic long term partner to add great value to the GPWC retail environment, providing industry leading hardware and our in house CMS software technology, which will suit GPWC's evolving requirements across each MVP phase, and for years to come.

Enterprise capability

Mandoe are experts in the field of high volume retail deployments, with a proven track record of successful large scale projects. We have extensive experience in transitional projects, where customers require existing sites to remain operational whilst migrating to our CMS platform.

We have the skillset, operational readiness, previous project insights and lessons learned to ensure that large, enterprise deliveries can be successfully rolled out in scale. Large scale retail rollouts is our core business and we have an agile approach to installations, with multiple sites able to be committed to in one effort.

We have successfully completed a 900 screen network in 16 weeks, and have large complex networks installed 16+ years ago that are still in operation today, ensuring long lasting customer satisfaction on both a CMS and hardware lifecycle renewal process.

Single vendor

An advantage of partnering with Mandoe for the GPWC Digital Signage project is that GPWC can manage a single vendor throughout the entirety of the project. There are no compromises required in any aspect of the delivery, as we are a turn key provider. We offer all hardware, CMS software, installation, service and support through a single vendor. We are a hardware agnostic provider, with large accounts with all reputable hardware providers. This allows us to be competitive on opportunities of all size and scale, whilst ensuring that our customers' projects are delivered with technology suited to their needs.

We also provide best in class software/CMS with our platform being owned and developed completely in house. This comes as a major advantage to GPWC, as many vendors will often specialise in hardware only, and provide a white label CMS platform or resell a third party CMS for the vendor to manage. This provides an inflexible service should any bespoke requirements arise, or should any complex troubleshooting be required.

Partnering with Mandoe gives GPWC all of the hardware benefits, with the advantage of being in direct engagement with the software provider. This allows a dynamic working relationship, where our software can constantly adapt and evolve to your growing needs and requirements over time. Our software is customer centric, with many of the features built into the CMS today derived as a result of customer requests or feedback.

Mandoe Media – 1. Executive Summary

Direct software manufacturer support

Mandoe provides direct customer CMS Software Support. Any support requests or feature upgrades are all handled internally, as the software and its development is entirely internally owned and developed. Should any providers using alternate software solutions be selected, any complex service requests pertaining to the CMS will require outsourcing to the manufacturer. GPWC can have peace of mind with Mandoe knowing that we can respond rapidly and effectively to any and all software incidents or requests.

GPWC Criteria	Mandoe
Enterprise Content Management System & Campaign Management	✓
Network Reliability and Business Continuity	✓
Hardware Agnostic Supply and Lifecycle Management	✓
Installation Services	✓
Self Managed and Managed Services	✓
Monitoring, Visibility, Analytics and Reporting	✓
Customisable Scheduling Based on Brand, Location & Demographic	✓
Permission Based Scheduling and Publishing	✓
Experience Delivering Large Retail Rollouts	✓
Extensive Experience Managing Large CMS Networks	✓
Retail Operations and Cross-Functional Collaboration	✓
Onshore Product Development and Updates	✓
Creative Services Training, Team & Support	✓
API Integration Capabilities	✓
CMS Offline Access	✓
Secure Enterprise Grade Hardware and Software	✓
National Service and Support	✓

Mandoe Media – 1. Executive Summary

Hardware

Mandoe has over 16 years of experience providing commercial grade digital screen hardware from all leading manufacturers, suitable for retail environments. We are software agnostic,and can run across existing displays if this is a requirement. Mandoe has the competence and proven expertise to consult and implement greenfield projects, network takeovers including LED's and warranty transitions. Part of our unique solution is Mandoe's Hot Swap Service Level offering, replacing any faulty or broken hardware within next business day and in parallel running a warranty repair process.

SAMSUNG PHILIPS NEC LG AURORA DISPLAYS

Service Comparison

	Screen Manufacturer Warranty	Mandoe Platinum Service
Screen downtime	Up to 3 weeks	Next Business Day
Response type	Repair or replace	Hot Swap — immediate replacement
Who attends site	Screen manufacturer	Mandoe Media directly
On-site attendance	Not guaranteed	Guaranteed next business day
Hardware coverage	Screen only	Screen, Media Player, Power & Internet/Data
Monitoring	Reactive only	Proactive monitoring
Helpdesk access	Portal ticket only	24/7 phone support
Fault triage	Not included	Rapid fault triage included
End-user training	Not included	Unlimited training included
Hardware removal/reinstall	Chargeable visit	• **Mandoe Hardware** → swapped at **$0** from pool stock • **Non-Mandoe Hardware** → swapped from pool stock at **fixed rate**
Additional costs (**Media Players and Local IT)**	Chargeable - not Included	Included - no charge
Additional costs (**Screens)**	No warranty - chargeable	No warranty - chargeable

Hot Swap guarantee

If your screen fails, Mandoe attends site and swaps it with a replacement unit, next business day. No waiting weeks for a manufacturer to assets, repair, and return.

21x faster resolution

Future fit

Mandoe will provide future fit technology, with the latest network enabled hardware, packaged with our bespoke CMS software, allowing the deep level of integrations, reporting, analytics and security required to meet GPWC's current and future demands. Mandoe's internal software developers regularly update the platform, ensuring that the software remains market leading. We carry out Rapid Technology Sprints once the updates are proposed, ensuring that the go to market time for updates are minimised. We take our technology seriously and pride ourselves in developing new capabilities and updates in line with our clients requirements and progressive market innovations. We will also work in consultation with GPWC to advise recommendations for future digital technology solutions and formats to enhance consumer engagement and store experience.

2. Platform Showcase

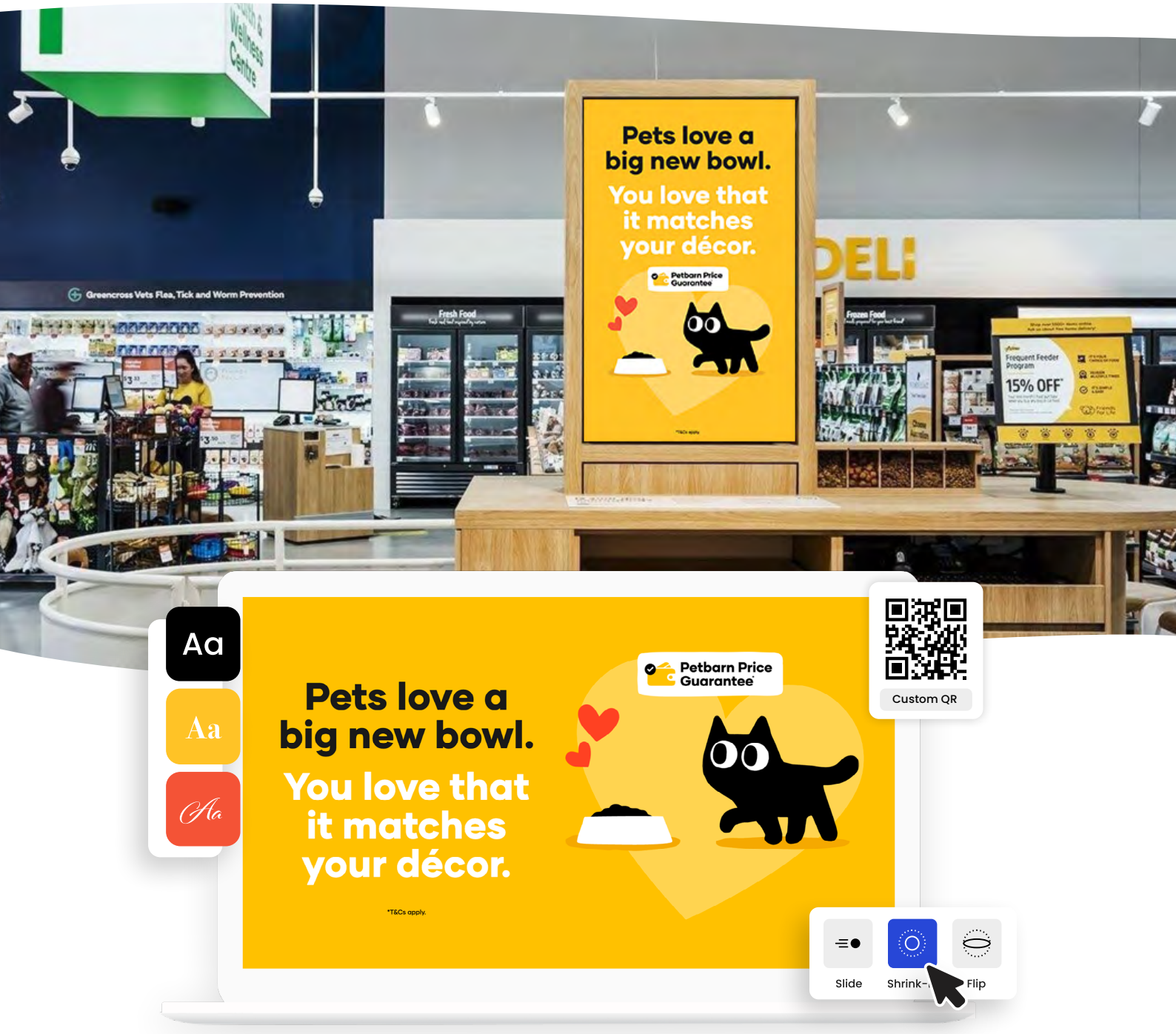
Mandoe will demonstrate an end to end CMS experience that showcases how GPWC can manage, control and scale its digital screen fleet from a single platform. The demonstration will take GPWC through the complete content to screen workflow covering user administration and content creation, through scheduling, approvals and distribution, to device management, monitoring, advertising enablement and proof of play.

The MVP will demonstrate not only the functionality of the Mandoe CMS, but how these capabilities work together as a practical operating model for GPWC, providing centralised control, automation, visibility and scalability across the 146 screens and future deployments.

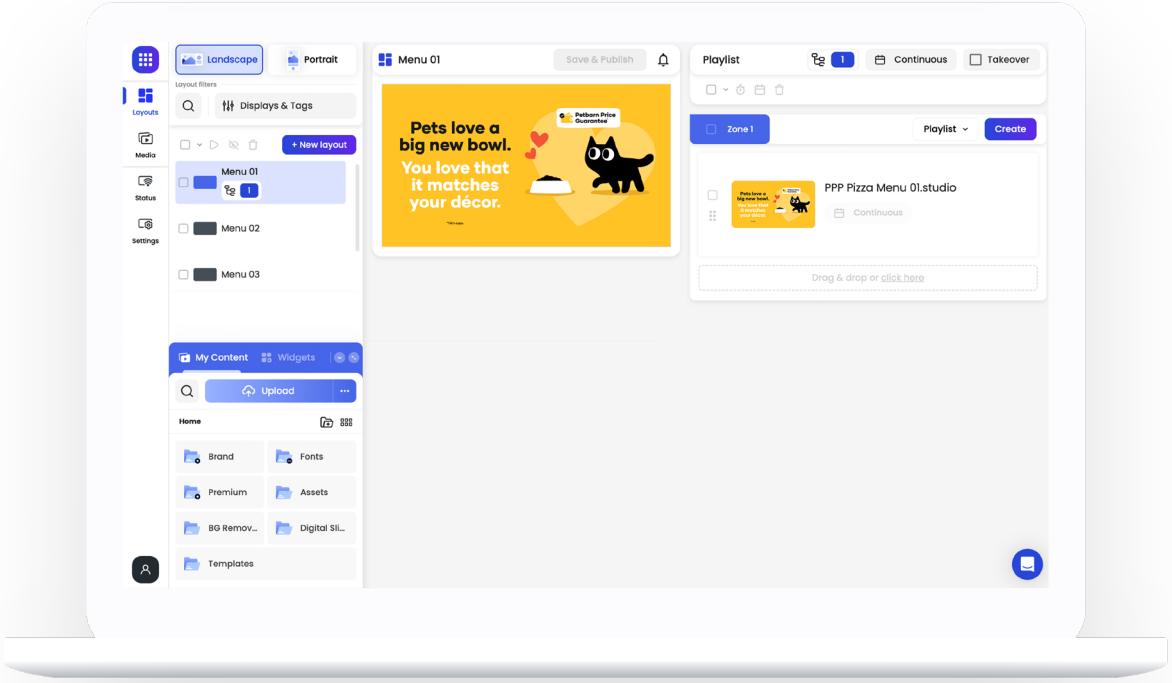
Capability Area	MVP Demonstration	GPWC Outcome
CMS Architecture, Administration & UX	Demonstrate cloud based CMS, administration, user roles, permissions, dashboards and day to day workflows.	Simple, secure and scalable platform for centralised fleet management.
Content & Campaign Management	Demonstrate content creation, templates, scheduling, approvals, distribution, targeting and proof of play reporting.	Controlled end to end content lifecycle with visibility of campaign delivery.
Device Management	Demonstrate onboarding, remote configuration, monitoring, alerts and device management.	Centralised management of the entire screen and player fleet with reduced onsite intervention.
SSP & Ad Server Enablement	Discuss integration approach, API/feed options and workflow between advertising platforms, CMS, playlists and devices.	Clear pathway to monetising the digital fleet and supporting programmatic advertising.
Connectivity & SIM Management	Demonstrate Wi-Fi, LAN and cellular connectivity options, including managed SIM/ connectivity services.	Flexible connectivity with the option for Mandoe to provide a turn key managed solution.
Service & Support	Demonstrate monitoring, service desk, escalation, break-fix, remote support, hardware replacement and lifecycle processes.	Single managed service model supporting availability and ongoing fleet performance.
Security & Resilience	Demonstrate access controls, permissions, auditability, hosting, platform resilience, offline playback and recovery.	Secure, governed and resilient platform suitable for enterprise deployment.
Scalability & Licensing	Demonstrate how the platform and operating model scale as GPWC increases locations, screens and users, including licensing approach.	Clear pathway from MVP to national-scale deployment with predictable commercial scalability.

3. Solution Architecture

Mandoe Media provides a powerful, intuitive CMS that enables multiple brands to operate within one retail network, delivering localised campaigns at scale while maintaining centralised control and brand consistency.



Industry Leading Mandoe CMS



Overview

Mandoe's CMS offers industry leading, flexible scheduling, using state of the art technology that is designed using algorithms in an easy to use interface for content control. Each piece of content on each screen can be controlled down to the second. If content is scheduled as part of a group or playlist on a single site, state, or country level, the advanced scheduling algorithms will automatically calculate the new schedule for every screen that has been updated with the new content.

Custom groups/sets for zone management across the different GPWC sites and regions.

The CMS is designed to have custom groups/sets that allow flexibility in the management of the distribution of content across the store base. This allows all screens in Australia (or globally) to be managed according to your business rules.

Flexibility for future integration

Mandoe's CMS supports a wide range of API controls, web services and data feeds for automating configuration and set up of the CMS for individual customers. Mandoe are able to work with your specific data to find the best solution to automate as much as possible of the CMS operation and configuration.

Advanced scheduling

Mandoe support a wide range of scheduling options per individual piece of content or playlist. This may be set well in advance of the desired time of play, in order to accommodate the alignment of your campaigns, offers and requirements.

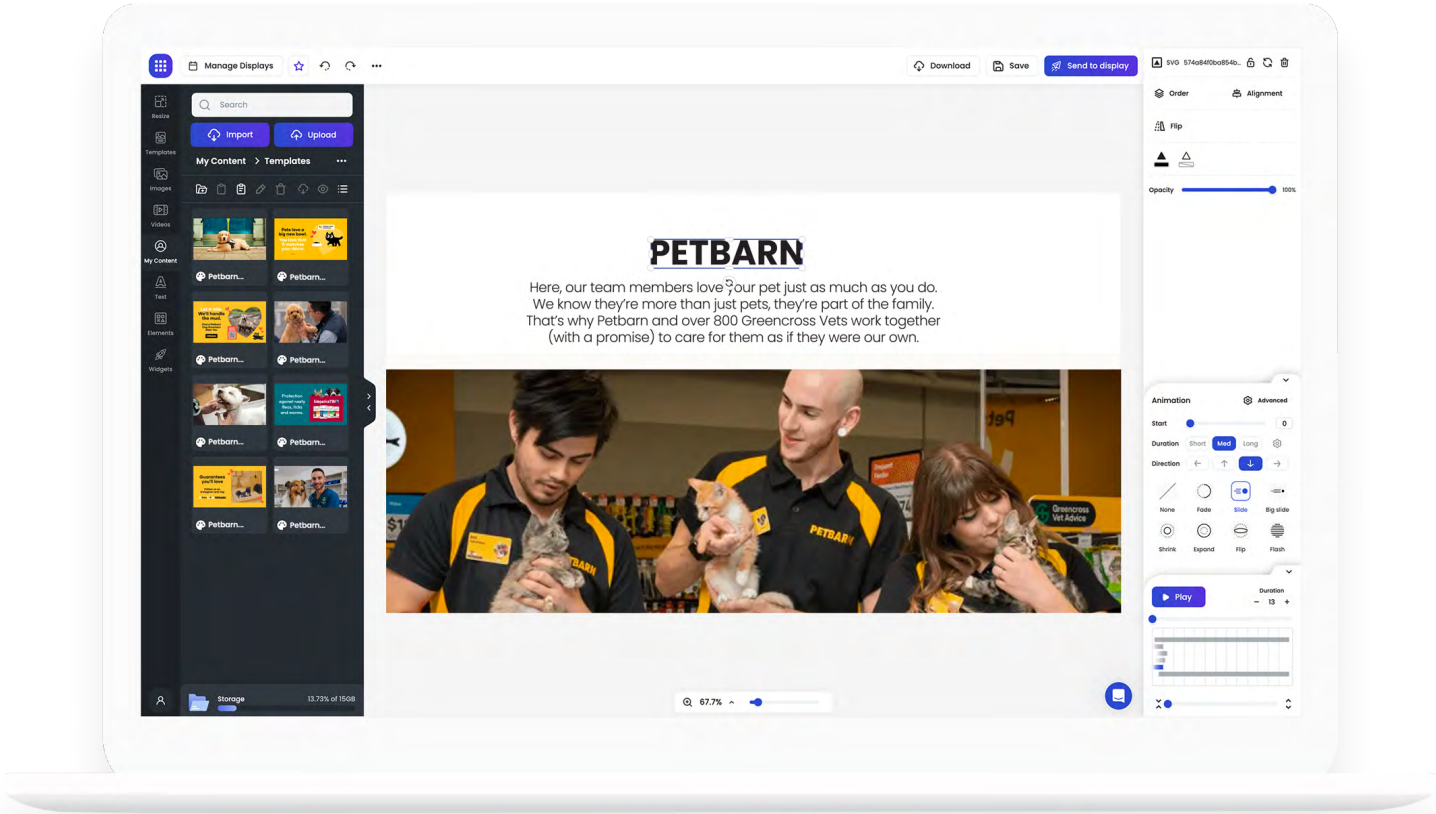
Creating a schedule for a piece of content can include either a default playlist behaviour which will play all content in a loop, or finer control of the playlist to enable a piece of content to play more often than others.

Day part scheduling allows control of when a piece of content plays down to the second for any combination of hours of the day and days of the week. Multiple schedules may be applied to a single piece of content to enable different play times from day to day and even hour to hour within a single day or week.

Mandoe's CMS allows content changes to happen immediately, overnight, or at a specific time depending on individual requirements. There are no system limitations in regards to the number of schedules that can be created within Mandoe's CMS.

Multiple schedules can be created within Mandoe's CMS for a given campaign or a piece of content. All schedules are automatically updated whenever a change is made or a new schedule created. This ensures that all sites have the most up to date schedule.

Industry Leading Mandoe CMS



Layouts

With Mandoe's CMS, GPWC will be able to create many different layouts/templates that can be used at multiple locations.

Within the Mandoe CMS, there is a layout and template creation tool whereby you drag widgets into different areas of a canvas that represents the overall screen layer. From there, you will be able to configure those widgets to play different content streams.

You can play more than one type of media on a single layout. For example, a single layout may contain a combination of Instagram, RSS/XML feeds, Video Advertising, Static Images, or it may only contain a single overlay for an RSS feed scheduled to be displayed at a certain time.

Artworks allow you to create rich and vibrant menu boards which provide a simple and efficient way of updating pricing or products on offer.

Media type support

Mandoe's CMS can support several different types of media types including but not limited to:

- Web content
- Images
- Videos
- News tickers/RSS/XML/JSON feeds

Permissions

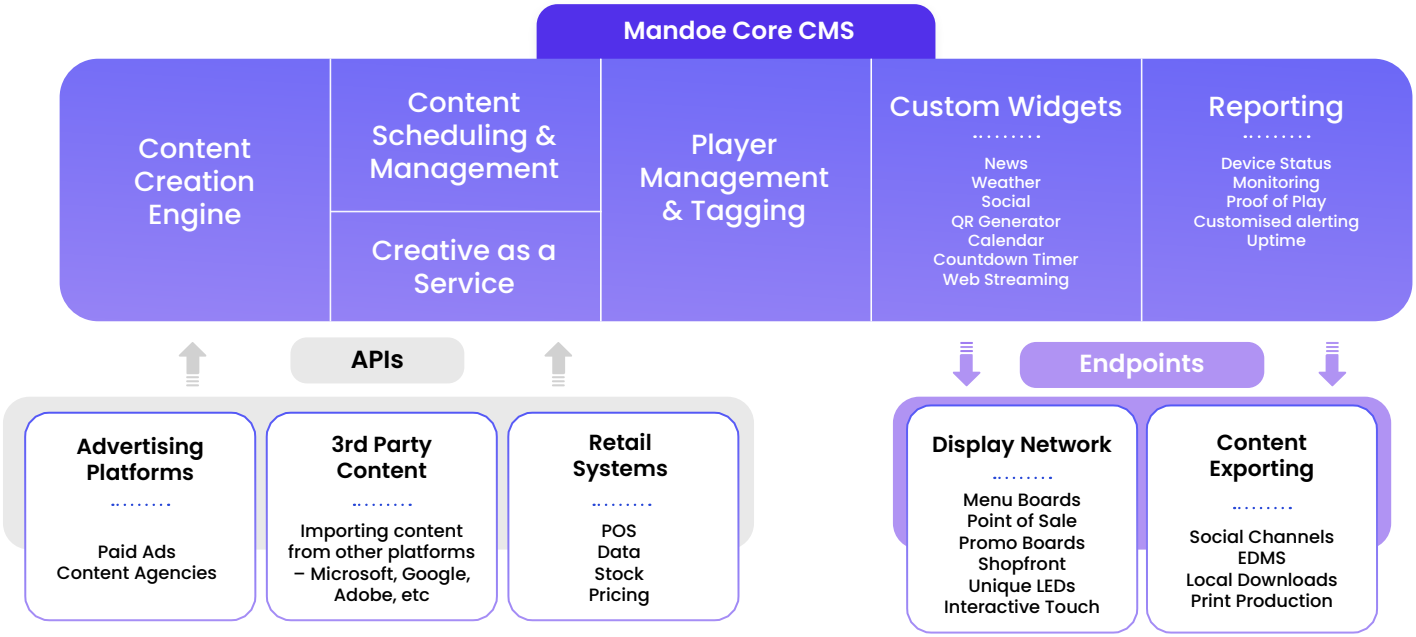
Mandoe's CMS supports the creation of roles to control which sections of the CMS are accessible to different users. Roles can have different permissions relating to uploading, scheduling, deleting and creating content. The permissions also extend to access to different screens within the same network. This allows the creation of brand manager or state manager roles.

CMS Automation Personalisation

Central control

Mandoe's CMS offers industry leading, flexible scheduling, using algorithms in an easy to use interface for content management. The CMS is designed with a hierarchical tree structure to allow for top down inheritance. This can be set up in a multitude of ways to suit the method for content distribution for your particular marketing strategy.

The full Mandoe system allows for the control and management of a fully integrated and connected digital network.

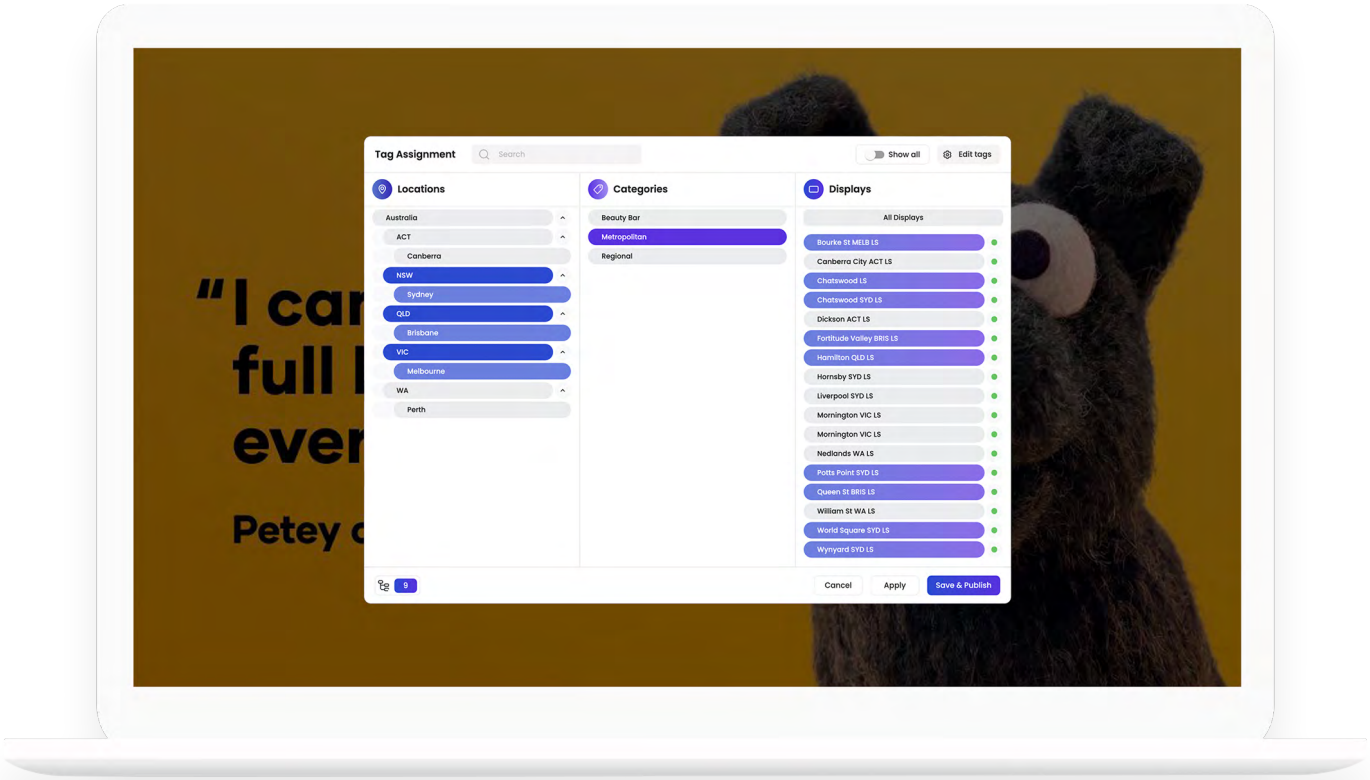


Mandoe brings together the disparate components of the digital media value chain into an integrated solution that provides enhanced customer engagement. This engagement translates into increased basket size, more value from existing loyalty programs and significant cost efficiencies in customer acquisition and retention.

In an ever evolving digital environment, the CMS is able to swiftly accommodate amendments to customer solutions, as and when the customers' business requirements change.

The CMS supports cross platform solutions, built using multiple service layers. This enables rapid extensions of existing application programming interfaces (APIs) and cloud based functionalities of the CMS to be applied to modified or bespoke solutions.

Industry Leading Mandoe CMS



Ease of use

There are no limitations to the amount of templates you can design in the Mandoe CMS. This means that each site can have a custom layout, or alternatively they can share layouts. Once a template or layout is created, it is available from the “Your Layouts” section within the Mandoe CMS.

When configuring the CMS and building the structure for the first time, you can choose whether you want to group certain screens by commonality (e.g. promotional screens, menu only screens), by region, or by any other shared feature or attribute.

When uploading content it is as easy as drag and drop (including multiple files at once). During the upload process you will have the option to add a tag to content, grouping similar content and making scheduling much easier.

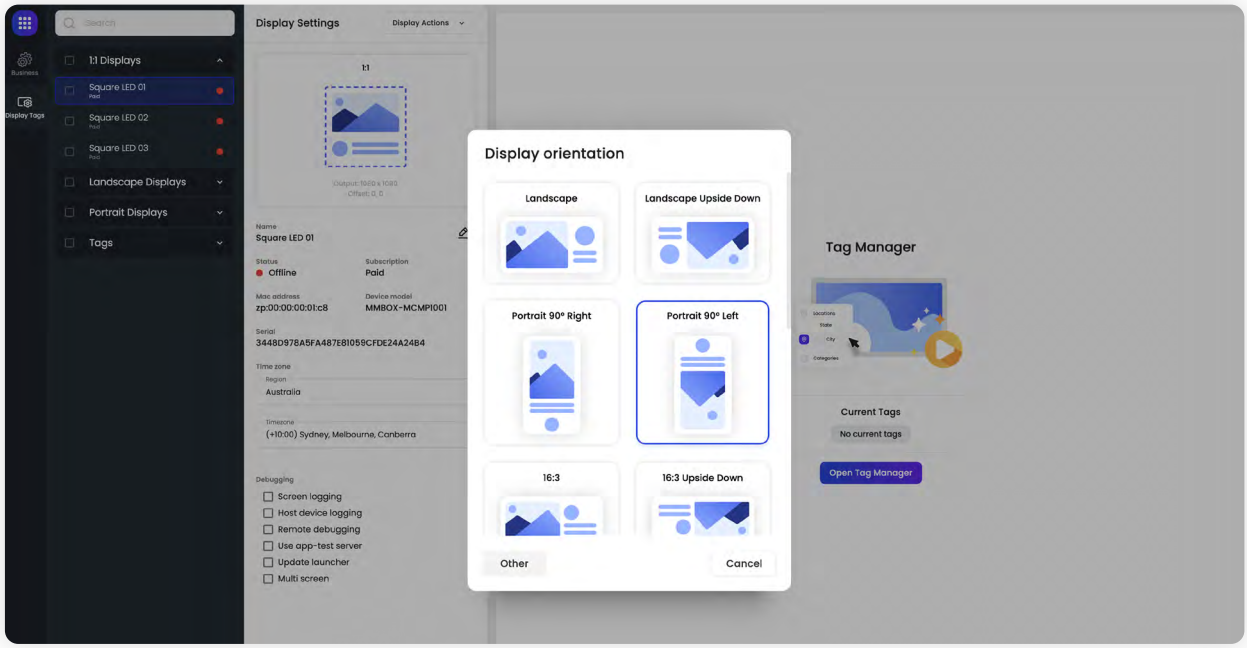
Brand kit

With Mandoe Brand Kit, simply drop and drag your brand assets into our CMS for seamless brand and marketing communications. GPWC will be able to create fast, beautiful on brand digital templates by simply importing brand assets, images, videos, colours, logos and fonts into the CMS. For better time efficiencies and to maximise design efforts, our CMS has the additional capability to render your templates into social media formats and even print.

Work-flows

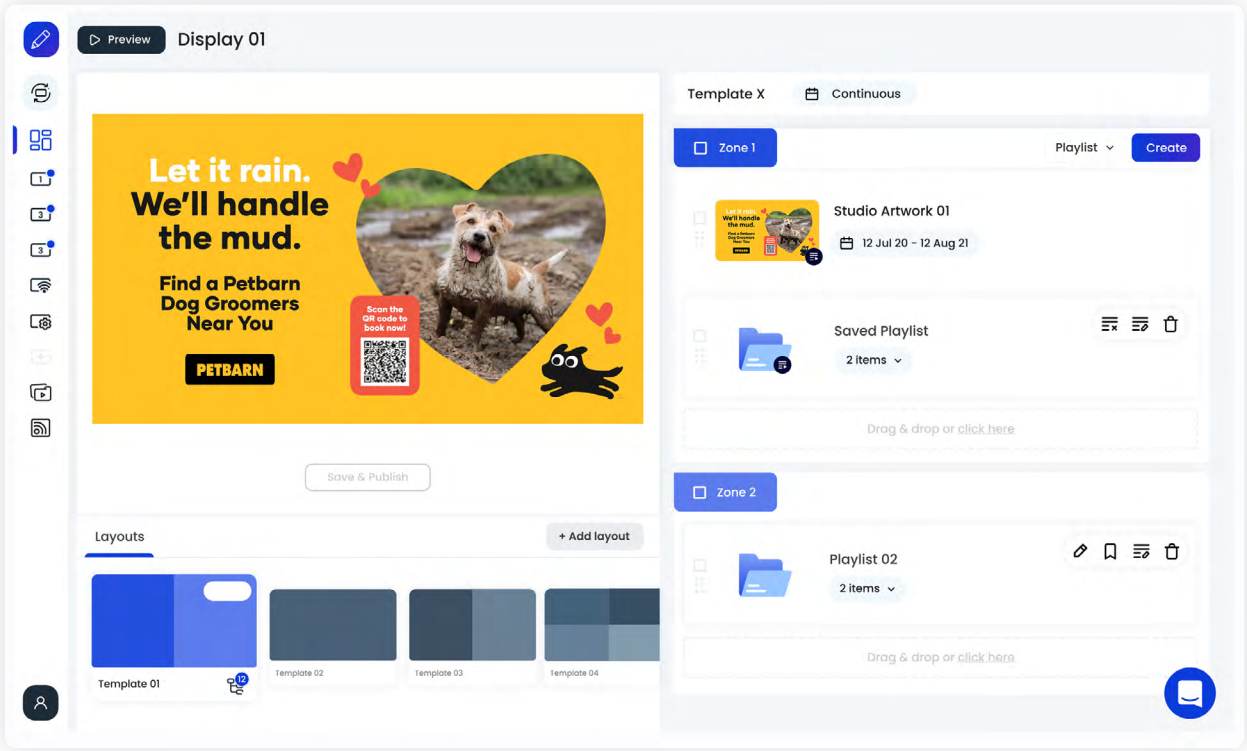
Mandoe’s CMS allows for different levels of access for users based on whatever requirements GPWC has. You can have a local login per location, an administrator for the entire system, individual groups for publishers of content, groups for people who are only able to upload content, and a group for approvers.

World Leading Innovation



Ability to display multiple formats - aspect ratios, e.g. 1920 x 1080 + landscape and portrait

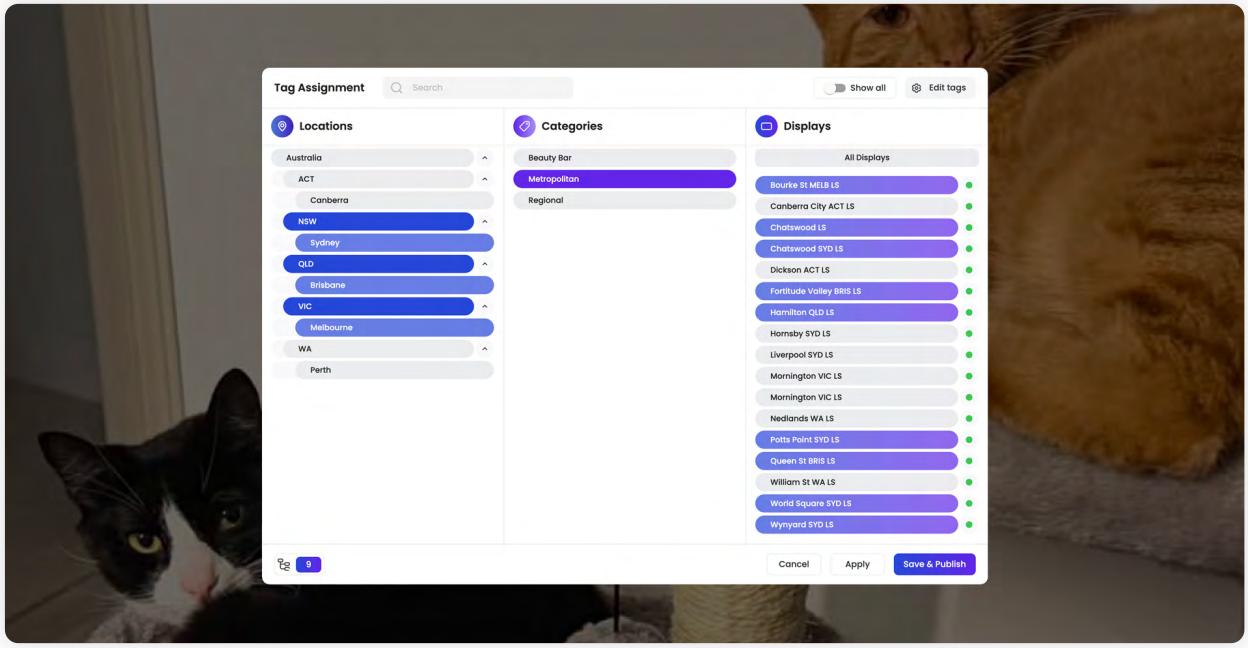
CMS and player supports custom set aspect ratios to suit any screen size and shape. Orientation can be set and changed from the web based UI at any time.



Ability to change content to be displayed in near real time - Push new content

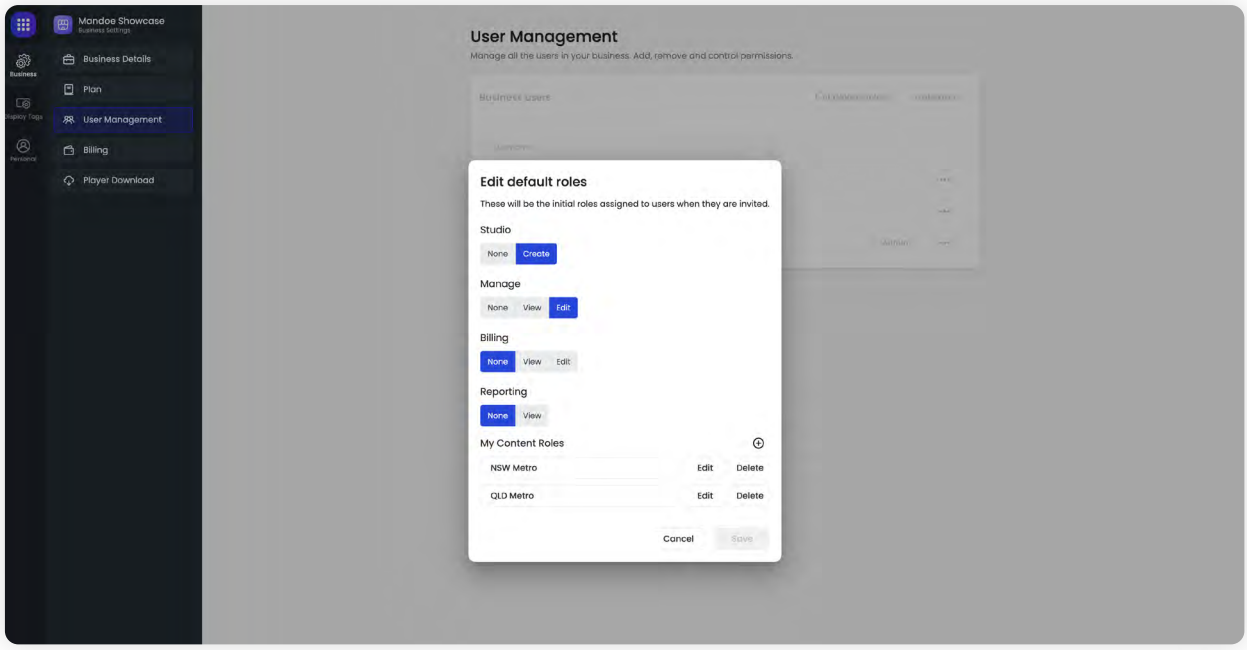
Publishing new content in the Mandoe CMS is simple and can be done with a single “Save & Publish” button click on the UI.

World Leading Innovation



Ability to schedule published content at site and screen level, individually and in bulk

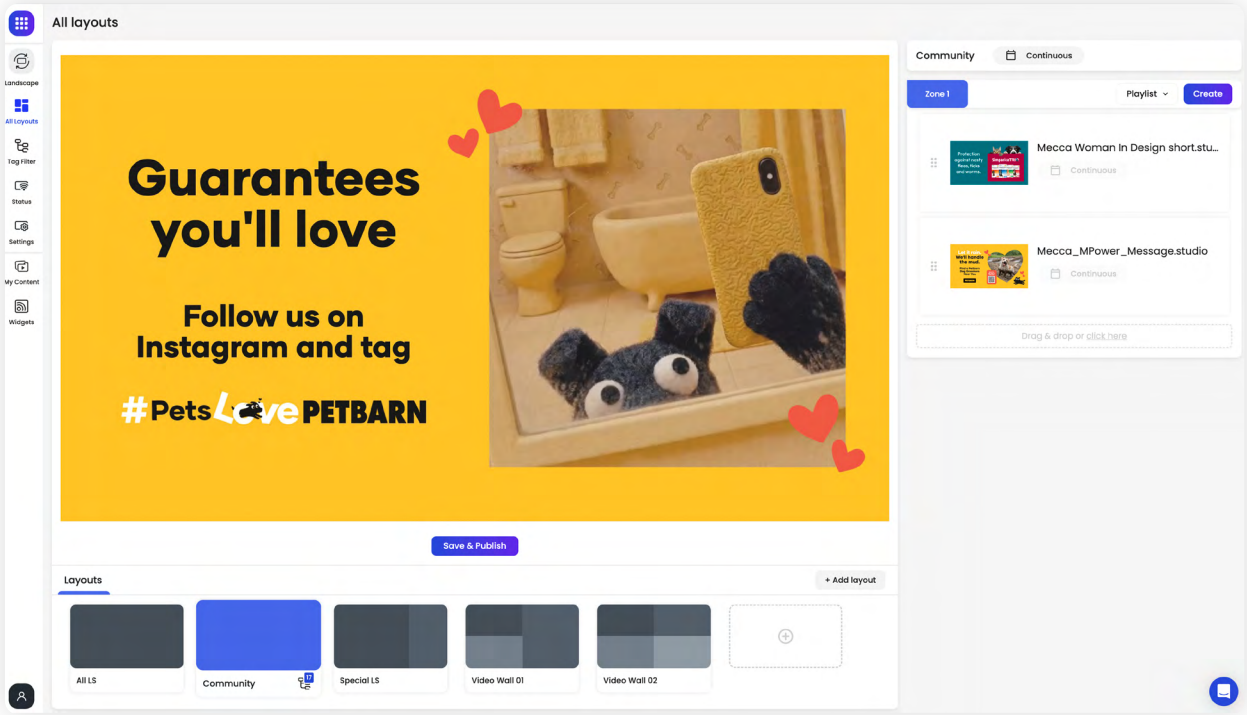
The Mandoe CMS has an advanced display tagging system to allow users to create their own flexible hierarchy. This can include a combination of geographical and categorical as well as display type tags with control down to an individual display or in bulk to a group of displays such as a site or the entire network.



The CMS can support local area and store managers to display specific and localised content in their sites

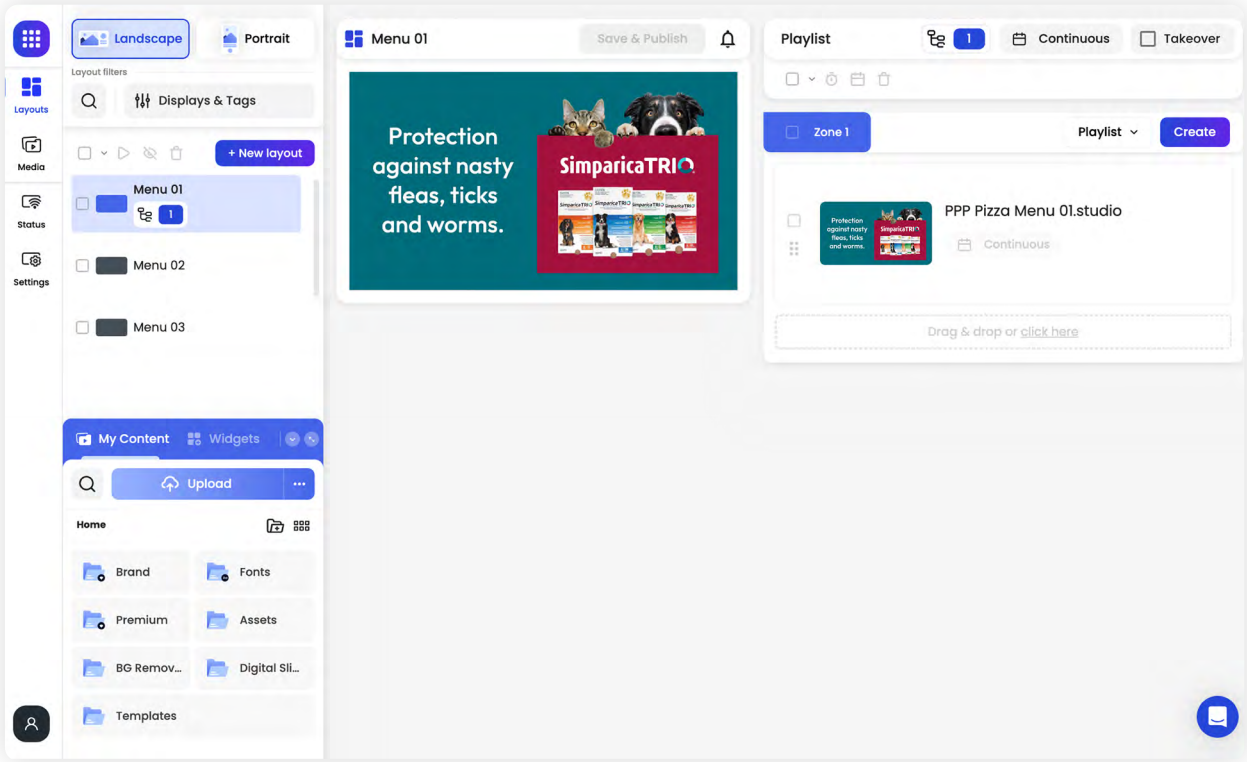
Mandoe's CMS allows for custom user permissions to a very finite level of control for admin users.

World Leading Innovation



Specific messaging and campaigns to run on displays in sites with a targeted demographics

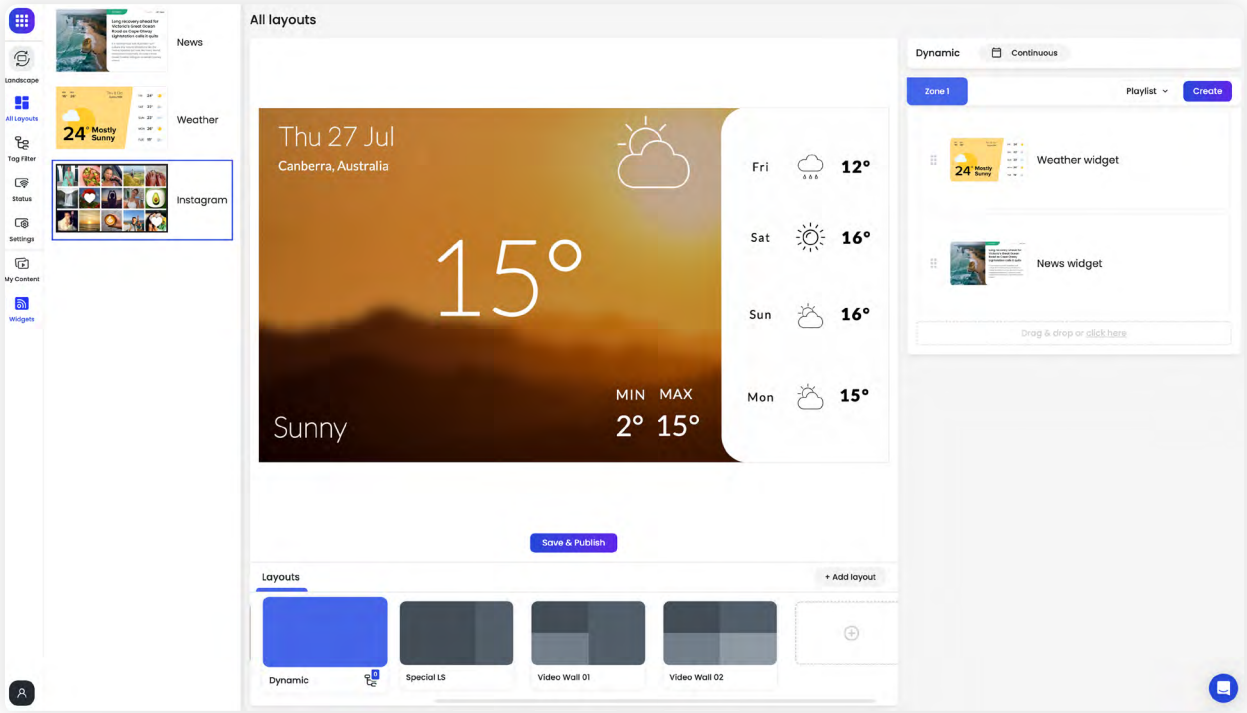
Campaigns can be stored in layouts and saved as reusable playlists to be scheduled to specific displays and sites using tags, or even down to a single display.



Shall provide multi step approval process of content between editor and approver

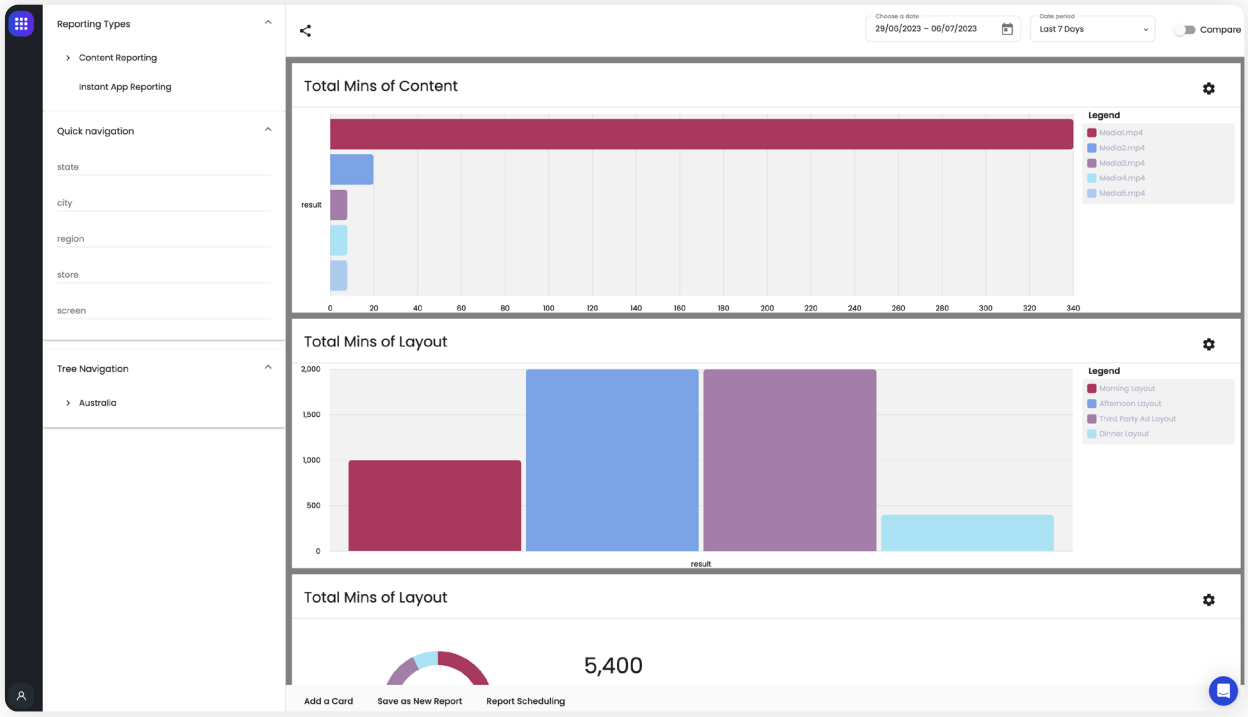
Permissions can restrict publishing content to those able to approve schedules.

World Leading Innovation



CMS shall be able to include code/script in pages or templates that can dynamically control content of pages and make API calls for data, content, decisions, analytics

Mandoe's CMS and player provide dynamic content already and can be updated to support other 3rd party data feeds and controls. With Mandoe's in house developers and designers, a custom feed can be pulled in and displayed in a desired format on screens.



Ability to define user generated report on data collected and display in real time

Extensive reporting that can be customised based upon business requirements.

SSP Integrations: Creating a Retail Media Infrastructure

Integration and APIs

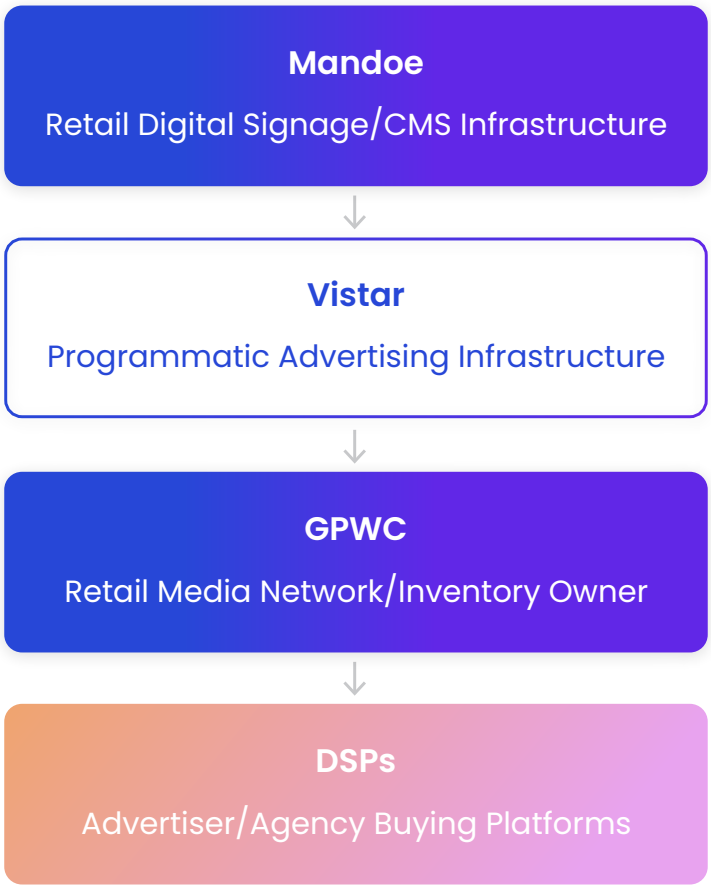
Mandoe's CMS is completely API driven and can make developer keys available as needed, ensuring integration to GPWC's desired platforms. Additionally we can create the desired Digital Retail Network infrastructure by integrating with DSP's such as Vistar. Mandoe provides the digital signage and content management infrastructure, while a DSP like Vistar provides the programmatic advertising and supply side technology layer to create a monetised digital network.

Further scope and exploration on the exact SSP will need to be discussed and validated with GPWC. For directional purposes here is the approach taken from a Vistar integration.

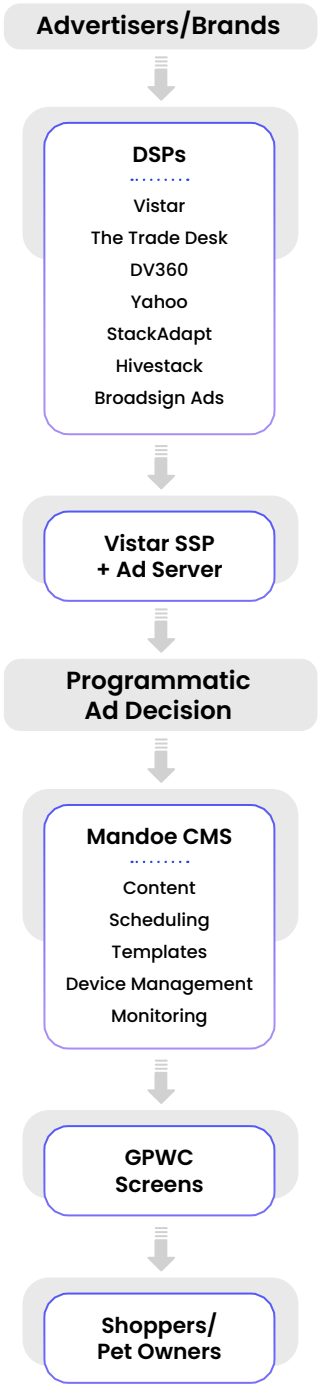
Integrating Mandoes CMS to Vistar SSP can create a median layer between a digital signage and content management network, while Vistar provides the programmatic advertising and supply side technology layer, enabling GPWC to monetise eligible in store digital inventory through direct, private marketplace and programmatic demand. This will create a self managed retail media network for GPWC.

What Changes for GPWC?

So Mandoe can enhance your digital retail signage infrastructure into a:
Retail media infrastructure.



Vistar Integration – Workflow Example



More text to come

New and upcoming body text

Ad request workflow:

- Vistar sends an ad opportunity to Mandoe's CMS.
- Mandoe/player requests or receives the appropriate creative.

Creative delivery:

Creative is cached locally so that it can play reliably.

Content playback:

The Mandoe player plays the winning advertisement at the appropriate time.

Reporting : proof of play

Mandoe reports:

- screen
- campaign
- creative
- timestamp
- duration
- playback confirmation back to Vistar

*Conceptual consideration. Technical scoping and exploration with GPWC required.

4. Phased Delivery

Mandoe has both the technical expertise and physical infrastructure to effectively turn digital signage networks into a retail media infrastructure. Not only do we have the proven long term experience and expertise in providing turn key end to end digital signage network solutions and enterprise size software transitions. Mandoe can support GPWC in both the CMS transition and provide hardware replacement to future proof the development of the digital network. In turn your existing network can be enhanced to provide a programmatic monetisation layer that can be self managed by GPWC.

MVP Delivery Approach

Mandoe will deliver the MVP through a structured end to end transition programme, re platforming the existing 146 screens while maintaining continuity of service and progressively transferring operational control from the incumbent environment to Mandoe.

Mandoe's approach is designed to maintain continuity of the existing 146 screens while progressively transferring platform and operational responsibility to Mandoe. This provides GPWC with a controlled migration path, minimises disruption to stores and establishes the technical and operational foundations required to scale the platform beyond the MVP.

MVP Workstream	Mandoe Delivery Approach	Outcome
146 Screen Re-Platform	Audit and transition all existing oOh!media screens and media players into the Mandoe CMS, including device configuration, content testing and commissioning.	All 146 existing endpoints operating on the Mandoe platform with minimal disruption.
CMS & Content Migration	Configure the CMS structure, users, brands, locations, screen groups, tags and scheduling workflows. Validate and migrate required content and establish approval processes.	GPWC has a fully operational CMS environment ready for business as usual use.
Telstra 5G Transition	Work with the incumbent, GPWC and Telstra to transition the existing 5G connectivity, subject to the agreed technical and commercial transition model. Validate connectivity at each endpoint and monitor performance following migration.	Continuity of connectivity with Mandoe assuming ongoing management responsibility.
SSP & Ad Server	Establish the required SSP and Ad Server integration architecture, including APIs/data feeds, campaign workflows, playlist decisioning and proof of play requirements.	Advertising capability established as part of the MVP, with a pathway to future media monetisation.
Device Management	Implement remote onboarding, configuration, monitoring, health checks, alerting and remote troubleshooting across the 146 screens and players.	Centralised visibility and proactive management of the complete screen network.
Operational Framework	Establish service desk processes, escalation paths, incident management, break-fix procedures, reporting and stakeholder communications.	Clear ownership and accountability from deployment through to BAU operations.
UAT & Acceptance	Conduct technical and creative testing, validate playback, connectivity, scheduling,	Controlled transition with measurable acceptance criteria and reduced launch risk.
BAU Managed Service	Mandoe's ongoing managed service, including monitoring, support, training and lifecycle management.	A fully operational, scalable and supported digital signage fleet.

4. Phased Delivery

Phase 1 — Extended Retail and Clinic Inventory

Mandoe re platforms Petbarn's existing 146 screen fleet onto the Mandoe CMS and establishes SSP/Ad Server capability as a foundation. Phase 1 is where that foundation becomes a commercial asset: by integrating the Mandoe CMS with a supply side platform such as Vistar Media, Mandoe can extend GPWC digital signage network into a dedicated retail media network.

Mandoe operates as the infrastructure layer, managing screens, local content and store level playout, while the SSP operates as the monetisation layer, injecting programmatic and direct/private marketplace demand from endemic pet category brands (food, treats, flea and tick treatments, grooming products) into eligible screen inventory. The result is a shift in the underlying proposition: the same physical network that runs targeted day to day retail and clinic content can also become an addressable, sellable media channel.

Milestone	Scope
Phase One	Retail media strategy workshop with GPWC: confirm inventory eligibility criteria, commercial model preference (direct/PMP/programmatic mix), and Clinic screen exclusions.
Phase Two	Screen audit of currently unmanaged Retail and Clinic signage; SSP partner confirmation (Vistar or alternate) and commercial terms discussion.
Phase Three–Four	SSP integration build and certification, extending the MVP's existing Ad Server foundation; inventory tagging and taxonomy alignment in the Mandoe CMS.
Phase Five	Pilot monetisation on a representative subset of extended inventory sites; creative and brand safety rules validated; UAT of proof of play/impression reconciliation.
Phase Six–Seven	Phased onboarding of remaining eligible Retail and Clinic screens; supplier/demand side onboarding begins in parallel.
Phase Eight	Full extended inventory monetisation live; handover to standard managed service/account management operation, with quarterly commercial performance reviews.

*Draft project and rollout approach, further scope required.

4. Phased Delivery

Phase 2: POS and Grooming POS Screens

Phase 2 is sequenced to follow Phase 1, not run in parallel with it. At the time Phase 2 commences Mandoe CMS will already be operating at scale across the MVP 146 screens plus the extended Phase 1 inventory, with SSP/Ad Server, multi tenant governance and managed service operations all proven in production. Phase 2 therefore extends a working platform into a new form factor and location type, rather than standing up new infrastructure from scratch.

Recommended Approach

Validation and further investigation is required before detailed planning can commence for this project, however the knowledge and developments from the previous implementations can be gained, including the cost and operational investments to date.

Mandoe recommends a discovery led, phased approach to minimise deployment risk across the 930 screen fleet:

- Technical discovery first: validate hardware, POS/PMS integrations and network readiness across representative retail and grooming sites.
- Pilot before scale: test the solution across both retail counters and grooming environments before committing to the full rollout.
- Extend proven governance: leverage the existing multi tenant framework to securely separate POS/Grooming content from broader retail media.
- Scale after Phase 1: deliver Phase 2 once the CMS, SSP integration, field operations and support model are proven, significantly reducing execution risk across the larger fleet.

Option A — Software overlay on existing POS/Grooming POS hardware

If the existing rear mounted screens are driven by hardware capable of running the Mandoe player. Mandoe implements CMS managed content onto the existing fleet with minimal new hardware. Lower cost and faster deployment, but dependent on the incumbent POS vendor, hardware openness and screen/OS compatibility.

Option B — Dedicated new screens, integrated with POS/Grooming data

If existing hardware cannot support CMS managed software, Mandoe supplies and installs new small format displays purpose built for the counter/checkout environment, integrated via API to relevant POS or practice management data (e.g. transaction triggered upsell content, grooming appointment status).

Milestone	Scope
Phase 1	Technical discovery: POS/Grooming POS hardware and software vendor confirmed; site sample audit (retail counters and grooming areas); Option A vs Option B decision.
Phase 2–3	Solution design and commercial modelling based on confirmed option; pilot site selection across both retail and grooming environments.
Phase 4–5	Pilot deployment and UAT: content governance, POS/PMS data integration (if Option B), device monitoring at counter scale.
Phase 6	Pilot review and sign off; full rollout plan finalised with retail throughout data.
Phase 7–11	National rollout across 930 sites, sequenced by state/region using the same crew based deployment methodology proven in the MVP and Phase 1.
Phase 12	Full Phase 2 fleet live; integrated into standard managed service operations alongside MVP and Phase 1 inventory.

*Draft project and rollout approach, further scope required.

5. Commercial Model

Please also refer to the additional excel document tab “pricing”.

The proposed commercial model is structured to align Mandoe’s investment and service delivery with GPWC’s rollout, providing a clear transition from MVP validation to a scalable, enterprise wide digital signage platform.

Commercial Component	Pricing Model	Scope
Implementation & Rollout	Proposed project pricing supplied	MVP, configuration, integration, deployment, training and commissioning.
CMS & Managed Services	Monthly per screen fee	CMS licence, hosting, device management, monitoring, support and reporting.
Optional Services	Monthly or project based	Connectivity/SIMs, content & creative, SSP/ad server integration and additional services.
Hardware & Lifecycle	Upfront or monthly managed model	Displays, media players, installation, spares, replacement and technology refresh.
Volume Scaling	Tiered pricing	Per-screen costs reduce as GPWC progresses from MVP ➜ Pilot ➜ Rollout ➜ Complete Fleet.

6. Professional Services & 7. Managed Services

Account management

Mandoe's commitment to account management is an integral part of why Mandoe has become an industry leader and a trusted digital partner for companies both in Australia and abroad. We do this by having a very collaborative approach to Account Management with all necessary departments that engage with GPWC every step of the way.

Mandoe will:

- Ensure that GPWC has a comprehensive understanding on all aspects of the project, its deliverables and resources.
- Ensure that Mandoe has a detailed understanding of the GPWC business, digital strategy, and how they want the solution to grow throughout the term of the agreement.
- Mandoe's account team is results focused and constantly ensures that the GPWC business priorities and goals are aligned to what they are delivering.
- Provide a detailed communications and escalations plan for both the project and for when sites are operational.
- Make sure that GPWC knows all their key contacts in the Mandoe business and have regular monthly dedicated meetings with each of them.

As part of the GPWC offering, we have built in dedicated roles and resources in order to deliver not only a world class solution, but an unrivalled commitment to GPWC's satisfaction. In addition to Mandoe's vast network of technical, business, and operations resources, GPWC will also receive the following dedicated team:

- Enterprise Partnership Lead and Dedicated Account Manager
- Dedicated Senior Project Manager
- Delivery Owner
- Dedicated Service Team

Service management & continued service improvement

As part of Mandoe's commitment to quality and efficiency in delivery, Mandoe has rigid internal business processes in regards to service management that help to deliver an effective continual service improvement model. Mandoe constantly looks for ways to improve process effectiveness, efficiency and cost effectiveness. To do this, we:

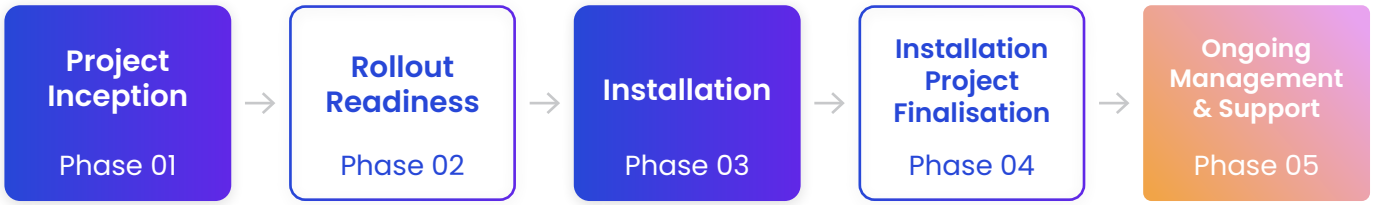
- Review and make recommendation on improvements that are identified during each life cycle phase of the Continual Service Improvement (CSI) model:
    - Service Strategy
    - Service Design
    - Service Transition
    - Service Operation
- Review information and trends to ensure that all Mandoe's services (at all stages of project delivery, including BAU) are meeting the agreed service levels.
- Have monthly Service Management and CSI meetings throughout all stages of the project and for the duration of the contract.

Mandoe will work alongside GPWC key stakeholders to help further define the continual service improvement goals and strategy to align not only to Mandoe's product roadmap and vision, but also align with GPWC's strategy, goals and business objectives.

Service Framework

Project management

The Mandoe project management methodology covers 4 major phases, each phase is designed with its own process ensuring quality control, risk mitigation, issue management and change management to ensure a successful deployment. The Mandoe PMO is responsible for providing effective communication and working closely with GPWC to provide full transparency across the entire project from inception through to handover.



Service desk

Mandoe's 24/7 Service Desk is available by phone and email for logging faults, maintenance requests, and content related enquiries. All Service Desk staff follow ITIL and ITSM best practice and our internal service desk processes, workflows and systems are built and maintained with the ITIL framework in mind.

Service management / service delivery

Once a service and project has been delivered, Mandoe assigns a Service Delivery Manager and/or Account Manager that will oversee the account for the duration of the agreement.

Part of this service includes:

- Service desk reporting
- Regular service meetings
- Continual service improvement

Troubleshooting guide

Mandoe will build a troubleshooting guide available to all venue managers in both hard and soft copies as part of the handover process when sites are installed.

This guide will identify when an issue needs to be escalated as well as outlining all escalation points, and will also include the ability for the venue to log a ticket with the service desk.

Mandoe provides proactive support agreements as part of our offering on every enterprise deployment, which this project would fall under. We offer proactive monitoring, remote management, troubleshooting and uptime. Our platform includes a vast array of measurable performance metrics which we can work with GPWC to tailor into consolidated reporting at agreed intervals.

We have extensive experience in delivering service & support for customers located in metro and regional locations, and have a range of options available for SLA timelines.

We do not require any third party software to determine when/where: incident occurred, display equipment is offline, when content changes, is out of date, health and security monitoring. Our software handles this functionality and reports can be tailored to suit GPWC's requirements.

Please refer to the additional excel document tab "SLA's" for our The Service Level Agreement.

7. Managed Services

Collaboration & partnership success

We value the opportunity and look forward to the prospect of working in collaboration with your teams and building a successful new long term partnership. Removing existing barriers and pain points and providing a new innovative solution that will provide improved time efficiencies and great business outcomes. Our digital signage retail partnerships have proven to improve business operations by reducing OPEX, streamlining and the centralisation of marketing efforts. In turn increasing sales and average basket size, delivering targeted content in dwell time moments to target demographics, increased loyalty adoption and brand awareness.

In house creative team

GPWC has the option to leverage our in house creative team services to work with the GPWC marketing teams or agencies, to ensure content is optimised for your digital signage. We are very proud of our CMS and its advanced functionality allowing customers to create engaging content. We handle the content creation services for many major large national brands, and can offer the same services with GPWC if desired. We understand GPWC self manages the creative services in house, however we are happy to provide creative support and unlimited training throughout the partnership.

A full CMS induction training process will be provided working closely with the creative leads to ensure you have the confidence and best user experience, and your digital content is set up in advance ready for launch.

In house solution team

Mandoe has extensive experience working with customers in a consultative arrangement, ensuring that we can work with GPWC on defining the best technology solutions.

We would like to work with GPWC in a collaborative approach to understand the current environment in detail, and work together to provide an innovative, future fit retail digital network across the store groups. This will ensure that the technology is best suited for the spaces, will satisfy the internal requirements and provide an experience that will impress and engage customers. We are a digital signage company at our core, with over 20,000 screens deployed for digital signage purposes. We will work closely with the GPWC team to ensure that solutions rolled out are best industry practice and will stay relevant.

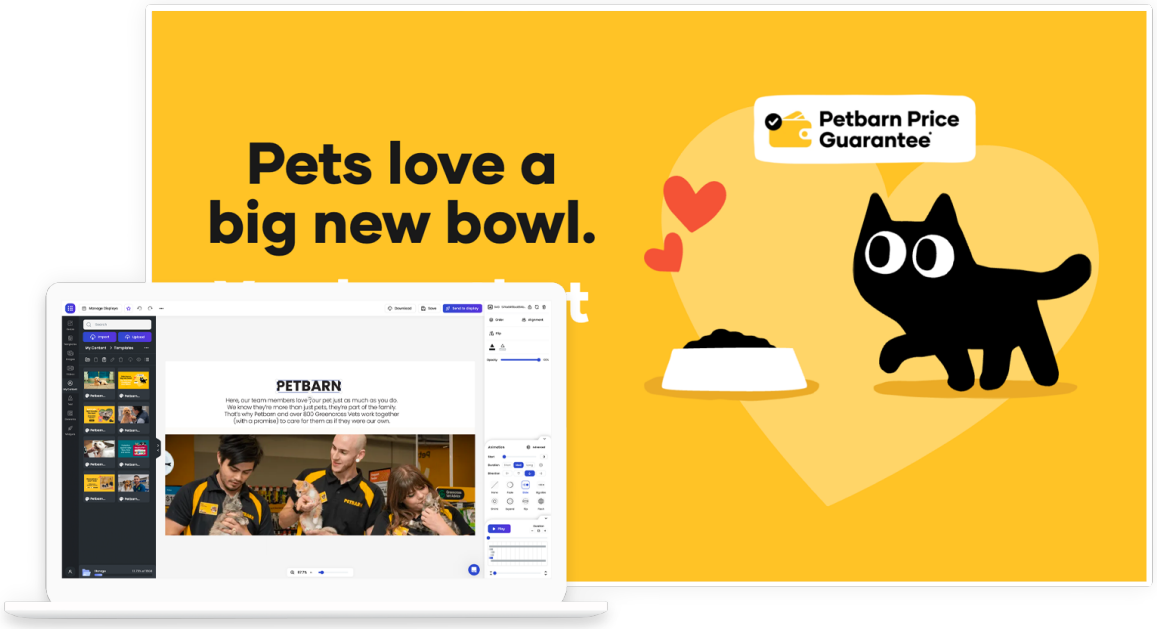
Permission based publishing

Our CMS software runs an intelligent permission based system for content management, distribution and scheduling. If all sites are connected to our digital signage network, the system administrators can grant specific access permissions, on a site by site basis, to create content only, publish content only and add multi step approval processes between editor and approver prior to publishing content.

Complex asset tagging

Our platform allows seamless scheduling of content categorising sites for each brand, location, state and store. Additional grouping of sites into subregions is possible, along with further tagging by demographic or customer base in targeted postcodes. This allows tailored content for specific brand activations, product launch/ promotions, and incentives to be published to all sites or targeted based on the site's demographics.

Mandoe Service Desk



Monitoring

Mandoe's Service desk is available by phone and email for logging faults, maintenance requests and content related inquiries. They also provide service monitoring whereby Mandoe will proactively monitor your solution and contact store locations should they identify an issue such as a unit being offline.

All hardware and screens include active monitoring and alarming software for faults or connection problems as well as active screenshots. Alarms will trigger notifications to the service desk for troubleshooting. Screenshots will be captured as each piece of content plays as well as at a configured interval, which by default is 30 minutes. The screenshots can be reviewed through the CMS reporting portal.

Self healing systems

All of Mandoe's software and hardware have built in watchdog applications that trigger the system to restart in the event of a failure. The screens themselves are also configured to turn on and off, and ensure the correct source is chosen. In addition to this, Mandoe's applications have built in alarming and monitoring which generates tickets automatically to the Mandoe service desk in the event that a watchdog is unable to restore the system.

Replacement of faulty TV screens

Mandoe Media proactively monitor all screens and media players that are supplied as part of the solution. Mandoe's service desk will call sites directly to rectify the fault, troubleshoot, and initiate a replacement for faulty equipment, or they can contact someone centrally at the GPWC location.

As part of the ongoing monthly maintenance costs, Mandoe will replace faulty screens supplied by Mandoe as part of the Managed Service.

Screenshot reporting

Mandoe's CMS comes with a powerful screenshot reporting tool, and live playlist tool. Screenshot reports provide peace of mind and validation for the schedule, confirmation and review of content. Media players will capture a screenshot of a video file each time it is played as well as a screenshot at a configurable interval (30 minutes by default). This provides a way to confirm video schedules and files as well as check historically if something that was reported out of place was actually playing or not.

Analytics & Reporting

Real time analytics

Mandoe's reporting solutions will empower you to review the success of campaigns and adjust solutions to achieve planned business outcomes. The reporting mechanisms provide not only a holistic overview but also real time insights into the usage trends and individual preferences of users.

The Mandoe CMS has been built with a strong focus on reporting, employing multiple APIs to cover not only reporting but also alarming, auditing and security.

Mandoe also allows for custom reports to be built based on individual customer requirements.

8. Deployment Rate Card

Please also refer to the additional excel document tab “pricing”.

9. Connectivity Model

10. Risks and Dependencies

Please refer to the supplied document Draft rollout plan.

Risk Dependencies and Commercial Considerations:

Further scope and discussion is required however here are some considered risks and dependencies.

Operational Considerations:

- Inventory Eligibility: not all screens should be monetised high footfall entrance/aisle displays are natural inventory; clinic facing and safety/compliance screens should likely remain house ads only.
- Revenue Model: GPWC will need to structure how the inventory is sold (self managed or with a media partner) to determine management and monetisation of the ad based inventory.
- Content governance: a clear split is needed between commercial (sellable) and operational/compliance content, enforced through CMS permissions rather than manual process.
- Supplier/demand side sales cycles (whether direct sold or programmatic) typically lag technical readiness: commercial ramp up should be expected to trail the MVP+8 technical go live.

11. Responsibilities - Supplier and GPWC

12. Assumptions and exclusions

Client Success Cases

Boost transitioned from an incumbent supplier to Mandoe's digital signage solutions for a seamless cutover. Now, with 1,200 displays deployed, Boost leverages high impact displays to promote smoothies, meal deals, and seasonal offers, ensuring eye catching content that drives customer engagement.

Relationship Length: 6 years

Digital Solution: 1200 screens

priceline pharmacy
atomica
InstantScripts

Priceline have utilized Mandoe to run their large signage and music network across their company owned and franchise outlets for over 11 years. The platform helps drive basket size increase, increases customer acquisition and pushing clients to sign up to loyalty through QR codes. The platform has several bespoke integrations allowing for 3rd party content to be displayed seamlessly and also weather triggers to change instore playlists.

Relationship Length: 12 years

Digital Solution: 900 screens

Domino's

Dominos has been a long standing client of Mandoe, leveraging digital menu boards and external facing displays to drive sales in multiple ways. The in store menu displays improve customer experience and ordering efficiency, while external screens attract more walk-in traffic by showcasing deals and promotions dynamically.

Relationship Length: 12 years

Digital Solution: 2200 screens

SPIRIT of TASMANIA

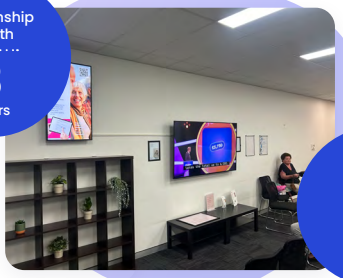
Mandoe has been the trusted digital signage provider for Spirit of Tasmania for over five years, supplying digital menu boards, advertising displays, and custom apps to enhance passenger experience. With over 70 active screens installed across Tasmania and other industries, Mandoe's solutions keep passengers informed, entertained, and engaged.

Relationship Length: 8 years

Digital Solution: 107 screens

lumus imaging
healius

Mandoe's digital signage plays a key role in Lumus/Healius' patient engagement strategy. The displays are used to communicate vital healthcare information, appointment updates, and wellness campaigns, ensuring a better experience for both patients and healthcare providers.



Relationship Length: 3 years

Digital Solution: 180 screens

Specsavers

With over 700 digital displays installed across 400 locations, Mandoe's digital signage helps Specsavers drive sales by attracting foot traffic and showcasing promotions, eyecare services, and essential health messages. The high visibility storefront displays ensure customers stay informed and engaged before they even step inside.

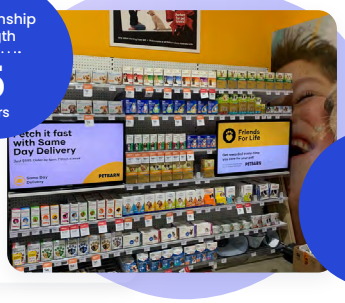
Relationship Length: 5 years

Digital Solution: 750 screens

Client Success Cases

PETBARN

Mandoe's digital signage solutions have helped Petbarn acquire new customers and boost product sales. With 110 displays, Petbarn uses digital displays to educate pet owners on essential care items like flea and tick treatments while driving targeted promotions that increase basket size.



Swimart
Pool care made easy!

Swimart's business is heavily driven by seasonal demand, and Mandoe's digital signage helps them convert foot traffic into sales. With 70 strategically placed displays, Swimart can promote store campaigns in real time, increasing order sizes and responding to weather-driven customer needs.

SEAFOLLY
AUSTRALIA

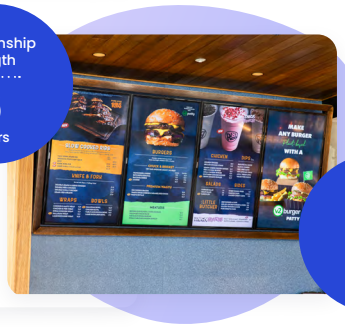
For a brand as image driven as Seafolly, large format digital displays play a crucial role in showcasing their stunning product campaigns. Mandoe's high impact screens in retail windows bring Seafolly's luxury beachwear to life, attracting customers and reinforcing the brand's premium identity through captivating visual storytelling.

MIDDY'S
ELECTRICAL

Before partnering with Mandoe, Middy's Electrical manually updated content on 110 showroom screens via USB sticks, which was a logistical challenge. Mandoe's cloud based digital signage now enables them to automate and remotely manage national, state, and local campaigns, streamlining their operations.

RIBS & BURGERS

Ribs & Burgers has embraced Mandoe's digital signage solutions to transform their menu boards. Now with 70 digital displays, they can update menus instantly, optimize content based on time of day, and increase sales through strategic promotions, all while reducing operational costs.



HCF

Mandoe not only provides digital signage for HCF but also creates their content, ensuring consistent messaging across all locations. With 90 screens\ in place, HCF uses digital displays to communicate health insurance updates, member benefits, and promotional campaigns, helping customers stay informed.

Client Success Cases

RIPCURL

Ripcurl utilizes Mandoe's digital signage to strengthen brand image, drive sales, and increase brand awareness. With 30 high resolution displays across key retail locations, Ripcurl's digital displays highlight seasonal collections, athlete endorsements, and in store events, reinforcing their surf culture identity.

Relationship Length 8 years

Digital Solution 30 screens

INNER WEST

Inner West Council relies on digital signage to keep residents informed about community announcements, local events, and public service updates. Mandoe's solutions ensure timely, high visibility messaging that improves civic engagement and communication.

Relationship Length 5 years

Digital Solution 30 screens

JLR

With the automotive industry evolving rapidly, JLR has embraced large format digital displays to revolutionize the showroom experience. Mandoe's high resolution screens allow customers to visualize vehicles in new ways, from interactive car configurations to immersive promotional content, enhancing engagement and decision making.

Relationship Length 5 years

Digital Solution 70 screens

Bedshed

BedShed uses digital signage to highlight promotions, showcase mattress and furniture features, and provide expert sleep advice. With Mandoe's digital displays strategically placed in stores, customers receive an engaging, informative experience that helps drive sales.

Relationship Length 3 years

Digital Solution 90 screens

DOUGLASS HANLY MOIR PATHOLOGY

Douglas Hanley Moir Pathology utilizes digital signage to improve patient communication. Mandoe's screens display real time wait times, health awareness messages, and service information, ensuring a smoother and more informative experience for patients.

Relationship Length 2 years

Digital Solution 50 screens

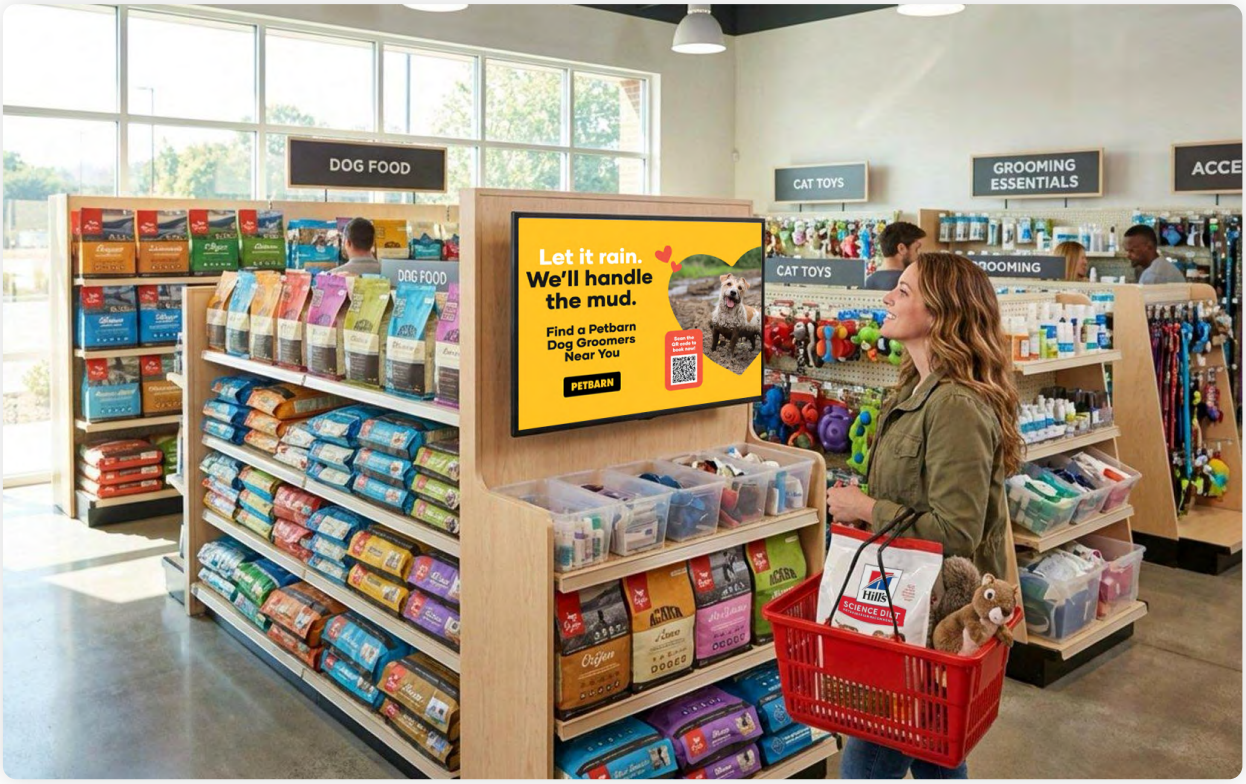
Bailey Nelson

Bailey Nelson enhances its in store experience with Mandoe's digital signage, using it to showcase eyewear collections, styling tips, and limited time promotions. These visually appealing displays help engage customers and reinforce the brand's stylish, modern identity.

Relationship Length 9 years

Digital Solution 10 screens

Screen Concept Mockup



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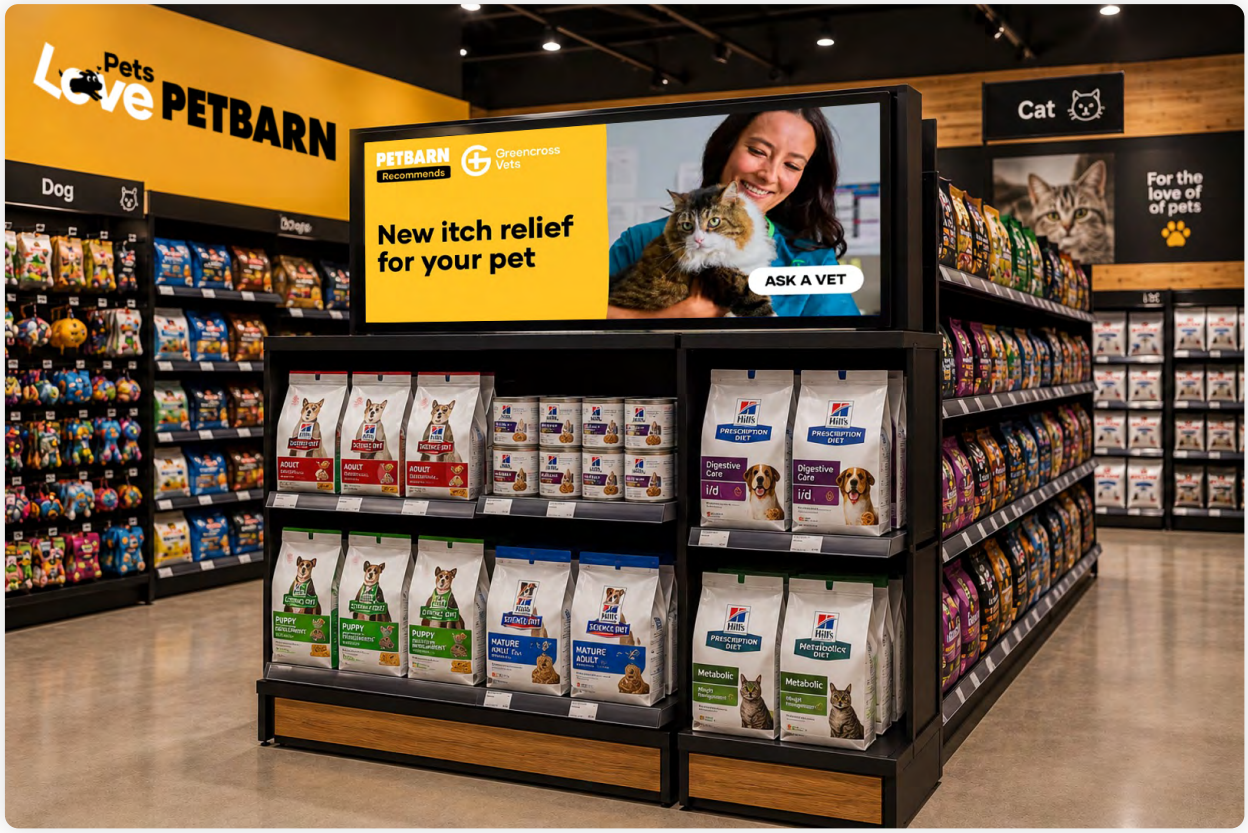

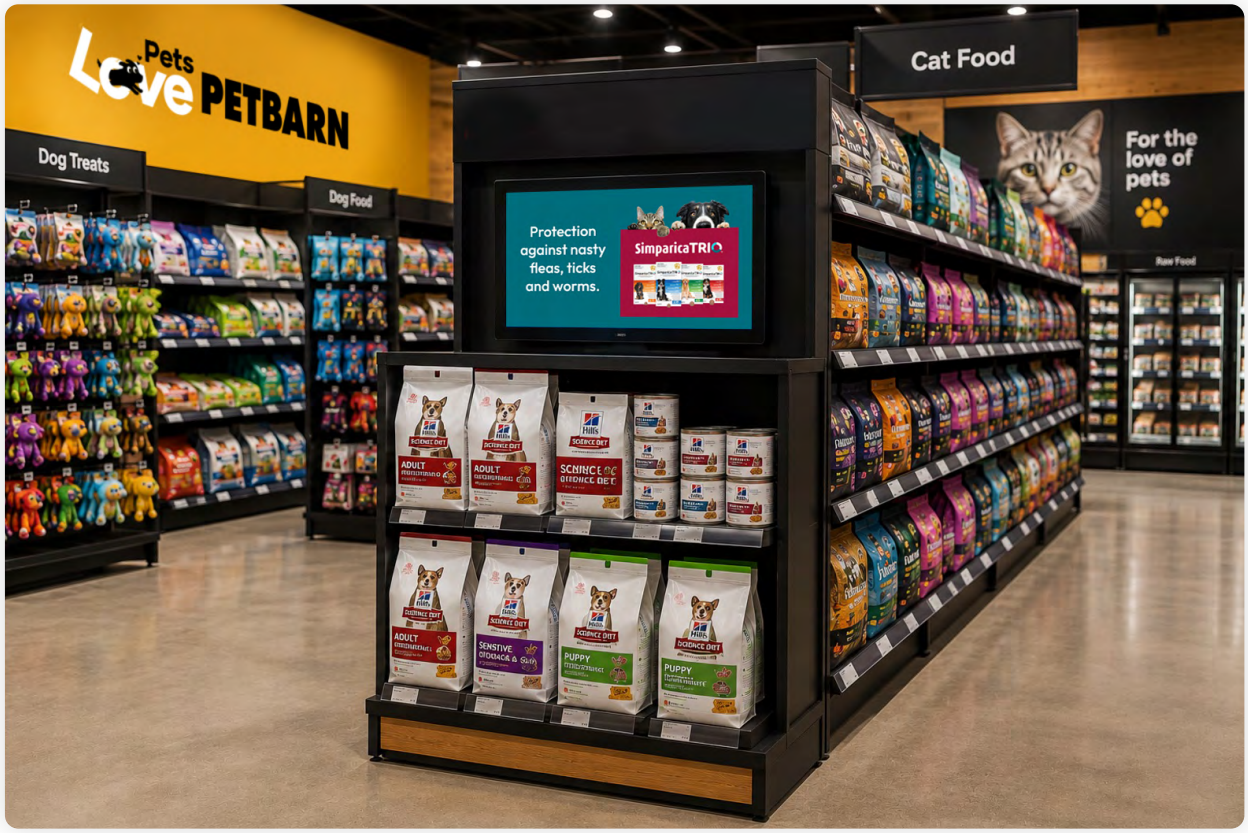

Mandoe GPWC Lead Account Management Team

Retail Account Manager

Annabel Lucas-Martinez

Senior Business Development Manager Enterprise

Project Management Operations

Benny Caswell

Program Manager

Operations & Legal

Matthew Griffiths

GM Operations

Enterprise Service Desk

Donalin Saycocie

Enterprise Client Specialist

Technical & Creative Services

Evan Baxter

Chief Technology Officer

Executive Team and Escalation

Chief Executive Officer

Steven Baxter

Director Of Sales

Jay Parkinson

Chief Financial Officer

Jeff Godwin

Extended Mandoe Team

1. Service Desk Team
2. Senior Project Manager
3. Service Desk Team
4. Project Coordinator Technical
5. Account Manager AV Field
6. Team Manager