

# MagicINFO On-Premise Migration Playbook

A Step-by-Step Guide for SCG Partners

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Brand: ScreenCom Group

## Executive Summary

### Why This Playbook Exists

MagicINFO On-Premise has been a cornerstone solution for digital signage deployments. As ScreenCom Group evolves our product portfolio, we are transitioning customers to modern cloud-native and managed service solutions. This playbook equips you with the tools, frameworks, and resources needed to guide your clients through their migration journey with confidence and clarity.

### Key Timeline

Milestone	Date
End-of-Sale	1 January 2027
End-of-Support	31 December 2029

### Three Migration Paths Overview

Path	Best For	Key Benefit
MI Cloud	Samsung-loyal, continuous service seekers	Free migration for existing MIS customers, no new hardware
TDM	Mixed brands, self-service preference	Flexible trial, rapid deployment in 1-2 weeks
VXT	Enterprise customers, managed services required	Full SLA coverage, dedicated onboarding and monitoring

### How to Use This Document

This five-step playbook is designed as a practical guide for your team to follow from initial client assessment through post-migration support. Each section builds on the previous one, providing decision criteria, conversation frameworks, and execution checklists. Use it as a reference tool during client calls, planning sessions, and migration execution.

## Step 1: Identify Affected Clients

### Review Your Client Portfolio

Create a comprehensive list of all clients using MagicINFO On-Premise. Include:

- Client name and location
- Current MagicINFO version (V6, V7, V8, or V9)
- Number of screens deployed
- Contract type and renewal date
- Hardware platform (Samsung, other brands)
- Current content management approach

### Categorize by Priority

Rank clients in priority order for migration planning:

Tier	Criteria	Action Timeline
Tier 1	Largest deployments (50+ screens) or contracts expiring in 2026	Approach in April 2026
Tier 2	Medium deployments (10-49 screens) or contracts expiring in 2027	Approach in May 2026
Tier 3	Small deployments (<10 screens) or contracts expiring after 2027	Approach in June 2026

## Step 2: Assess and Recommend

### Client Conversation Framework

When approaching a client about migration, follow this conversation structure:

Phase	Key Message	Example Question
Listen	Understand current situation	What are your biggest challenges with MagicINFO today?
Educate	Explain end-of-support timeline	Did you know support ends December 31, 2029?
Explore	Identify client priorities	What matters most: cost, simplicity, control, or managed support?
Recommend	Suggest best-fit path	Based on your priorities, I recommend Path X because...

### Path Selection Criteria

**MI Cloud:** Choose when client wants continuity, is Samsung-loyal, or already uses MIS. Migration is free for existing MIS customers and requires no new hardware investment.

**TDM:** Choose when client has mixed brand displays, prefers self-service, or wants to trial before full commitment. Rapid deployment in 1-2 weeks including free trial period.

**VXT:** Choose when client is enterprise-focused, requires managed services, needs SLA coverage, or demands comprehensive onboarding and support.

## Step 3: Present Migration Options

### Proposal Components

Create a detailed proposal for each path with cost, timeline, and resource requirements:

- Migration timeline and key milestones
- Hardware and software requirements
- Data migration plan and content transfer process
- Training and enablement schedule
- Post-migration support and SLA terms
- Cost breakdown and financing options

### Decision Support Tools

Provide clients with ROI calculators, cost comparison matrices, and timeline visualizations to make informed decisions. Document all client requirements and constraints for your internal migration planning.

## Step 4: Planning and Kickoff

### Technical Assessment

- Audit current MagicINFO environment (version, customizations, integrations)
- Document all content, templates, and user configurations
- Identify third-party integrations requiring adaptation
- Assess network and infrastructure readiness for new platform
- Create detailed system inventory and dependencies map

### Stakeholder Alignment

Schedule kickoff meeting with all stakeholders: IT, operations, content teams, and leadership. Document roles, responsibilities, and communication plan. Establish steering committee for executive oversight.

### Detailed Project Schedule

Create detailed project schedule with realistic timelines. Account for content migration complexity, training duration, and post-launch stabilization period. Build in buffer time for unexpected issues.

## Step 5: Execution and Support

### Migration Execution

- Execute content transfer and validation in test environment
- Conduct user acceptance testing with client team
- Perform cutover and launch on production environment
- Monitor system performance and user adoption closely
- Address issues and optimize configuration post-launch

### Training and Enablement

Deliver comprehensive training to content managers, system administrators, and end users. Provide documentation, video tutorials, and ongoing support channels. Schedule post-launch refresher sessions.

### Post-Migration Support

Maintain hands-on support for 30 days post-launch. Monitor system health, capture feedback, and optimize configurations. Transition to standard support model with documented procedures and escalation paths.

## Resources and Templates

### Available Support Materials

- Client communication templates and timelines
- Technical migration checklist and validation procedures
- Training material and user documentation
- ROI calculator and cost comparison tools
- Post-migration success metrics and reporting templates
- Support contact directory and escalation procedures

### Contact and Support

Migration Support: [migrationdesk@screencom.group](mailto:migrationdesk@screencom.group)

Technical Questions: [migrationdesk@screencom.group](mailto:migrationdesk@screencom.group)

Partner Portal: [partners.screencom.group](https://partners.screencom.group)