

**Light in the forest of  
signs**

**Digital Signage simplifies  
information distribution**



## Change Driver

Every morning, the Marketing Manager of an automotive supplier is greeted in the reception area by switched off displays, which are actually intended to display up-to-date content such as the traffic situation, weather, employee onboarding, events, etc.

The employees often complain that they are not sufficiently informed about the company, or current situations and circumstances.

If the displays are switched on, they usually only contain static information that quickly becomes obsolete. Updating the content is complex and manual, which means it is labour intensive with a high error rate.

What is needed is a central information management system for the creation of target group-specific content and designs, a fail-safe contingency (no black screens) and automated transfer of other internal / external data sources (e.g. intranet, knowledgebase, weather, videos).



DAMOVO



## Damovo Approach

Design templates have been created for each location / target group / type of content presentation. The dynamic content comes from the company's central intranet. All relevant content is maintained and pulled from here – automatically feeding the digital signage system.

From now on, target group-oriented and localized information, (e.g. advertising videos, weather reports, stock market information and live tickers) is displayed centrally and in real time. Every visitor, and employee is now always well informed about the company. Boring static information is a thing of the past.

The company achieves a uniform look & feel, with improved impact both internally for employees and externally for customers.



## Customer Value

DAMOVO

### How the IT Manager benefits

Templates now simply map the location related and target group related content. New locations/areas can be easily added when necessary.

A central media server automatically supplies the display elements - no further resources are required to create / maintain the content.

### How the Marketing Manager Benefits

Faster and more dynamic information about the company is visible.

Guest and customers are informed about the company in a visual, memorable way.

Employees feel better integrated into the company and are therefore more motivated and open-minded.

Important information (e.g. maintenance work, traffic situation, contact center KPI's, company facts) can be communicated to employees and customers promptly.