

*Don't just sell Digital Signage Networks  
We make them work*

## Company Case Study

### *Internal Communications – A challenge for any IT Department*

How can you meet the challenges of internal communications?  
Deliver a Return on Investment, and not be spending hours helping the marketing department with their communications.

Communittech has the answer.....

Communicating QA results which are held within one database, company information from the intranet, live news from RSS feeds, and television can be a challenge for any IT department.

Add to this - keeping sales staff informed about product information, and generally keeping staff informed about company products and reinforcing the brand can bring challenges.

How can this information be relayed to staff? Will they take time to read it? How can the company do this easily and deliver a ROI, without costing the IT department hours every day.

We can provide you with the answers. At Communittech we insist that our digital signage delivers a return on investment.



***This is a true success story – Compare for yourself***

A company that spends time every day updating internal communication LCD panels

#### Company A

1. File is prepared by marketing team. Delivered to IT department for conversion... ( 1 hour)
2. IT department converts file to the correct file format & loads ( 1 hour). Nothing fancy

Time taken - 2 hours.

**Cost to company \$320.00. multiply by 300 days = \$96,000 per year in TCO**

#### Company B

Omnivex Digital Signage software installed.

1. File prepared by marketing department ( 5 minutes)
2. Loaded and checked ( 5 minutes)
3. No file formats to worry about - jpg, mpeg, video, live TV and more all work with no cropping, re-sizing, re-formatting etc. Time taken - (10 minutes)

**Cost to company \$ 20.00. multiply by 300 days = \$6000 per year in TCO**

**Why the difference?**

Company A converts files and has high level IT department personnel involved in marketing material. Company B – has marketing department preparing and loading content to specific ( protected) areas of screens. No file changes, easy format. Data can be collected from SQL databases, or various data sources.

Want to find out more ? Call our expert team today on 1300 550 932