

Digital display solutions lead to collaborative work environment

Today's corporate environment is becoming increasingly globalised, thereby requiring companies to efficiently communicate and process an overwhelming amount of information.



The Gartner Executive Programme survey in 2013 revealed that business and technology priorities both highlight improving internal and external relationships, as well as keeping collaboration technology in the list of top 10 priorities.* Corporations are therefore continuously facing the challenges of improving partnerships and communication in the workplace, providing relevant information to the right audience, and building better external and internal engagements by liaising with customers more dynamically.

According to Mike Van Lier, Divisional Head of Enterprise Business Team (EBT) at Samsung Electronics SA, while corporates face a number of challenges, the evolution of various display solutions can help to address the following:

- Enhancement of internal collaboration through a highly connected interactive display option.
- Simple administration of relevant information with an easy-to-use content management application
- The delivery of impactful messages to capture customer attention with a high quality and dynamic display solution.

"One of the key reasons that communication infrastructure is so important for an organisation is the fact that it facilitates participation, with employee performance often proving to be the most effective area to improve overall corporate performance," says Van Lier. "This is particularly relevant for organisations that need to combine efforts and share ideas with colleagues through networks and devices".

The Gartner survey also highlighted that the successful dissemination of corporate messages and business intelligence translates into enhanced corporate readiness. "Conventional means of static signage such as emails can easily be ignored or even become invalid on delivery. As a result, corporations are now looking for ways to make it easier to distribute such

relevant information," says Van Lier.

"Digital signage stands as an adequate medium to enhance both the internal corporate environment by allowing the business to efficiently communicate with their employees, as well as externally by allowing brand value communication with customers. Conventional solutions used to address these issues were often found to be noisy, consume too much power, provide low visibility in a bright environment, result in high maintenance cost as well as management overheads, and found to be too complicated, to name a few."

Van Lier continues, an increasing number of businesses are therefore investing in a broad spectrum of digital options, from standard LFDs (Large Format Display), video walls or specialised displays.

Samsung's LFDs offer superb image quality while providing an easy user-interface to minimise the cost and streamline the maintenance of the system. One of South Africa's leading financial institutions recently implemented a range of Samsung's display solutions, in order to better convey content, advertising and other forms of messaging, with full colour and motion capabilities.

"As a result of a more competitive environment, it is essential for companies to be able to clearly and efficiently express their value proposition, positioning and differentiators to staff, stakeholders and the public at large. As the awareness of the need to effectively communicate with both staff and customers continues to grow, businesses are increasingly looking to digital signage as a solution. Samsung's innovations are intuitive and made with the end user and business user in mind, providing a gateway to new experiences and more efficient business practices," concludes Van Lier.

[*Samsung Display Solutions for Corporate](#)

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