

Scala and Corporate Communications



Critical messages can easily go unnoticed in the everyday deluge of emails. Communication methods are influenced by the infrastructure of a company. So, it may be challenging to make certain you are getting the right information to the right people at the right time.

“Scala has provided us with a truly world-class communication system for our employees.”

*Royce Binion
Manufacturing Director
BAE Systems*

Introduce a digital signage network and find welcome improvements:

- **Increase efficiency** in employee training and orientation
- **Reduce staff interruption and improve visitor experience** with touch-screen directories, info-systems and lobby entertainment
- **Deploy focused, site-specific transmissions** simultaneously to employees in different locations with **RSS feeds from companies like AccuWeather and Data Call Technologies, Inc.**
- **Create additional revenue** by selling appropriate advertisement on your company network
- **Notify the company quickly** of an emergency without investing in a standalone system

- Don't just keep up with the competition... join the family!

Businesses do not clone – no two are alike. However, we are confident that if ANY of the following apply to your company, digital signage could benefit you:

- Multiple locations
- Need for emergency alert systems
- Limited onsite staff
- Remote sites that require communication from other locations/campuses
- Staff training required
- Looking to reduce costs
- Support “green” initiatives
- Seeking communication improvements

Scala and Corporate Communications



"The implementation of our digital signage network represented a significant cost reduction and provided Novartis with the ability to communicate with our employee community on a real-time basis."

-Jim Morgenland, Novartis

"The branches are being successful and they love it. LDTV is definitely turning heads."

*Tom Hunter
Corporate Media
Production Manager
McKee Foods*

These **Real World Successes** will paint a clear picture:

- **Information Network:** **McKee Foods (Little Debbie)** tied three manufacturing plants in different states all into the same Scala network.

- **Improved Performance:** **BAE Systems** output real-time updates for manufacturing and quality performance data to their manufacturing floor.
- **Reduced Wait Time:** **Ameritech** call center operators use real-time data to solve customer issues using monitors that display critical information such as caller volume and the number of calls on hold.
- **International Connection:** **Ericsson** communicates real time information on new products and company news in locations throughout Europe and simultaneously across the Atlantic.
- **Smarter Communication:** **Novartis** axed their stale, poster board messaging system to implement a digital signage network for more effective employee transmissions and reduced costs of corporate communications.

ERICSSON

"Scala is extremely cost-effective for Ericsson. It offers us the ability to give employees feedback.

We can hook-up a monitor wherever and whenever it is required."

-Adam Lloyd, Senior Communications Consultant, Ericsson