

# PLDT and Smart

## Celebrating the Success of PLDT and Smart with CAYIN Digital Signage Content Management

### BRIEF PROFILE

Place: Philippines

Industry: retail

Solution:

- SMP-2310
- SMP-2300
- SMP-2210
- SMP-2200

PLDT and Smart are the Philippines' largest fully integrated telecommunications and digital services companies.

They have an extensive reach, catering to a diverse array of consumers from households to small and medium enterprises and even corporate consumers. Their unwavering commitment to delivering top-tier and reliable services is a testament to their leadership in the country's telecommunications and digital services sectors. Through their dedication to quality, they have solidified their position as a trusted provider and industry leader in the field.



### The Quest for Efficiency: PLDT and Smart's Journey to Improve Content Management

PLDT and Smart, given their expansive operations, encountered a substantial hurdle in managing their marketing content. The existing process, involving manual content uploads to each branch via remote access, was inefficient and consumed a considerable amount of time. For a company of PLDT and Smart's magnitude and extensive reach, this method fell short in terms of speed and adaptability. The pressing challenge was to identify a CAYIN Digital Signage Solution that could refine this process, enhance efficiency and reduce the laborious nature of the task. By consolidating the content management process, the company sought to bolster efficiency, diminish the time and effort expended on content updates, and guarantee uniformity in the marketing messages relayed across all locations. This strategic move was designed to amplify the impact of their marketing initiatives and enrich the customer experience.



## Mediacast Digital Group Leverages CAYIN Technology to Architect a Comprehensive Digital Signage Network

The project was expertly driven by the collaborative efforts of the Mediacast Digital Group Marketing Team and the Technical Team. These teams, each bringing a unique set of skills and expertise to the table, ensured a comprehensive approach to the deployment of the digital signage network. The Marketing Team played a pivotal role in understanding the client's needs and objectives, setting the strategic direction for the project. Meanwhile, the Technical Team, utilizing CAYIN Technology's digital signage solutions, skillfully handled the technical aspects of the implementation. Their expertise ensured a seamless installation and configuration of the digital signage solution, laying the foundation for an effective and efficient digital signage network.



## The Role of Digital Signage in Streamlining Marketing Efforts

CAYIN digital signage players optimize the visibility and impact of PLDT and Smart's marketing content. This content comprises a vibrant mix of images and videos supplied by PLDT and Smart's marketing or creative department, aligning with the company's branding and marketing strategies. It draws customers' attention and amplifies the company's marketing initiatives. The project progresses in sync with the client's growth, ensuring that the digital signage network continually evolves and expands. This flexible and scalable solution adapts to the company's evolving needs, paving the way for ongoing enhancements and optimization. The digital signage network also establishes a more structured and centralized content scheduling function, facilitating efficient content management and distribution while ensuring consistent and effective delivery of marketing messages.





## Achieving Marketing Efficiency with the Successful Implementation of CAYIN Technology's Digital Signage Solution

By leveraging CAYIN Technology's Digital Signage Solution, PLDT and Smart has triumphantly met its primary objective of delivering a streamlined and simplified scheduling system for the client's digital marketing assets. This achievement has led to substantial enhancements in the efficiency of content management and distribution. The centralized system, a key feature of CAYIN's solution, facilitates swift and effortless content updates, ensuring the marketing messages always stay current and relevant. Moreover, the system bolsters the uniformity of the marketing content across all locations, thereby strengthening the company's brand image and messaging. In essence, the digital signage solution has significantly amplified the effectiveness of the company's marketing endeavors, playing a pivotal role in their ongoing success.

## Innovation at Its Best: Managing Content from Anywhere with Digital Signage Solution

PLDT and Smart's unwavering support speaks volumes about the effectiveness and value of CAYIN's Digital Signage Solution. This cutting-edge solution not only streamlines content management processes but also maximizes the impact of marketing content, resulting in heightened customer engagement and satisfaction. One standout feature is the seamless content control from any location, offering unprecedented flexibility and control, empowering companies to effortlessly update content displayed on their digital signage networks. Whether it's a last-minute promotion or a critical announcement, the company can ensure timely and accurate updates, regardless of geographical constraints. This unparalleled convenience and control position the digital signage solution as a powerful tool in the company's marketing arsenal.



### CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions - including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



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