

CORPORATE

CAYIN Digital Signage

Balfour Beatty Plant & Fleet Services, UK

BRIEF PROFILE

Place: UK

Industry: Corporate

Solution:

- SMP-WEB3 x 6
- SMP-PRO3 x 2
- CMS-MINI x 1

Balfour Beatty Plant & Fleet Services

Based in Derby, UK, Balfour Beatty Plant & Fleet Services is an Operating Company within the Balfour Beatty Group, and provides national coverage in crane services, accommodation & site services, trackside plant & equipment, plus general and strategic plant. Balfour Beatty is celebrating its 100th birthday in 2009.

When Andrew White, Service Delivery Manager started researching digital signage solutions, he turned to audio visual specialist Nottingham Audio Visual. He had used NAV in the past for other audio visual projects and had built a strong business relationship with them, and so had every confidence in seeking their advice for a bespoke digital signage solution.



The Requirement

The main requirement was a need to communicate the company's metrics such as their operational figures and daily business performance measurements, in a clear, accurate and timely way across multiple offices and sites.

Key Technology

NAV recommended CAYIN digital signage, a Linux based system which is highly reliable and functional, supplied through their UK distribution partner Audio Visual Materials specialist digital signage division, SignLabs. With SignLab's support, NAV initially supplied a demonstration system, and successful trials led to a decision to implement a full system installation. Andrew was not only impressed by the technology, but found NAV and SignLabs very supportive throughout the whole research and installation process.

Use of System

Information is displayed over 12 Panasonic professional plasma screens across multiple sites and buildings at the Derby, Balfour Beatty Plant & Fleet offices. The system is network controlled by six CAYIN SMP-WEB3 boxes and two CAYIN SMP-PRO3 multi-media digital signage devices with a CAYIN CMS-Mini server driving the whole system.

The SMP-WEB3 and PRO3 display the company's metrics and 'balanced scorecard' information across the site. The 'balanced scorecard' is a system which allows the organisation to measure how far along its journey towards achieving its mission it is. By ensuring all areas of the business are spotlighted within four areas, customer perception, financial performance, internal processes and learning & growth, it allows the business to ensure a fully balanced approach towards its mission and any areas which are not performing well highlighted so that improvements can be made.

The system has also been used to raise morale and engender a strong team spirit, for example, at Christmas, photos from the Christmas party were displayed and lunch menus were shown as well as a Christmas speech from the Managing Director Steve Farmer. This went down so well that the marketing team is planning to create a regular TV slot with schedules of what will be shown throughout the week.



Product Confidence

NAV have complete confidence in recommending the CAYIN system, having received outstanding product support from SignLabs, and have since successfully supplied systems for a number of other major blue chip clients. The CAYIN system gave Balfour Beatty maximum functionality within their budget.

The Results

Andrew White commented, "I am very happy with the work NAV has done for us and the support received from CAYIN. The project was delivered on time and on budget. Communication was excellent throughout and NAV accommodated some very tight timescales as well as promptly sorting out any minor issues along the way. In fact, the system is now being watched with interest by other parts of the Balfour Beatty Group."



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