



Since 1991, Omnivex has been enabling organizations to transform data into dynamic visual communications and experiences. Omnivex helps organizations empower, enhance, and extend their two most valuable assets – people and data. The Omnivex solution is a broad and robust communications infrastructure that enables organizations to collect, process, and deliver targeted information to all of their audiences.

## OMNIVEX IN BANKING & FINANCE

From the trading floor to individual branches to the corporate offices real-time visual communications are integral to success. Keeping customers and employees up to date with changes in things such as stock prices, financial news, interest rate changes and other key information is not just a nice idea but a requirement. Interactive kiosks, video walls and integration with other technologies such as sensors, RFID or devices such as mobile phones and tablets also helps create an experience that spans multiple technological platforms.

### DIGITAL SIGNAGE BENEFITS

- ✓ Reduced perceived wait times
- ✓ Increased sales
- ✓ Real-time communication of key info

## VISUAL COMMUNICATIONS HELP BANKS:



### REDUCE

Perceived wait times in branches



### INCREASE SALES

Through cross-selling and up-selling of products & services



### COMMUNICATE

Real-time information on stock prices, interest rate changes, etc.



### CUSTOMIZE

By geographic location to reflect local languages, products or services

## CUSTOMER CASE STUDY

Celebrating over 30 years of banking success, Woodforest National Bank is a privately owned community bank currently servicing over 900,000 customers at more than 750 branches across the U.S. Woodforest selected Omnivex digital signage software to manage their network after going through an extensive evaluation process that spanned a full year, “We selected Omnivex because of its ability to handle data,” said Cindi Stewart, Vice President of Marketing for Woodforest National Bank. “Having the Omnivex scheduling capabilities helps Woodforest execute its digital marketing campaigns in a timely and efficient manner - all from our offices in The Woodlands, TX. “ The move to digital signage has also enabled Woodforest to reduce their total paper output which not only serves an environmental purpose, but saves time and reduces costs as well. Now, content across their many store locations can be updated instantaneously, without requiring signs to be changed manually or spending time waiting for new content to be printed.