

# Driving Digital Transformation by Communicating with Speed and Scale



## A LOOK AT THE CRITICAL BENEFITS OF DIGITAL SIGNAGE

Digital transformation is about turning data into business advantage—and to do that, organizations need to make sure they provide the right information to the right people quickly and accurately, in a form that’s easy to access and understand. However, many organizations face challenges in delivering important information, both internally and externally. A recent IDG survey indicates that companies can address these challenges by incorporating digital communications tools into their broader digital transformation strategy.

### Digital Transformation Is Proceeding

Most respondents to the IDG survey are already well into implementing a digital transformation strategy. Although only 8% consider themselves digital businesses, 30% are already integrating transformation strategies enterprise-wide and another 40% are executing on a strategy somewhere in the business. An additional 20% are currently developing a strategy and plans to implement it.

Previous IDG surveys show that organizations want to ensure the success of these initiatives by breaking down information silos and scaling communication more effectively to make information more accessible and available in real time across the organization. However, this survey indicates that respondents are struggling to achieve those goals.

### Updates vs. Out-of-Dates

Fewer than a third of the companies surveyed are happy or satisfied with their ability to communicate important information, both internally and with external partners, vendors, and customers. The rest reported extensive barriers to meaningful communication. Indeed, half of the respondents conceded that they deliver information by using outdated methods such as email or even paper.

Half of the respondents said they struggle to deliver information in a way that captures attention and is easy to digest—and the information they’re providing isn’t necessarily reliable or even current. Frequent technical problems in accessing information frustrate end users at 44% of companies, and 42% admitted that they can’t distribute information in anything close to real time, often because they use manual processes to update information before sharing it. In addition, 40% said the information itself is of poor quality and prone to human error, making it less useful. Finally, about a third (32%) blame rigid data silos for their difficulty in accessing and sharing information across departments, divisions, roles, and systems.

In today’s accelerated business environment, companies can’t afford to risk difficulties in delivering and digesting information. Just consider how many travelers would miss their connections and how much cargo would be delayed due to a two-minute lag in updating flight information. Survey respondents are acutely aware of these consequences; their top concerns about being unable to share significant information include security risks (58%),

FIGURE 1: **Most Concerning Potential Impacts if Information Can’t Be Easily Accessed or Shared**



Source: IDG Research 2019

loss of competitive advantage (50%), inefficiency and cost increases (48%), loss of revenue and business opportunities (42%), and customer dissatisfaction/attrition (42%).

## Digital Signage as Communication Platform

Digital signage solutions are technology platforms that make it easy to collect, process, and deliver targeted information to any screen, not just dedicated billboards. Digital signage solutions can push any information at any time to any screen, from kiosk to desktop to mobile device, ensuring that the information reaches its intended recipients in a visually striking, easily digestible format.

More than half (56%) of the organizations represented in the IDG survey are extremely (12%) or very (44%) familiar with the capabilities of digital signage solutions, with another 42% somewhat familiar. In addition, the urgency of their communications challenges may be why virtually all (98%) of the survey respondents are extremely (34%), very (50%), or somewhat (14%) willing to consider digital signage as a solution to those challenges.

In particular, respondents cited improving efficiency and cost management (54%), enhancing productivity (52%), capturing business opportunities to drive revenue growth (52%), and empowering more-informed decisions (48%) as ways digital signage could be of use to them—all benefits that align with their challenges in delivering the right information to the right person at the right moment.

## Choosing the Right Solution

Organizations considering a digital signage platform as a communication tool to provide faster, more reliable access to more and better-quality information should look for a solution that includes all of the following features:

- The solution must work across silos, pulling information from multiple systems and delivering it in a comprehensive view in real time so recipients can make more-timely and better-informed decisions.
- It must be able to collect, process, and share that information automatically, in real time, for faster data sharing with less human error.
- It should leverage Microsoft Active Directory and user authentication so administrators can easily control who can update and push out information as well as who receives it.
- Ideally, the solution should include an easy, inexpensive way to create custom information-sharing mobile apps in-house so the organization can transmit information to end users on any device they prefer.

“The right digital signage platform will provide organizations with the tools and agility they need in order to rapidly and effectively create and deploy applications that span the enterprise,” says Chris Devlin, president, Omnivex Corporation. “Crossing organizational boundaries, connecting and extending information to deliver it in real time to the physical spaces and individuals that need it. Literally any information to any screen in real time.”

FIGURE 2: **Most Attractive Potential Benefits of Leveraging a Digital Signage Platform for Information Delivery**



Source: IDG Research 2019

## Conclusion

Using intelligent, real-time signage to share information across and beyond your organization both leverages and enhances your digital transformation efforts. A digital signage platform can deliver unanticipated benefits and solve previously unrecognized problems. Such was the case for a major financial services company that implemented the Omnivex platform. The original goal to display content and branding in public areas and display KPIs and data in operational areas soon yielded additional benefits.

“As we got into the project, we quickly learned we could actually gamify and animate our statistics to visually show various teams who were ahead or behind on their goals, in fun and innovative ways,” says the company’s CTO. “Our call centers loved this! It had a huge impact on behavior, motivating teams to achieve their goals and to see who would jump mountains or, in some cases, see who would be eaten by sharks. These gamified representations of data have improved both our business and our culture.”

Omnivex can support your need for improved communication, with a powerful software platform capable of integrating data from multiple sources, distributing it, and presenting it on any screen, anywhere.

Omnivex also offers a free assessment [tool](#) that enables your organization to benchmark its existing communications tools against other organizations so you can determine where and how best to start improving your ability to share information.

For more information, visit [www.omnivex.com](http://www.omnivex.com)