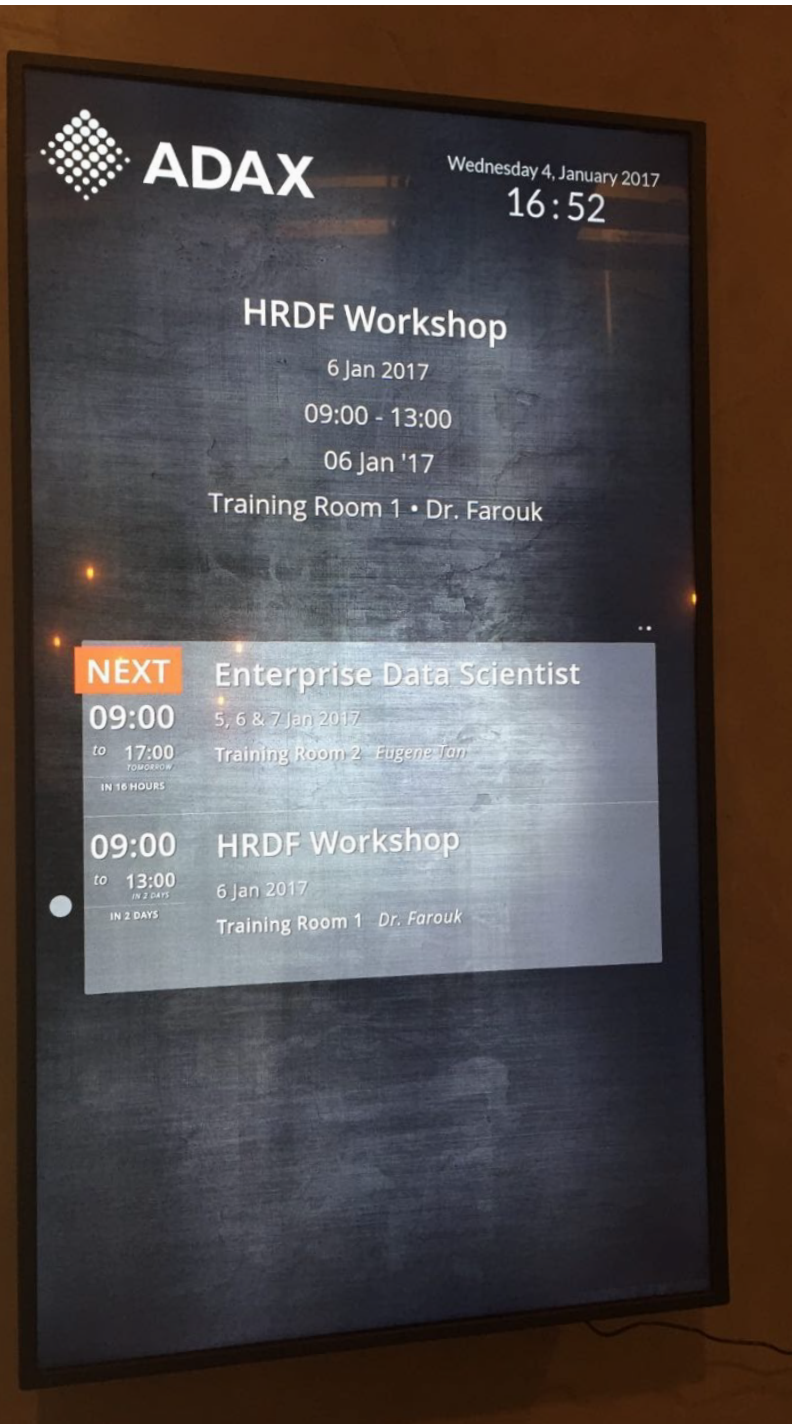CASE STUDY:

# Spark by Screenplify debutes at ASEAN Data Analytics eXchange



### ADAX

## CHALLENGE

As many companies have shifted paradigm to own a digital workspace to harness the countless benefits of it, ADAX is no exception to this concept. With the opening of their new office in Bangsar South, ADAX is hoping to bring the best experience to all its visitors. With the concept of digital workspace in mind, ADAX wants to build a working environment that revolves around digital signages for the purpose of streamlining communication to deliver informative messages to visitors quickly and efficiently.

## SOLUTION

ADAX chose to use a huge video wall as a centrepiece to welcome visitors and introduce ADAX to visitors. There are also individual screens deployed all over for more specific functions like corporate information and general information on the world of data analytic. Finally, a dynamic agenda scheduler is also put up to remind visitors on when and where to go for their events.

## BENEFITS

▶ A single platform for centralised content management.

▶ Provide presentation materials in screen using visual and engaging content.

▶ Streamline conventional business process with modern digital signage technologies.

ADAX is an initiative by Malaysia Digital Economy Corporation, MDEC, to enable businesses, government bodies, academia and professionals to rapidly adopt Data Analytics as a tool to empower decision making and innovation. ADAX seeks to be the definitive Data Analytics Exchange Hub for knowledge, information, resources and collaboration for the ASEAN region.

## CHALLENGES

ADAX is the establishment of Data Analytics Exchange Hub for the ASEAN region, thus gathering many visitors all across South East Asia to flock into their office for meetings and events. Having a stellar digital workspace is paramount as this will leave positive impacts on the visitors coming to ADAX.

As many companies have shifted paradigm to own a digital workspace to harness the countless benefits of it, ADAX is no exception to this concept. With the opening of their new office in Bangsar South, ADAX is hoping to bring the best experience to all its visitors. With the concept of digital workspace in mind, ADAX wants to build a working environment that revolves around digital signages for the purpose of streamlining communication to deliver informative messages to visitors quickly and efficiently.

They need to find an efficient way to manage all digital screens with ease where centralized approach is needed in this respect. It will make administration to multiple digital screens in the company much easier and manageable.

Being the regional hub, another key challenge will be to manually coordinate the huge number of events and trainings happening in the place. There are always events taking place in the different rooms and guiding the visitors to their respective rooms at the right time is no easy task. Traditional method of displaying a static event agenda on an easel stand or a digital screen is no longer an effective option for ADAX.

## SOLUTION

Based on the challenges presented, several companies were involved in the collaborative effort to transform ADAX into a digital workspace.

In the effort to create a modern-esque surrounding, ADAX has decided to have groups of digital screens targeted at different functions. They have chosen to use a huge video wall as a centrepiece to welcome visitors and introduce ADAX to visitors. There are also individual screens deployed all over for more specific functions like corporate information and general information on the world of data analytic. Finally, a dynamic agenda scheduler is also put up to remind visitors on when and where to go for their events.

Ounch collaborated with Macrologic to build up huge video wall with a display size of 5760x3237. The video wall is powered by blending 6 projectors, combining inputs from 6 units of Screenplify Digital Signage Network Players, allowing a fully customizable output layout.  The

video wall placement is positioned facing the main entrance through the transparent door, allowing patrons to see the majestic screen directly from outside the entrance of the office.

An eye-catching digital signage portrait screen is also running behind the reception desk, presenting valuable corporate information to visitors to get acquainted with ADAX.

Apart from these, ADAX have projectors connecting to media player to play data analytic slides. The projector will run the visual slides constantly to convey valuable information to visitors on the services provided by ADAX.

For the scheduling signage, a mere standard digital signage solution is not adequate. Spark, an event scheduler plugin for the Screenplify solution is deployed for ADAX. With Spark, the digital screen can now show current and upcoming events dynamically, being easily managed from the backend system via standard browsers. It empowers the end users with the ability to place the date and time of the event at any given time to the system and it will devise all the listing of events by the order of time. In this regard, visitors and employees are able make use of the valuable information to attend the event at the correct time and venue.

All the digital signages are networked, managed by a single server residing in ADAX's server room. Content management can be done with ease from any desktop browsers and with the support for multiple users, the responsibility of screen management can also be delegated to the appropriate departments. Content management has never been any simpler. Screenplify makes content management simple, yet effective and efficient.

## RESULT

Office lobby is the front of a business and is an important element to the reputation of any organization. It is the first impression visitors have of a company. The videowall in ADAX's office lobby becomes a centrepiece. Not only does it give a modernised look and add a technologically-savvy feel to it, it totally complement the digital workspace vibe ADAX stands for. Information offered on the videowall not only benefits visitors, it benefits ADAX in terms of saving resources in terms of time, money and work as compared to using traditional signage system.

Digital signage deployed conveys a wide array of information about the services ADAX provides. It not only shows information required but also supplemental information that visitors may not be looking for. In this way, it helps ADAX to gain additional exposure to a certain extent and gets people to talk about the company in a positive vibe.

Digital signage deployed by ADAX also supplements the digital workspace concept. Apart from relaying valuable information to the visitors, it improves the internal communication of the company. Many business processes have been streamlined with the adoption of digital signage scheduling system, including but not limiting to eliminating printing of brochures, alerting attendees on meetings and events.

The centralised system featured by Screenplify solution brings manageable benefits to the system administrator to change layout, content and status tracking of all the digital screens in the company.

Screenplify aligns people, technology and workplaces and break the barriers between them. It empowers the employees with the tools and information to be more engaged and productive. Above all, it benefits both the employees and visitors in ADAX.

## BENEFITS

▶ A single platform for centralised content management

▶ Providing presentation materials in screen using visual and engaging content

▶ Improving team communication with digital scheduling system

▶ Entertaining and immersing visitors with video wall featuring panoramic cinema experience

▶ Helping to grow business by gaining more exposure via uplifting company image

▶ Streamlining conventional business process with modern digital signage technologies