

Vodafone Hutchison Australia Implements Samsung Smart Signage Platform Powered By Signagelive



FUJIFILM



vodafone

FUJIFILM Australia Pty Ltd, part of the FUJIFILM Group, a leading supplier of photographic imaging solutions. The company provides a comprehensive range of products and services for the consumer, professional and commercial markets across the region.

FujiVISION, part of the FUJIFILM product range, is an all-inclusive digital signage solution developed specifically for high-footfall environments such as retail organisations and large enterprises, and has established itself in Australia's digital imaging solutions after several successful projects across high footfall sectors including retail, telco, government, commercial, and real estate verticals.

The Opportunity

Vodafone Hutchison Australia (VHA) is the third largest mobile network operator (MNO) in Australia, with almost 7million subscribers. Subsequent to consolidating the 'Three' network under the Vodafone brand, VHA has embarked on an extensive expansion programme to grow its market share and total number of services offered to businesses and consumers. This has included the opening of more than 100 new stores throughout Australia.

VHA wanted to reduce its dependency on printed point of sale material for promotional activities and move to a digital alternative to enhance brand awareness and provide a more engaging customer experience. Digital signage offers significant advantages over printed advertising, including time to market, visual engagement and maximised TCO.

VHA went out to tender for the procurement of a countrywide digital signage network and FUJIFILM Australia was selected as the preferred provider to design, install and commission a solution that satisfied all stipulated criteria.

FUJIFILM Australia is the largest re-seller for Signagelive in Australia, the preferred digital signage platform provider for the project because of its reputation in the market, and because of its feature rich, user friendly SAAS cloud based software.



Key Project Requirements

- Increase brand recognition through engaging content
- Drive traffic into the stores via its offers
- The ability to control the network nationally at every touch point
- The ability to create, & manage content centrally, regionally or locally
- The ability to generate and launch campaigns instantly
- Ability to support multiple formats to drive engagement
- Increase revenue & do it all at a lower cost

Challenges To Overcome

The MNO market in Australia is highly competitive and saturated vertical, with cost as a major factor from the outset. The proposed digital signage network, however, was based on the Samsung Smart Signage Platform (SSSP) powered by Signagelive, eliminated the need for media players. This resulted in significant Capex savings from the outset and also offered ongoing operational and energy savings, together with significantly less support requirements and cost.

The Digital Signage Network

The digital signage network currently comprises in excess of 923 Samsung Smart displays strategically located throughout the different stores to promote current offers, as well as a number of High Brightness video walls (in 5 x 1 or 4 x 1 configuration formats) installed in shop front windows to increase footfall by displaying eye-catching and engaging content.



Project Stages

- Rolling out the Signagelive-powered network to the larger retail stores in major cities (completed in April 2015)
- Rolling out a further 90 Signagelive-powered displays to smaller retail outlets (ongoing)
- Rolling out Signagelive-powered displays to all remaining new stores (due to be completed in 2016)



The Benefits of Signagelive

Signagelive's cloud based technology has provided Vodafone with the ability to manage content to its stores nationally with the FujiVISION network. Using Signagelive's intuitive digital signage platform, content can be created, scheduled and managed on a local, regional or national basis, depending on requirements.

Signagelive's cloud based software supports multiple content formats including, static images, rolling video, IPTV, web pages and RSS feeds. It also comprises a number of innovative features, including multi-zoning functionality and content overlaying capabilities to increase consumer engagement.

The cloud-based solution has enabled Vodafone to be completely self-sufficient with the running and management of its digital Signage network, with FUJIFILM providing further support when required and ensure the system is performing with maximum uptime.

The Future

The rollout is an on-going process as Vodafone continue to expand. As the project progresses, FUJIFILM continues to work with Vodafone on a strategic level, growing the digital signage network further and providing greater consistency towards VHA's approach to digital signage as a result.

'Vodafone Australia is very happy to be partnering with FUJIFILM Australia, with our digital signage solution project. FUJIFILM Australia epitomises innovation, service reliability and the delivery of cost effective solutions. I personally have been dealing with FUJIFILM for over 15 years and recommending them into Vodafone was something I was very comfortable with, due to proven, delivered results every time. The FujiVISION product solution was the winner of the tender in our business as it proved to be the best solution, with the best technology, with the most effective controls and content delivery system. It achieved all this, whilst still delivering great value for money. Thanks team FUJI, I look forward to a long and mutually beneficial partnership with Vodafone Australia'

Ben McIntosh
Director of Sales, Vodafone Australia

