

PRODUCTIVE MARKETING AND COMMUNICATIONS

GET YOUR MESSAGE TO MARKET FASTER WITH LESS COST -
THROUGH A HIGH IMPACT MEDIUM



IT'S NOT
WHAT
YOU DO...
IT'S
THE
TIME
WAY
PLACE
THAT
YOU
DO IT.

THIS IS BUSINESS PRODUCTIVITY

TECHNOLOGY WITH PURPOSE

steljes®

THIS IS PRODUCTIVE MARKETING AND COMMUNICATIONS.

£88bn

Non-productive time costs the UK £88 billion a year.
Source: Proudfoot Productivity Report

93%

93% of survey respondents stated that improving business productivity is a key business objective for their organisation.
Source: Steljes Productivity Report

“

Just had a tough meeting with our CFO. Budgets have been cut again, but guess what? The targets have stayed the same.

The challenge is that we're launching a lot of new products this year and so the resource demands on marketing have gone up. How do I do more with less? My top priority is balancing efficiency and effectiveness – getting better results and outcomes, but achieving this with less cost, less time and less resource.

What I really want is the ability to focus on what's valuable.

Why is it that some of the most expensive and resource-hungry parts of campaign development are production and delivery to our in-store environments? This isn't adding value – it takes weeks and costs us a fortune: just for printing thousands of posters and then reprinting them only weeks afterwards. I want to be able to get campaigns to market fast – faster than our competitors and with less 'dead time' – the three weeks of production and delivery are three weeks where we miss out.

And I want more impact from the campaigns we put out there, and more flexibility. I want to use more visual, digital mediums within our in-store environments – and be able to change campaigns instantly, any time during the day. I know that if I do this, I'll deliver a far greater return back to the business.

Added to all this is that we have a lot of internal change going on and planned for the future, so I need to ensure we effectively communicate to our employees. We know from bitter experience that email is the default internal communication tool – but it just doesn't have the impact we need. I want to use our office environment to better effect – how can I capture the hearts and minds of our people when they're taking breaks, using the coffee areas, working within the flexible campus areas?

We need to do the same things, but I just need to change the time, the way, the place that we're doing them. We need to change the way we work.

”

WE'VE PROBABLY ALL FACED SIMILAR ISSUES ON A REGULAR BASIS. BUT STELJES BELIEVES THERE IS A WAY FORWARD. EFFECTIVE MARKETING AND COMMUNICATIONS IS CRITICAL FOR BUSINESS SUCCESS AND THE TIME, THE WAY AND THE PLACE THAT WE COMMUNICATE CAN CHANGE. TODAY.

READ ON, AND TAKE THE FIRST STEP TOWARDS A VERY DIFFERENT SCENARIO.

81%

81% of marketers cite operational efficiency as their top strategic priority. It's recognition that they need to evolve their people, processes and technology to better support the business and engage with customers moving forward.
Source: Accenture

90%

Over 90% of stores surveyed had missing point of sale materials which impacts on sales.
Source: Pierhouse



MEDIATILE HAS BEEN A GREAT VEHICLE FOR US TO GET DIFFERENT MESSAGES, IMAGES AND VIDEOS TO THE SHOP FLOOR. IF ROLLS-ROYCE GROWS, THE MEDIATILE SYSTEM CAN EASILY GROW WITH US. ”

Chuck Gose, Internal Communications Manager,
Rolls-Royce

DELIVERING THE RIGHT MESSAGE, IN THE RIGHT WAY, AT THE RIGHT TIME.

In times of change, it's more important than ever to get your message across. But this is no easy task. Customers and staff are bombarded with multiple messages, in every medium imaginable. New ways of engagement are needed: ones that enable faster, more dynamic routes to market, ones that will successfully get through and make an impact, and at the same time cut the effort and cost of delivery.

TIME WAITS FOR NO MAN, ESPECIALLY MARKETING

Being first to market can be everything. For a brief time you have no competitors, no price erosion – and you're instantly seen as a leading innovator by your customers. But getting there fast is no easy matter.

THE COST OF CAMPAIGN DELIVERY

Marketing departments have come under increasing pressure from the FD or CFO. Every cost is scrutinised and the value to the business questioned. Unsurprising then, that 81% of marketers recently cited 'operational efficiency' as their top strategic priority.

Where marketing and finance often agree is that the cost of actual campaign delivery is still high, often wasteful. Print and delivery of nationwide in-store point of sale campaigns cost – and many organisations want a better way to get to market.

SO LITTLE SPACE, SO MUCH TO SAY

Within a retail store or financial services branch environment, space is at a premium. In many cases, the workable space for promotional messages is highly limiting – and with a need to regularly update campaign messages and product details, the challenge is how to make limited space work for the business.

IN A CROWDED MARKET, IT'S ALL ABOUT IMPACT

Consumers are faced with an almost infinite choice of where to spend their money. Walk along any high street, and it's poster after billboard after window display. To stand out, you need to up the ante in terms of impact and engagement.

THE INTERNAL CUSTOMER – MAKING YOUR MESSAGE HEARD

As organisations go through unprecedented levels of change, it's never been more important to communicate and engage with staff as effectively as possible. Internal communications need to change to respond – over 25% of companies believe internal communication problems are a barrier to improving productivity. Quite simply, old style communications and ignorable email just aren't doing the job.

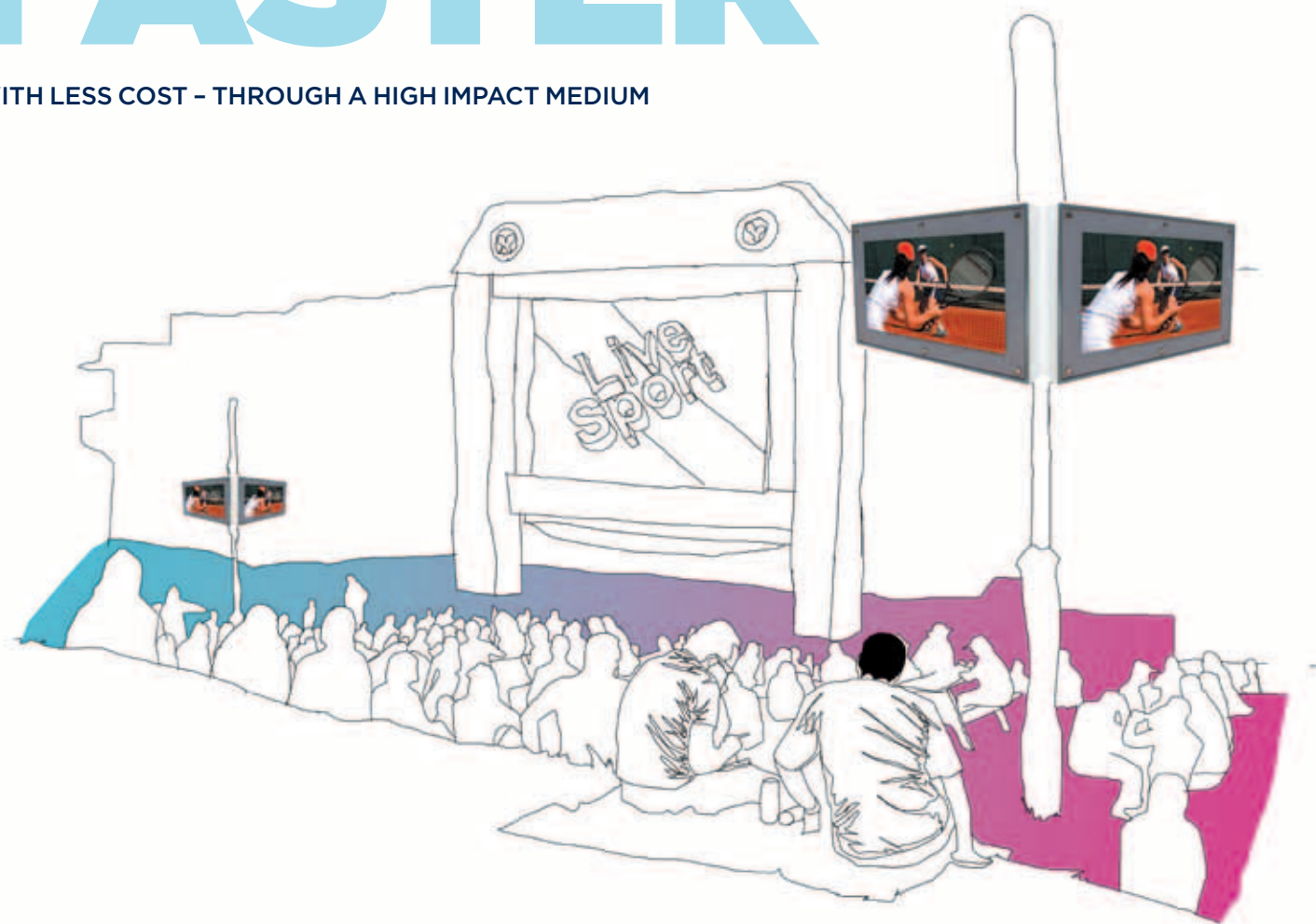
DEMONSTRATE RETURN ON INVESTMENT

Whether it's communicating to 10 million retail customers or engaging the hearts and minds of 1,000 staff – all investments in marketing and communications must show a valid return on investment.

HOW DO YOU MAKE THIS ALL WORK BETTER?

GET YOUR MESSAGE TO MARKET FASTER

WITH LESS COST - THROUGH A HIGH IMPACT MEDIUM



25%

Over 25% of companies believe internal communication problems are a barrier to improving productivity.
Source: Proudfoot Productivity Report



THE MEDIATILE DIGITAL SIGNAGE SOLUTION IS SO EASY TO USE AND WE CAN CHANGE THE SCREENS WITHIN MINUTES ENSURING THAT THE PUBLIC HAS THE LATEST INFORMATION AS SOON AS IT IS AVAILABLE. I CAN'T THINK OF ANOTHER SYSTEM THAT COULD GET OUR MESSAGE ACROSS TO THE GENERAL PUBLIC SO EASILY AND COST EFFECTIVELY. ”

Shulah Jones, Senior Marketing Manager,
Oldham Council

Whether it's outdoor digital displays to transform the public information provision, video walls to engage staff and customers at point of interest in office campus environments, or digital signage to redefine the way in-store communications are delivered – Steljes has a range of solutions to help you get a maximum return from your marketing and communications. This is Productive Marketing and Communications.

Our proposition allows you to deliver at the point of interest. Employees have increasingly 'turned off' to internal emails. Using digital displays in office campus environments engages with staff during those precious time windows where they're not focused on a deadline, or trying to ruthlessly cull an overfull inbox.

In the furiously competitive retail environment it's hard to cut through – whether you're selling mobile phones, financial services, or underwear. In-store digital signage makes the most of your often limited promotional space, and offers the chance to engage with video and animated advertising messages, delivered instantly across your entire network. Using a 3G cloud-based delivery model eliminates the traditional connection headache and means your digital promotional 'windows' are all instantly connected and controllable. Update them all overnight, run different targeted themes simultaneously, or change your message on the hour, every hour – the power is in your hands.

Perfect for leisure and hospitality venues wanting to entertain and develop their customers outdoors, our weatherproof displays enable screens to deliver crystal clear messages – come rain or shine.

Virtually any place that has printed signage – bus shelters and payphone booths, shopping centres, the tops of petrol pumps – has the potential to improve its worth with an upgrade to digital, dynamic messaging.

ROI - THE BENEFITS OF IMPROVED MARKETING AND COMMUNICATIONS

Cut your costs, cut your time

Signage production and delivery to a large branch network is costly, horrendously time-consuming, and let's face it, doesn't exactly 'add value'. Replacing old printed communications with interconnected digital displays has been increasingly cost-effective – and when you assess the costs inherent in producing and delivering campaigns across the year, you have a highly compelling business case. And then of course, there's all that time you've saved...

Be first to market

Eliminate the time wasted in campaign production. With the latest in digital signage and media walls, your message gets to market fast – so from idea to in-store takes weeks less, giving you that valuable head start.

Measure and learn – refine your messaging in an instant

Take advantage of digital response devices which provide real-time analytics to help you understand the effectiveness of different messages. And because you're communicating through a digital medium, you can quickly adapt what you say and how you say it – driving continuous improvement and, above all, better results.

Technology that pays for itself

Generate an additional revenue stream by selling featured content on your digital signage or outdoor displays.

WHERE WILL YOU SEE THE POTENTIAL?

Whether it's a Marketing Director looking to transform in-store communications or an HR professional needing to engage employees in a fresh way, Productive Marketing and Communications solutions from Steljes can help.

HIGH IMPACT COMMUNICATIONS ACROSS BRANCH NETWORKS

In retail, financial services and many other sectors digital signage solutions transform promotions. They slash the cost and time of marketing communications, whilst improving effectiveness. You can change the message for different locations, times and segments of your market and maximise your advertising space whilst eliminating the reliance on your IT department to deploy or provide connectivity.

ENGAGING EMPLOYEES AT OFFICE CAMPUSES

Indoor or outdoor, digital displays mean you can better engage with staff. From financial announcements, internal launches or challenging change programmes – the way you communicate will alter forever. Receptions, social areas and canteens are all spaces that can benefit from digital displays, interactive multi-touch tables and video walls.

MAKE THE RIGHT IMPRESSION WITH YOUR CUSTOMERS

Company receptions can be changed to impressive environments with digital signage, multi-touch tables and video walls transmitting the latest and the best information about your company, your products and services. Provide an interactive PR book on touch tables and video walls can be used to interact with your latest product information. It goes way beyond the physical press clippings books and brochures so common in many receptions.

MAKING CONNECTIONS WITH THE COMMUNITY

Councils use outdoor displays to help citizens get the information they need – with the ability to simply and cost-effectively support local initiatives and campaigns. You can deliver differentiated messages to multicultural communities with different languages or address different demographic groups at varying times. It is already transforming the way local government communicates with the community.

MAKING THE MOST OF INDOOR AND OUTDOOR EVENTS

Outdoor displays add impact and interest at outdoor events – from sporting venues, pubs, clubs and hotels to other outdoor venues for special occasions. Moving indoors, customer events can become properly interactive by using audience response systems.

67%

67% of executives see effective marketing and communications as a key issue driving business productivity. Source: Steljes Productivity Report



THE BEAUTY OF THE MEDIATILE SYSTEM IS THAT IT ALLOWS US TO SUPPLY REAL TIME, USEFUL INFORMATION TO OUR EMPLOYERS USING STATE-OF-THE-ART TECHNOLOGY.

John Gallo, Vice President, Business Operations
Rolls Royce Corporation

SCENARIO - AGILE MARKETING, AGILE HIGH STREET PRESENCE

Imagine a retail financial services organisation that, with productive marketing and communications, could deliver marketing messages faster and more efficiently than ever before. You would no longer have to plan, co-ordinate and pay for thousands of printed point of sale material to be delivered across your dispersed branch network.

Instead of managing this logistical headache, week in, week out, you could instantly distribute new campaign messages – from responding to a rate rise before competitors, through to launching multiple products at once within a limited retail space estate.

No longer would you suffer the timelag from campaign sign off to in-store launch – physical production times disappear, and so too does the precious wasted marketing budget involved. You can control the message and content without the need to go through your IT department or specialist support team. Now, the campaigns you can deliver use more innovative, high impact digital signage across your branch network – all centrally controlled across a cloud delivery model, updated and adapted at a touch of a button. This results in a better in-branch cross-sell rate, and gives you industry award-winning campaigns that reward the results you've delivered.

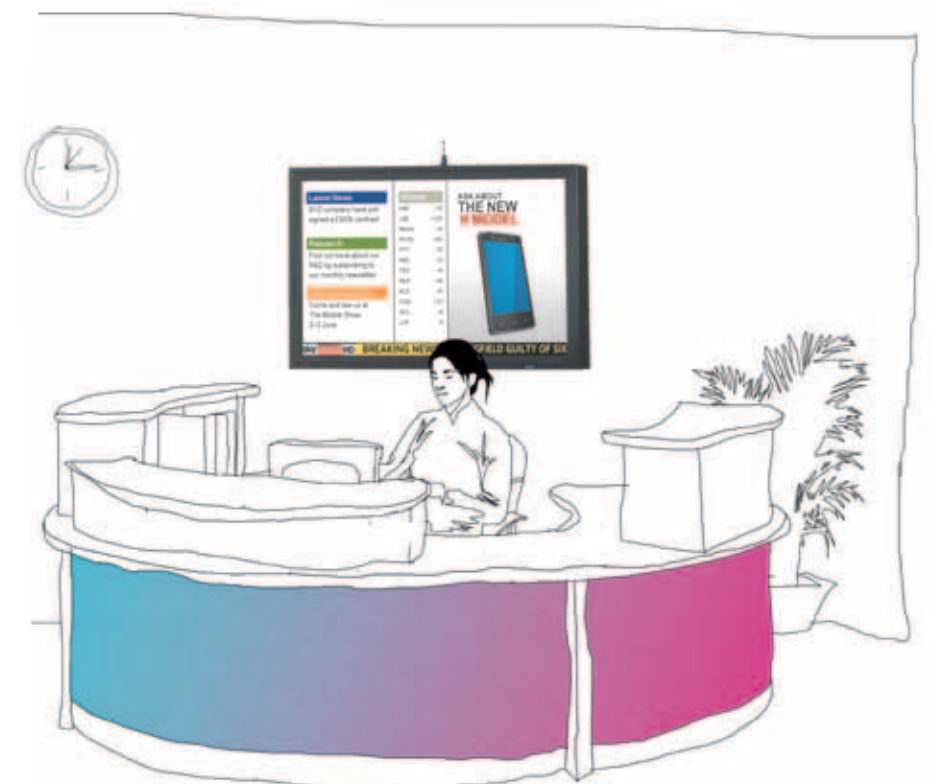
SCENARIO: MAKING INTERNAL COMMUNICATIONS REALLY COMMUNICATE

Imagine an organisation that can really connect with its employees. One that recognises that continual 'emails from HR' aren't having the change impact they should – and that employees require a more interactive and visual medium to break through and make them sit up, take notice, and change behaviours.

Imagine a company that utilises its office campus environment and innovative digital media to properly engage with its staff – at those all-important moments of downtime: away from 'work mode' and when they are most receptive to communication.

You could use MediaTile digital displays to communicate to your employees within shared internal spaces, using video and other high impact methods. A one minute video gets across more than 100 internal emails ever could. Staff would be more engaged, and critical change management initiatives are more likely to be successful with employees being 'part of the programme'.

You could deploy interactive touch tables within reception areas to make a lasting impression with customers visiting your premises: put an end to brochure racks, and make those few minutes of dead-time a memorable experience with an interactive company overview for your customers and prospects to engage with.



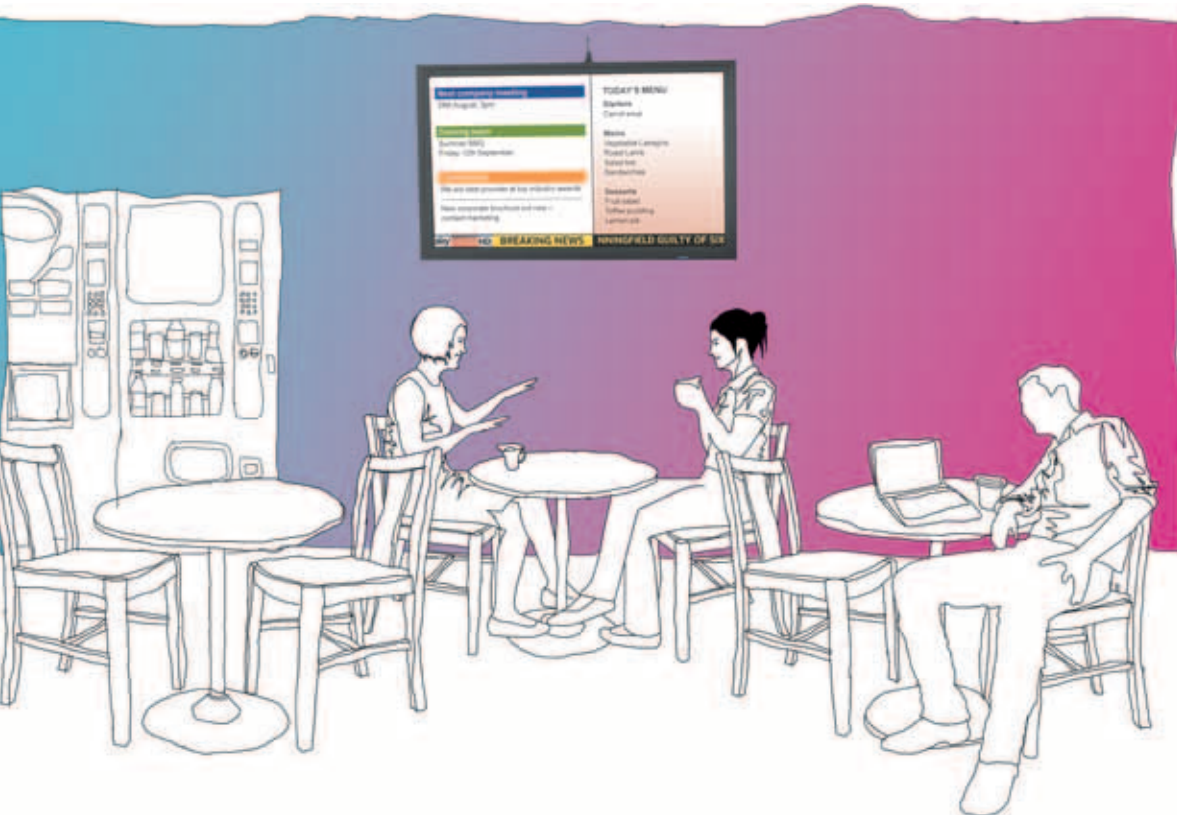
92%

92% of survey respondents agreed that better business productivity would give them a competitive advantage.
Source: Steljes Productivity Report



THE FOCUS IS SWITCHING FROM COST CUTTING TO FINDING WAYS TO DELIVER PROFITABLE GROWTH - WHICH MANY BELIEVE WILL BE ACCOMPLISHED BY ATTRACTING AND RETAINING CUSTOMERS AND RUNNING A MORE EFFICIENT MARKETING ORGANISATION.

Source: Accenture



PRODUCTIVE MARKETING TECHNOLOGY

Steljes continually researches the market and assesses which products and manufacturers offer the most innovative solutions, to suit a range of client budgets. Our Productive Marketing and Communications portfolio, part of the Business Productivity Suite of solutions, comprises of a range of complementary technologies that work together or in isolation to solve the business productivity challenges we see organisations face.

DIGITAL SIGNAGE

MediaTile digital signage is more than just a direct replacement for printed posters and displays. It includes a web-based management console – to control when, where, what and how messages are communicated. Unique 3G cloud-based connectivity eliminates the need for on-site network integration and it really is as simple as locating and plugging the units in.

OUTDOOR DISPLAYS

Take your message outdoors with weatherproof and highly durable Aqualite Outdoor displays. They also contain in-built analogue and digital TV tuners so you can entertain and develop your customers wherever they are.

INTERACTIVE VIDEO WALLS

Interactive video walls from NEC incorporating SMART DVIT™ (Digital Vision Touch) Technology to provide surface interactivity work brilliantly in receptions and communal spaces. They allow you to communicate with staff or customers both formally and informally in a high-impact way. They are modular, so you can create simple paired, four panel solutions, or even very large format video 'matrixes' for exceptional impact.

INTERACTIVE TOUCH TABLES

SMART touch tables provide an interactive display for receptions, meeting areas or high end in-store environments. Great for customers and staff to interact with the content you want them to.

AUDIENCE RESPONSE SYSTEMS

Make external marketing or internal events memorable, impactful and interactive with audience response systems. They use interactive voting and 'instant results' functionality to get immediate feedback, consensus and opinion.

ACCESSORIES AND PERIPHERALS

From cables and mounts to SMS outdoor casing, Steljes can provide the additional products you may need to implement and install your indoor and outdoor solutions.

A 360° SERVICE

YOU NEED MORE THAN JUST TECHNOLOGY TO CHANGE THE WAY YOU WORK. STELJES OFFERS A RANGE OF SERVICES TO SUPPORT YOU THROUGH THE WHOLE PROCESS – FROM ADVICE AND GUIDANCE, THROUGH TO EDUCATION, TRAINING, ONGOING SUPPORT AND EVEN FINANCING OPTIONS.

CONSULTANCY

Our consultancy service starts with us getting to know how your organisation and your people work today, so we can help you change the way you work tomorrow. This approach means we can help you choose the right technology and get the maximum return by focusing on the areas of productivity that are most important to you.

Key consultancy services include:

Audit – looking at how you work today, and then developing the business case to change

Proof of concept – to help assess new ways of working and trial the technology

Technology familiarisation – our accredited experts will install the technology and help business users become confident in its usage

STELJES CHOICES

Paying for new equipment up-front may not be the best option for every business. Through Steljes Choices, we offer a range of tax-efficient leasing options, hire purchase and 0% finance (subject to product and underwriting acceptance).

Working with Syscap, the UK's leading independent business IT finance provider, Steljes Choices can give you cash flow flexibility and keep your capital free for reinvestment

Finance options are tax-efficient and could even save you money in real terms

Your agreement will be individually tailored to you with easily managed monthly payments that suit your budget

At the end of your agreement you could choose to own the equipment or refresh the technology and lease more equipment without increasing your monthly outlay

RENTAL

Whether you want to stage an unforgettable workshop, to use digital signage for a product launch, or to support a proof-of-concept, we offer a range of exciting Business Productivity Suite technology for short-term rental.

Here's how organisations take advantage:

High impact AGMs: an interactive voting system (and digital signage to publish the results)

Critical workshops – get important decisions, fast – using an interactive whiteboard to get your key people to collaborate, interact and ultimately reach decisions that typically take weeks or months to finalise

Flexible working – a great way of trialling flexible working, renting conferencing equipment such as mobile interactive displays on stands or interactive pen display podiums for remote workers, means you can conduct a cost-effective pilot

TECHNICAL SUPPORT AND WARRANTIES

Our own enhanced warranties as well as standard manufacturer warranties give you the support and confidence once the technology is in place. Steljes provides on-site support, which can avoid the need to send items away for repair. And with a next day response time you can be assured there is very little downtime for your organisation.

Added to this, it includes:

Supporting proof of concepts: technical support is vital at the 'proof of concept' stage for any project and having technical support ensures that the technology works in your environment

Enhanced warranties: for a one off fee you cover the cost of all labour and parts, or the cost of a full replacement if repair is not possible

Steljes is the SMART Authorised Service Organisation in the UK and Ireland, so you will be supported by a trained and highly skilled team of technicians.

TRAINING

When you invest in a suite of technology to help make your people more productive, it's essential that they are confident and engaged with it. That's why Steljes sees training as a crucial part of changing the way you work. We can also offer training as part of a proof-of-concept so you'll get a clear picture of the impact your chosen technologies could have on your business. All training is completely tailored to your business and your priorities.

Training services include:

End-user training – Steljes is the only SMART accredited training centre in the UK, so using our experts to get your people up-to-speed pays dividends

Technical – we'll ensure the technology is integrated seamlessly into your existing estate, and we'll work closely with your IT team to help them become familiar with the systems

Train the trainer – we can train your own staff to deliver top-quality, customised training to their colleagues internally

Ongoing support – we'll help you manage change and ensure your people continue to improve their productivity. We'll run refresher courses and conduct a staff survey to assess the impact the technology is really making

WHY STELJES

STELJES – A HISTORY OF INNOVATION

Steljes started in 1987 and since then, has demonstrated a passion for identifying the latest in technology to change our way of living, learning and working. Steljes has constantly looked at the technology marketplace for innovation that could be successfully harnessed for tangible and lasting productivity gains.

From launching the first LCD projector into the market back in 1993, through to being the first distributor of SMART Technologies, Turning Point and AVerMedia. Steljes continues to promote and distribute solutions and technology with purpose.

Steljes entered the Sunday Times Fast Track in 1997 and has continued to grow since – selling over 300,000 SMART Board™ interactive whiteboards in 2009 and achieving recognition by winning the Best ICT Innovation Award in that year.

SUPPORTING TECHNOLOGY SERVICE PROVIDERS

By matching the best technology and customer challenges together, Steljes helps manufacturers, resellers and customers successfully address real life situations faced by businesses in every industry sector.

We support the industry through education and training, insights and research and of course helping companies take these new innovative technologies to market with the surety of being backed by real expertise and experience.

A PARTNERSHIP APPROACH

Steljes delivers its solutions through a network of partners across the UK. Steljes and its partner resellers work with customers to help devise and provide the right technology solutions to meet the highest priority productivity challenges.

We work closely with our partners, giving them and their customers advice and guidance to help them deliver maximum benefits.

SENSE CHECKING THE RIGHT APPROACH – SOLUTIONS EVALUATION

We take on a lot of the risk and upfront investments that our clients and partners would otherwise have to bear. A big part of this is ensuring we've vetted the right solutions and know with certainty they will deliver the benefits that our clients expect.

Steljes Labs, our own R&D, focuses on this area – understanding from manufacturers across the world, what's coming down the pipeline and how it compares to what's available now.

ABOUT SMART PRESENTATIONS LIMITED

WHAT WE DO

Smart Presentations Limited is an innovative technology systems integrator. We help organisations expand the potential of what groups of people working together can achieve.

Our interactive technology solutions deliver tools and working processes that drive business productivity and bring greater success.

Our mission is to be the preferred choice for organisations by virtue of our reputation and the quality of our services: 'Right First Time'.

Our reputation for delivering what we say we will on the day of completion is the foundation of our long-term success. This positive experience has made us our clients' preferred choice – and brings us lots of referred business.

'Right First Time' means all client projects are delivered:

- Fully operational
- On time
- Snag free
- All project documentation on completion

OUR APPROACH

Our consultative approach allows every client to benefit from a comprehensive 'onestopshop' service for AV systems integration:

- Consultancy
- Project Management
- Installation
- Training
- Maintenance
- Asset Value Plan (lease finance)
- Rental

SAY HELLO....

Let us help you drive productivity with innovative technology for your business that will make your presentations and meetings go further.

01296 642000

info@presentations.co.uk

www.presentations.co.uk

WHERE WILL YOUR BIGGEST PRODUCTIVITY GAIN COME FROM?

PRODUCTIVE MEETINGS
IT'S NOT WHAT YOU DO, IT'S THE TIME, THE WAY, THE PLACE THAT YOU DO IT.

IT'S NOT WHAT YOU DO, IT'S THE TIME, THE WAY, THE PLACE THAT YOU DO IT.

THIS IS BUSINESS PRODUCTIVITY TECHNOLOGY WITH PURPOSE **steljes**

PRODUCTIVE VIDEO AND DATA CONFERENCING
IT'S NOT WHAT YOU DO, IT'S THE TIME, THE WAY, THE PLACE THAT YOU DO IT.

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THIS IS BUSINESS PRODUCTIVITY TECHNOLOGY WITH PURPOSE **steljes**

PRODUCTIVE WORKSPACES
IT'S NOT WHAT YOU DO, IT'S THE TIME, THE WAY, THE PLACE THAT YOU DO IT.

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PRODUCTIVE TRAINING
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FIND OUT MORE

Contact Smart Presentations Limited today on 01296 642000 or email info@presentations.co.uk



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TECHNOLOGY WITH PURPOSE

