

Streamline Information and Promote Campus Events with Digital Signage.

BUILDING

Health Sciences Library

INDUSTRY

Healthcare and Education

WEBSITE

<https://www.unthsc.edu/>

PRODUCTS

Digital Signage

Wallboard Software





The Business Challenge

Gibson D. Lewis Health Sciences Library was not able to rely on its previous digital display software to promote on-campus activities, which resulted in them having to rely on traditional advertising methods such as paper posters. The expense and hassle of printing posters for every event or notification was costly and time-consuming. It also caused a lot of clutter in high-traffic areas and only long-term, high-priority events could be promoted in this way.

WHAT THEY'RE SAYING NOW:

“Engagement in the library building has improved significantly. Our in-person education sessions fill up without additional promotion through other channels such as social media or newsletter postings.”

- Lorraine Sheldon, MSIS, CHIS Community Engagement librarian

The Thought Process

Navetech and ImageNet discussed their needs regarding Content Management Solutions and Digital Signage Displays. After a couple of meetings, a Wallboard Content Management Portal was established, and training was provided so that key stakeholders could “kick the tires”. It became evident that the Wallboard solution was a perfect fit for UNT HCS's desired outcomes. After onsite meetings, the appropriate type, style, and sizes of the Digital Signage Display hardware were chosen. Then a formal Statement of Work (SOW) was developed, proposed, and approved by Michael Brown.



The Results

- + Improved student engagement in the library.
- + Increased signups for in-person education sessions due to advertising on digital displays.
- + Our Wallboard platform is more user-friendly for staff than their previous system.
- + Increased number of events registered due to reach of digital displays.
- + Less need for promotion of news and events through social media and newsletters.
- + Eliminated cost of printing posters to promote on-campus activities.

WHAT THEY'RE SAYING NOW:

“*The ImageNet team navigated multiple needs and were willing to adjust when needed.*”

- Lorraine Sheldon, MSIS, CHIS Community Engagement librarian



About ImageNet Consulting

To accomplish our mission, we train our consultants to optimize and enhance the management of business processes.

In most cases, this has changed little since the 1600's. While technology changes at an ever increasing pace, business processes driven by the movement of paper have not. Many studies reveal the inefficiencies of paper-based processes. While most business professionals agree with these findings, they do not possess the time or expertise to evaluate and improve the situation. This is where ImageNet Consulting defines its value proposition; uncovering problems, consulting and evaluating options. They then deliver on solutions that enhance productivity while reducing costs and positively impacting the business' bottom line. ImageNet Consulting provides a vast array of solutions and expertise to manage business processes. The most compelling argument to allow our company to help improve these processes is our independence from manufacturer ownership. This independence allows our company to deliver best-in-class solutions with flexibility not offered by a single line dealer or manufacturer. Through our manufacturer-agnostic and solution-led approach, we are able to offer best-in-class technologies to meet our customer's needs. This requires a clear vision of the future and a nimble company that constantly reinvents itself while keeping ahead of the latest technology developments.

Our customers range from small businesses to some of the largest corporations in the world. We are confident no other company can match our portfolio of products, solutions and the expertise with which we deliver them.

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