

BANK ON TV ADVERTISING

German bank gains personalised TV system across 850 branches in only 10 days with fast deployment services



Getting your message to the right person at the right time is the premise of effective communication. Innovative use of technology is making this process easier and faster, providing relevant, up-to-date content to improve advertising success and enhance corporate communications.

SOLUTIONS
• MANAGEMENT



CUSTOMER PROFILE

COMPANY: 42media group

INDUSTRY: Digital media and Communications

COUNTRY: Germany

FOUNDED: 2005

EMPLOYEES: 38

WEBSITE: www.42mediagroup.com

CHALLENGE

42media group wanted to enable its customer, Postbank, to use its branch environment more effectively to promote products and specific offers to customers. It also wanted to enhance the customer experience when spending time in the branch. Postbank needed an IT solution that would deliver a superior customer experience.

SOLUTION

Postbank implemented a digital TV-based communications system from software manufacturers, 42media group. The solution is based on a Dell infrastructure consisting of high performing Dell™ PowerEdge™ servers. Dell's custom factory integration (CFI) process was used to pre-configure Dell workstations as TV display screens in each branch. Enterprise support from Dell underpins the solution.

BENEFITS

Get IT Faster

- Postbank gains fast deployment within 10 days thanks to Dell CFI

Run IT Better

- One administrator manages tailored content for 1,000 screens
- Postbank benefit from low operating costs with standardised technology
- Fast return on investment achieved with easy-to-manage solution

Grow IT Smarter

- Postbank benefits from flexible solution that can be extended on demand



42media group is a German software manufacturer which develops web-based software solutions that deliver tailored and dynamic content to a screen which can be used in its customers' shops, branches and offices.



The electronic displays are placed in-store and specifically at the point of sale.

Peter Dombrowski, director of sales and marketing, 42media group, says: "One of the single biggest problems caused by introducing new digital systems in companies is time-consuming management and control problems. We partner with Dell to ensure our customers don't have these problems. Using standardised Dell infrastructure and management tools, we take away the management burden to make the system as simple and efficient as possible for the customer."

One of 42media group's customers is Postbank, a financial services provider in Germany with a network of 850 bank branches across the country. Postbank wanted to improve the success of promotions and special offers to ensure they retained existing customers and attracted new ones. The bank needed an innovative way to promote services more effectively to customers. During busy periods, customers had to wait in queues for the next available cashier.

“PARTNERING WITH DELL HAS HELPED US DELIVER AN EASY-TO-USE DIGITAL INFOTAINMENT SYSTEM THAT GIVES CUSTOMERS A FAST RETURN ON INVESTMENT, WITHOUT THE BURDEN OF MANAGEMENT COMPLEXITIES.”

Peter Dombrowski, director of sales and marketing, 42media group

To make this easier for customers, Postbank was keen to introduce a personalised TV channel. This could engage customers with the latest news and weather while informing them of bank information during advertising slots.

To ensure that this was the most effective communications medium, a team at Postbank carried out research to determine if demand for advertised services increased. They also carried out customer pilots to see if the queuing experience was better when watching TV. Subsequently, Postbank found that customers perceived waiting times to be reduced and sales of promotions improved if they could watch TV while they were waiting to see a cashier in their local bank. The Postbank team gained valuable experience from the trial and decided that they needed an innovative system that could:

- Adapt content regionally to make it relevant
- Time advertising precisely
- Ensure a reliable and secure service

Following a thorough evaluation of the market, Postbank chose an in-store TV solution from 42media group. The software solution is fully integrated with Dell technology, providing a complete solution. Television content is delivered on a player – a Dell™ Optiplex™ desktop, which is built and pre-configured using Dell's customer factory integration (CFI) process. The infrastructure underpinning the solution is based on Dell PowerEdge™ servers with Dell PowerConnect™ 6248Ps network switches connecting the systems. An administrator at 42media group operates a central management suite using Dell™ Precision™ workstations, remotely managing each branch.

To meet its customers' particular requirements, 42media group has developed a solution specifically designed to support the options offered through flexible use of the digital information medium. The full system can be subdivided into three functional blocks: centralised editing; centralised systems (servers); and players with local editing options.

HOW IT WORKS

HARDWARE

- Dell™ PowerEdge™ 1950 server
- Dell OptiPlex™ GX745 desktops
- Dell™ Precision™ 690 workstations

SOFTWARE

- 42media group 'getTV' digital infotainment software solution

SERVICES

- Custom Factory Integration (CFI)
- Gold Enterprise support



“ONE OF OUR UNIQUE SELLING POINTS IS HOW EASY IT IS TO MANAGE THE SYSTEM. IT IS EASY TO CONTROL AND STEER THE SYSTEM BY STANDARDISING AND CONSOLIDATING THE INFRASTRUCTURE ON DELL TECHNOLOGY.”

Peter Dombrowski, director of sales and marketing, 42media group

The full system consists of several components configured ready for operation, whereby the administration is split into two levels. The first is editing and administration over a web interface - for centralised control, monitoring and administration of all players via the Management Suite, while the second level covers the respective individual on-site players with front end local servicing. The Management Suite has priority over the local software and is kept on a central server. A firewall protects this server from unauthorised access. The server-based system is operated exclusively via browsers and is therefore in no way tied to any location.

42media group and Dell provided the dedicated 'Postbank branch TV' solution to 850 branches, deploying 1,000 systems in total. Postbank chose Dell Gold Enterprise Support for technical issues, providing direct access to a dedicated Technical Account Manager at Dell and response times of four hours.

PROJECT DEPLOYMENT ACCELERATED WITH DELL'S CFI PROCESS

Postbank was able to introduce the TV system quickly and smoothly thanks to the efficient country-wide roll-out of the project across 850 branches. More than 1,000 units were

installed, with three to four systems used in flagship stores. Deployment was accelerated using Dell's CFI process which managed the configuring of Postbanks' image and applications for 42media group. Each Dell™ Optiplex™ desktop is delivered to be used as a digital TV with a pre-installed image, speeding up production time on site and helping to lower project costs.

Dombrowski says: "Postbank represents the biggest in-store TV project in Germany. The reliability and speed of Dell's delivery was vital to the successful roll-out of the project. Dell's CFI process accelerated deployment to 10 days, which meant Postbank could take advantage of the in-store service 10 days faster than expected."

EASY TO MANAGE SOLUTION KEEPS COSTS TO A MINIMUM

Postbank has gained the flexibility of controlling its TV schedule to time advertising and promotions precisely without the burden of managing the system. With a standardised Dell infrastructure, administration is controlled and managed remotely by 42media group using a single management suite. Staff can move large amounts of data easily to the right location at the right time. Using state-of-the-art Dell™ Precision™ 690 workstations, which were

chosen for speed and high levels of security, one administrator can easily manage content for 1,000 players, keeping operating costs low.

Anto Kordic, director of corporate communications, 42media group, says: "One of our unique selling points is how easy it is to manage the system. It is easy to control and steer the system by standardising and consolidating the infrastructure on Dell technology. The customer does not need to get involved. We don't need to use 27 different tools and software to reproduce different scenarios. A single management suite operates the entire system. The solution runs smoothly and content is relevant, with the right weather report showing in branches. Because we control the content, we can react quickly to events and add news – such as changing interest rates – to keep customers informed."

FLEXIBLE SOLUTION WITH SCALABILITY TO MEET FAST GROWTH

Postbank is benefiting from a stable system that provides uninterrupted communications to customers and delivers the greatest advertising potential compared to other mediums. The Dell PowerEdge™ servers are designed for business continuity, offering close to 100 per cent availability.

If a Postbank customer accidentally pulls out a power plug, Dell servers automatically restore with little interference to the service. It is easy to extend the system when required with the flexibility of simply adding different components to match Postbank's requirements.

Dombrowski says: "The Dell technology provides a reliable and scalable solution that is easy to roll-out and expand on demand. We are already extending the system in Postbank's flagship store to integrate new digital queuing system into the TV solution and additional displays. Although additional TV displays and features have been added, the system can still be managed centrally by us and is easy for the customer to use."

PARTNERSHIP WITH DELL HELPS DELIVER RETURN ON INVESTMENT

Postbank has offered advertising slots to third parties, who then sell the promoted products in Postbank branches. Postbank's ability to guarantee advertising exposure is underpinned by the availability of additional Dell workstations which can be exchanged directly in the event of a technology issue. 42media group then manages the support of these computers for PostBank, benefiting from Dell's mission-critical ProSupport. It can rely on 24-hour, every day support for the workstations that Postbank uses, with a response time of four-hours. The success of third-party advertising has generated extra revenue for Postbank, helping it achieve a return on investment within 12 months.

By partnering with Dell, 42media group has benefited from Dell's global presence. The 42media group can provide solutions anywhere in the world, with the knowledge that Dell offers a range of enterprise-level support options from the smallest to largest customers globally.

In addition, all aspects of the solution were tested in advance. Dell's standards-based technology makes it easier to test and adapt the solution when integrating new features, while continuing to offer the service at the same high-quality level.

Mr Schaefer, project manager at Postbank, says: "Thanks to the strong partnership between Dell and 42media group, we have a powerful and reliable in-store TV solution. We achieved a return on investment quickly and are already extending the system throughout our stores to drive revenue and improve customer satisfaction further."

Dombrowski says: "Partnering with Dell has helped us deliver an easy-to-use digital info-tainment system that gives customers a fast return on investment, without the burden of complex management. Using standardised technology from Dell makes it simple to configure our solution so any business can benefit – from the smallest hairdressers to the largest multi-national corporation."

For more information on this case study or to read additional case studies, go to www.dell.com/casestudies and www.dell.co.de



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