NET DISPLAY
S Y S T E M S

Smart Port Signage - Port of Felixstowe

Corporate

Solutions

Corporate Communication

Menu Boards

The Customer

The Port of Felixstowe is Britain's biggest and busiest container port, and one of the largest in Europe.

The port handles 3.7 million TEUs (Twenty-foot Equivalent Units) and welcomes over 3,000 ships each year, including the largest container vessels afloat today.

Together with its unrivalled rail and road links connecting the port to distribution hubs in the Midlands and elsewhere in the UK, Felixstowe plays a pivotal role in keeping the UK's trade moving, and delivers real benefits to customers, the community and the industry.

The Challenge

The Port of Felixstowe faced a common challenge for many organisations; to provide realtime and relevant information to their employees.

Around 75% of employees carry out operational roles including driving plant and supporting vessel operations, without regular access to PCs.

The Port needed a way of providing consistent information to those in frontline roles who are delivering service to their customers every day.

The Solution

The 'Media Screens', the Port's digital signage project, provided an alternative source of information for employees in operational roles. After researching a number of options, PADS was selected to manage content and deliver information to numerous locations across the Port. 26 screens have been installed in canteens, break areas, reception and other communal areas.

The Media Screens are used to communicate a range of information including progress against customer service targets, vessel and train information and changes to operational procedures as well as non-operational information such as weather, traffic and canteen menus.

In making their decision to choose PADS, a priority for the Port was the ability to link the content application to external data sources including operational systems, RSS feeds and web pages to ensure the information was regularly updated.

UK partner A+K also supported the Port to build bespoke widgets to graphically display multiple data elements in a format which is easily understandable at a glance.

Without dedicated resource, a small team have been able to support the development and scheduling of content across the Port. The Port has pushed the boundaries of PADS in terms of the range of content types, data sources and file formats they use.

The Media Screens are one aspect of the Port's wider communications strategy aimed at supporting the focus on helping employees understand industry changes and customer service priorities in an ever changing market place.

Smart Signage for Corporate Communication

For a real-time and relevant display of crucial corporate information The Port of Felixstowe has selected A+K PADS, driven by PADS4 digital signage software. Like thousands of other companies worldwide, this company values the way how PADS collects any corporate data and shares it on public or staff displays.

To run a successful business you need effective communication. Not only by timely informing your employees or colleagues, but also by building employee engagement.

Keep your entire staff up to date and motivated with Smart Signage for Corporate Communication powered by PADS software. Control your corporate signage network from one central point and create your own compelling company channel. Reach your employees on any display, on any location worldwide, from the video-wall in the entry hall to a desktop PC in the sales department, from the 42 inch screen meeting room display to the tablet of your marketing manager.

> *"PADS4 pushes the boundaries in terms of the range of content types, data sources and file formats available"*
>
> Anders + Kern

It's crucial the people at your workplace see the new work instruction video. It's crucial your sales managers operating in multiple sites see this week's sales statistics. And yes, it's also crucial your employees know the pasta carbonara is back on the menu again.

Be amazed how quickly you can connect your PADS digital network to your company's existing infrastructure and have your company channel up and running in no-time.