

The City of Greater Sudbury Finds Their Digital Signage Partner

MUNICIPAL INSTALLATIONS

CASE STUDY

The City of Greater Sudbury has been executing a coordinated digital signage strategy that has resulted in the continued growth of their network across multiple city venues and has become a reference model for municipalities of all sizes who share an interest in deploying digital signage to all interest groups within a municipality.



Located four hours north of Toronto, Ontario, The City of Greater Sudbury has a land area 5 times larger than Toronto but a population of approximately 1/16th the size. This is significant in that the team responsible for management of the digital signage network provides support across a wider geographic area but with a smaller team than many other municipalities.



Staff Communications

The City's first digital signage deployment attempted to provide a way for the communications team to keep staff at major outlying locations up to date on important employee messaging. However, the original system chosen required the use of proprietary media player hardware and offered a low level of vendor support, which caused frustrations and was not going to work for this busy team as they wanted to expand the use of digital signage throughout the community.

Highly Flexible/Scalable Solutions

In need of a solution to better serve their growing needs, the city converted the existing signage platform to Capital Networks' Audience™ platform, chosen for its flexibility in configuration, ability to use non-proprietary hardware, and availability of 24/7 technical support. Capital Networks consulted with the Hardware & Technology team and determined that the Audience™ Android solution would be the right fit for the type of communications the city was currently doing with considerations for future growth.



Expanding Possibilities

Within a year, based on the performance of the Audience™ solution and the support received from Capital Networks, the decision was made to expand the network to include public facing communications within public facilities and recreation centers. The success of this project provided Sudbury’s senior support team the confidence to expand further and include digital signage as part of the communications strategy to all city departments.



Over the next two years, digital signage was deployed in over 45 locations throughout the city including:

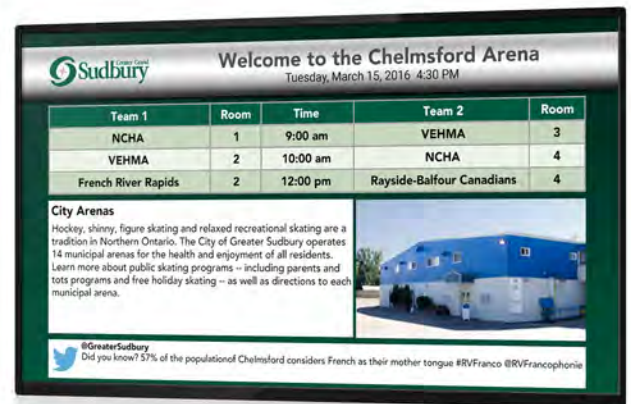
City Offices and Facilities – employee and public facing communication

Arenas, Pools and Recreation Centers – combination of city wide and location specific information

Fire and Ambulance Depots – with shared emergency communications between locations

Public Transit Depot – with updated route and scheduling information

Sudbury Airport – with visitor information and facility updates



New Department, No Problem!

When a new department or city group expresses interest in adding digital signage to their facility, the Hardware & Technology group connects them with their Capital Networks Account Manager to review their unique scope of work and design requirements.

Each group receives the same pre-sales consultation that a new client would receive - to ensure that once again the correct hardware and playback configurations are selected. Capital Networks then works with the new department to create a screen layout and design that not only meets their immediate needs, but would fit in with all the other city layouts to ensure the greatest flexibility and opportunity for shared content when needed.

“From the personal pre-sales consultation that each of our departments receive, to the highly scalable nature of their Audience™ platform, working with Capital Networks has been instrumental in the success of our digital signage deployments as we continue to expand across the city.”

· **Jim Dolson, Manager of Hardware & Technology** ·

This collaborative on-boarding strategy for new departments highlights Capital Networks commitment to share its expertise in digital signage technology, and demonstrates its understanding of the customers challenges and commitment to providing a solution that is flexible, scalable, and easy to use.

For the City of Greater Sudbury, they are confident that their digital signage strategy is delivering on its operational promises and is backed by a team of experts who are eager to help and provide ongoing guidance and support.



Jim Vair • PRESIDENT
 jvair@capitalnetworks.com
 905 946 1122 x 231