Case Study: Syntel India

Completion: In 2014

Solution: XM digital signage with live streaming server is provided to 52 screens across Syntel India branches.

Client Background:

Syntel, a US based KPO & Business service provider, had decided to digitize internal communication for its branches in India with Xtreme Media digital signage solution.

Syntel provides clients with IT and Knowledge Process Outsourcing (KPO) services, servicing clients in the Banking and Financial Services, Healthcare and Life Sciences, Insurance, Manufacturing, and Retail, Logistics and Telecom industries.[25] Syntel's teams support these industries in areas of Business Intelligence/Data Warehousing, ERP, Enterprise Integration Services, Mobility, and Enterprise Architecture Solutions.

Challenges & Solution:

Challenge: Corporate Communications has become an integral process for companies. Many times the impact a brand can create through successful communications is more credible than advertising. Apart from brand building corporate communications also serves the purpose of smooth internal relations & co-ordination in an organization.

Solution: A customized digital signage solution is provided to Syntel to meet their requirement. Android based digital signage solution integrated with Live streaming feature is made available by XM. Syntel is showing live streaming. With the help of XM server software and a streaming server which captures the input from a Camera. Being a cloud based solution, this is greatly scalable.

XM Quad 81 Android media player has been deployed for this project, which presents all the latest digital signage features. The Live streaming feature was required by Syntel to show MD/Chairman's speeches & messages in real time at all required Syntel locations.

Total 52 LED screens located at various Syntel branches (Mumbai) are backed by XM digital signage solution, the content that runs on the screens is created by Syntel using XM content management software. To showcase client information along with it's internal communication, Syntel makes use of different file formats such as images, videos, RSS feeds, live streaming, docs, pdf's etc.

Conclusion:

Smooth corporate communication flow can be achieved through digital signage which is today's need for corporate sector. Another reason why major corporates like Syntel would opt for XM digital signage solution is its ability to integrate with other softwares. Due to this customization ability, the canvas to create a tailor made solution fitting into a particular company's need becomes easier. Xtreme Media is one of the few solution providers in the market who has in-house teams with capabilities to customize the solution to larger extend.