

Sedao

Case Study – Corporate Sector



Yeo Valley - Manufacturer



The Client

Yeo Valley, manufacturer of premium dairy products located in Somerset, England.

Yeo Valley is based in Somerset with operations spanning six sites across the South West region.

Whilst Yeo Valley are well known as a manufacturer of premium dairy products they also have a very strong IT team who had identified the need for digital signage as a communications mechanism many years earlier and developed an in-house system.

This system had become a resource drain and as a result they evaluated different commercial packages available.

In 2011, Yeo Valley selected Sedao to deploy their digital signage solution across all sites.

Testimonial

"It was very simple to set up. We now have an easy way to pass on important messages to staff and the response to the screens has been very positive. The Sedao software is easy to use and adding content is a quick and simple process".

Kate Bunting – Head of Communications

Sedao Digital Signage – simple solutions using media formats on multi-zone screens to enhance communications



Sedao Digital Signage



OBJECTIVE

To deploy a robust yet simple communications digital signage solution to replace the in-house system which had become a resource drain.

SELECTION PROCESS

Sedao was rigorously compared by the in-house IT team against the existing system in addition to other commercial packages.

As the selected service provider, Sedao demonstrated:

- Future proofing software
- Easy to use software tools
- Content management features
- Simple and consistent deployment

SEDAO SOLUTION

Sedao supplied a complete software site license and media player hardware bundle which could be integrated with the existing domain network and screens.

Bundle:

Site License for Sedao software suite
YV SWEP media players

Unique Features:

- Content management centralised account
- Multiple users - delegated content zones for updating by other departments
- Design tool software
- Unlimited multimedia zones to display engaging internal communications message

OUTCOME

Sedao was deployed across multiple Yeo Valley sites around the South Western Somerset region.

The project rollout has proven to deliver an internal digital signage communications solution that performs successfully for both the IT department and Communications team.



Sedao has been designing and manufacturing software solutions for the digital signage and communications industry since 2004. Sedao focuses on providing solutions that are performance driven, cost effective and adaptable across multiple industry sectors. For more information visit the websites www.sedao.co.uk or www.sedaolive.com.