

DIGITAL MEDIA NETWORKS

A communications revolution



Digital Media Networks provide the ideal medium for carefully focussed messaging and consensus-forming contact.

Making the right impression

Every organisation, whether public or private, global, national or regional, relies on accurate and meaningful communication to engage with its target audience successfully.

Traditional print media is increasingly thought of as inefficient by a public used to sophisticated multimedia communications through dynamic channels, such as television, web and mobile interactive services. Consequently, it is now much more of a challenge to be noticed, understood, and seen as relevant.

A new way of talking

Digital Media Networks (DMN) are revolutionising the way that an organisation can talk to its target market. They provide a fully managed transmission environment, employing a variety of different delivery methodologies, to stimulate, entertain and inform the audience – in "real time" and at the point where it will have the most impact.

By opening up new channels of communication that let an organisation reach its audience in places and in a manner previously unimaginable you can turn a captive audience into a captivated by putting the right content in front of the right people at precisely the right time.

In particular, the advanced and versatile multimedia, scheduling and information structuring capabilities of DMN can be used to serve multiple purposes:

- **High quality, targeted content**

Enhance relationships and influence behaviour by delivering superb quality messaging and imagery using a wide variety of display technologies, from small LCDs to vivid plasma and the largest LED screens. Content can include brand positioning or corporate information as well as specific service offerings, all of which can be targeted at a specific audience, and delivered at a scheduled time using selected displays.

- **Improved staff knowledge and motivation**

Build the reputation of an organisation through the empowerment of staff members. Brand and image positioning, training courses and educational content, health and safety information, advisory notices and alerts, performance and statistical data, and local operational messages and news can all be delivered anywhere and at any time in order to inform, engage and motivate staff.

- **Greater responsiveness and flexibility**

Information can be dynamically updated to reflect the nature and pace of change affecting an organisation. In particular, DMNs can be used as an emergency messaging channel, which can be used to react quickly to unforeseen events, ensuring an appropriate and measured response.

A great idea can only ever become a great solution by effective delivery.

A flexible solution

Fujitsu has a 30 year track record of working successfully in partnership with organisations throughout the world to manage their customer-facing environments. By employing our vast experience of delivering IT solutions, Fujitsu can deploy best-in-class new and next generation multimedia and digital display technologies in a highly cost-efficient manner with minimal risk.

In particular, Fujitsu's proven capability in supporting rapid, large-scale roll-outs and managing robust, secure and scalable networks means that we can offer three distinct tiers of implementation for DMNs:

- **Tier 1: Solution Implementation**

The provision of the necessary software and hardware platform and a standard range of support services.

- **Tier 2: Operational Managed Service**

Tier 1 plus an end-to-end digital content scheduling and remote distribution service, run from a state-of-the-art Fujitsu data centre.

- **Tier 3: Creative Operational Managed Service**

Tiers 1 and 2 plus a fully managed service, including content creation and management of third party media and advertising.



At the core these DMN solutions is Fujitsu's Media Management Application (FMMA), which is a suite of software solutions dedicated to the design, scheduling and management of media output across an organisation's screen estate. Using these applications, a wide variety video, still

images, flash, audio and other multimedia can be creatively utilised to deliver an outstanding customer experience.

Fujitsu also offers business consulting services to help organisations develop a successful strategy for the deployment of DMNs and to ensure best-practice in its implementation and use.

Protecting your investment

Fujitsu is totally committed to helping our customers develop, implement and manage integrated marketing communications strategies, brand reputation programmes and knowledge management systems, through the flexible and strategic deployment of our leading IT services.

As we are at the vanguard of research and development into emerging audiovisual, biometric and other technologies, any new innovations can be incorporated into your DMN portfolio at the earliest possible opportunity, so that you gain the maximum competitive advantage and return on your investment.

In addition, areas such as advanced customer recognition and validation, RFID and near field communications (NFC), biometrics, queue, appointment and other flow management, and many other sources of customer metrics, may also be repurposed to provide directly targeted information in order to maximise the business opportunity.

Realising the benefits

Many market-leading organisations from a wide range of industries are already using Fujitsu's DMN solutions to cost-effectively and dynamically inform and inspire their audience, and in the process:

- **Optimise customer value** – increase customer understanding, improve customer flow and satisfaction with highly targeted information
- **Develop reputation** – enforce brand qualities by delivering a consistent and unified approach to communications across all channels
- **Maximise operational efficiency** – communications expenditure can be targeted accurately, with lower costs and greater effectiveness than that of comparable conventional campaigns
- **Enhance operational agility** – rapidly address changing operating conditions and customer needs 24/7, at corporate, regional or site level.

Fujitsu's proven approach in developing industrial-strength operational architecture and flexibility in working with the right third parties to meet our customers' specific needs ensure that your investment in DMN will achieve the maximum benefit for the minimum cost and time.

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