

## Corporate Content Dashboard Visualisation

### Vulcan Materials Corporate & Distribution Facilities

### Vulcan Materials Company (VMC)

#### USA - Mexico

Vulcan is the largest producer of construction materials, primarily gravel, crushed stone, and sand, and employs approximately 7,000 people at over 300 facilities.

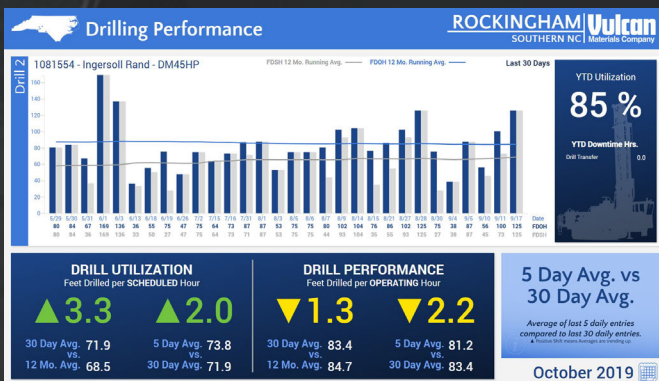
Their coast-to-coast footprint and strategic distribution network align with and serve the nation's growth centers.

## The Challenge

- As a full Google house, VMC's desired to engage, educate, and inspire its corporate employees, as well as their manufacturing plant employees, with the use of a single Chrome OS digital platform
- Platform capability to pull real-time KPI data from their database and visually display it in a creative yet digestible way was essential

## The Solution

- Google Sheets integration displays dynamic KPI information across Vulcan's plant locations and headquarters
- StratosMedia's advanced content scheduling ensures the efficient distribution of a mix of company-wide, branded content as well as targeted, localized content based on geographical location
- Cloud drive sync features enable plant managers to utilize Google Drive to update local content quickly, easily and in real-time increasing employee engagement



## The Platform

### Featured functionality

- API integration
- Data graphs
- Reporting
- Player groups

### Platform Components;

- StratosMedia Core, Digital Signage Engine, Data Engine, Player Engine, Open API, Visualization Manager

### Hardware

- Chrome OS hardware

