

Corporate Content Digital Signage Applications

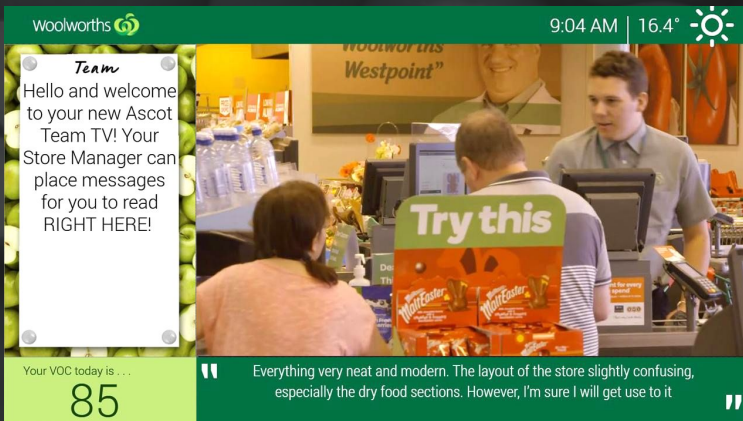
Woolworths

Woolworths Supermarkets and
Woolworths Supply chain

Australia-wide

More than 14 million shoppers every week
choose Woolworths for their supermarket
needs.

Operating almost 1000 stores nationally
Woolworths is Australia's largest
supermarket chain



The Challenge

- Drive increased engagement in-store with employees
- Deliver corporate information together with localized content to create relevance
- Provide entertainment and information for team members
- Integrate with existing Google communication methodologies to minimise double handling

The Solution

- Integration of Voice of the Customer (VOC) scores on a store by store basis update to screens in real-time, increasing awareness of store results
- Google Sheets and Google Drive enable managers to update local content in real time increasing engagement
- Scheduling of corporate content ensures a mix of company-wide and localized content to the network
- Templates maintain on-brand content
- Integration of a StratosMedia's streaming solution enables a mix of messages and live TV to be displayed when required

The Platform

Featured functionality

- Live display of VOC scores
- Google Sheets integration
- Templates
- Cloud drive sync
- Streaming of live TV

Platform Components;

- StratosMedia Core, Digital Signage Engine, Data Engine, Player Engine,

Hardware;

- Chrome OS Hardware