



**MULTI-SPECIALTY HOSPITAL HAS RESOLVED INDIVIDUAL CONTENT DISPLAY AND DISTRIBUTION ISSUES IN MULTIPLE CAMPUSES, THROUGH CENTRALIZED MANAGEMENT, SCHEDULING, AND DISTRIBUTION OF CONTENTS WITH CLOUD BASED DIGITAL SIGNAGE SOLUTION.**

## The Challenge

Multi-specialty hospital in pune, having various building premises, has multi brand displays to show case the patient information contents. IT & Marketing teams were using pen drives on individual displays to manage content. Every time they need to manually replace the pen drive with new content to run few images. Managing content on the displays is tedious task without central digital signage software.

## Technology Solution from Sharp

Sharp has provided 41 licenses of cloud based signage software solution to centrally control & manage the content on all the displays. IT & Marketing teams can monitor, change and schedule the content from their office or home dynamically and update happens in realtime.

Relying on individual pen drive to showcase the contents on Display screens in various campus, a multi-specialty hospital has faced challenges in content management and distribution on day-to-day basis. With the Cloud based Digital signage solution from Sharp, they are able to address these challenges.

## Industry

Healthcare

## Challenges

- Individual pen drive with images to show the contents and replace every time while new changes.
- There was no proof of play or any system to generate reports.
- In absence of content scheduling management was difficult.

## Solutions

Cloud based digital signage solution.

## Benefits

- Centralized content Management, Scheduling & Distributing.
- Optimum use of available resources.
- Dynamic content Management.