



# Cicrespi benefits from eFlex digital office signage solution

Based in Milan, Italy, Cicrespi SpA's main focus of business is brand management and architectural signage in addition to working on a number of customized projects for customers. The company operates a network of independent dealers throughout Italy and moved to a purpose-built headquarters in 2008, a 'green' building that was designed with respect for the environment.

## Business Challenges

Although the new headquarters building is fully equipped with Modulex' Ariadne Digital Signage, the former headquarters building, which is now home to their purchasing and financial departments, was still using paper signage to display meeting room occupancy. With numerous meetings taking place throughout the day, updating paper signs so frequently was a drain on resource, taking staff away from their core activities.

Cicrespi SpA became aware of the eFlex digital office signage solution, a result of a partnership between ZBD, Modulex and Add-On Products in January 2009, and decided to install displays throughout the building.

## Solution

Fifty eFlex signs have been installed within the building, providing every meeting room with its own digital sign which is set up to display either the name of the employee who has booked the room; or the activity in the meeting room at any given time. The solution integrates with Cicrespi's Outlook system, so any changes are transmitted to displays through the Bounce Communicator, and the screens update to show the updated details in a matter of seconds.

## Zero infrastructure

One of the most noticeable features of the solution is the total absence of cables which Cicrespi views as a major advantage. The installation was simple, taking less than two days, and does not affect the working of the building at all, allowing them the possibility to move the eFlex sign from one site to another if needed.

## Benefits

Cicrespi has already benefited from using eFlex, as Alessandro Albrizio, Digital Signage Product Manager at Cicrespi Spa explains, "We see eFlex as a simple solution with a competitive

price that allows us to free up staff from wasting their time updating paper labels. We simply update the room bookings on a PC, and the screen content is updated on each sign automatically". He continues, "Now it is a couple of months since we installed our eFlex-system and we are very satisfied! The installation was easy and problem free; staff find the system easy to use, we save a lot of time on the updates - and it looks great!"

## About eFlex

'eFlex' consists of a digital display that can either be fitted to a desk, or outside a meeting room, and be set up to display information such as meeting room activities, employee or visitor names, booking times, etc. The displays update remotely and the solution can link to various sources - from simple spreadsheets, through to sophisticated facilities management systems. The displays update wirelessly from a central point giving businesses the ability to change sign information quickly and easily, and eliminating the need for paper-based signage.

With a battery life of over 5 years, the solution will be particularly cost-effective for organisations where space is used frequently by different people. Its light-touch infrastructure means that the solution can be implemented quickly.

**"The installation was easy and problem free"**

**"Staff find the system easy to use, we save a lot of time on updates - and it looks great!"**

Alessandro Albrizio, Digital Signage Product Manager a Cicrespi SpA

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