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Project Case Study

**absa africa Ghana Ltd.**

Nationwide Corporate & Retail Digital Signage

Project Name: **absa Digital Signage Network**

Client: absa africa Ghana Ltd.

Vertical/Industry: Banking and Finance

Scope: Corporate & Branches Nationwide - phased rollout

Date: February - April 2020

Project Team:	Project Manager	Daniel Morgah
	Platform Integration	Michael Bediako
	Installation Team	Francis Nai
		Bashiru Yussif
		Abdul-Latif Wale

External Contractors: Samsung Gh. Ltd., Electroland Gh. Ltd

## Project Brief: **Unified Retail and Corporate Messaging system**

As part of rebranding as **absa africa Gh. Ltd.**, Barclays Bank Ghana Ltd. required a Full spectrum digital signage solution to be deployed across all levels of the business: Retail, Corporate and Administrative facilities.

The solution would have the following features:

1. Deliver real-time and scheduled HD (4K capable) content to all remote locations
2. Centrally managed from HQ with multi user and organizational privileges capabilities.
3. Operational completely Offline
  - a. Locally caching content
  - b. Connectivity on organizational network only with inherent security
4. Offer device hardware control and fault logging capabilities
5. Completely scalable solution to match the growth of the bank

## Project Solution: **Distributed Signage Network**

Detailed solution:

1. Deploy and install Samsung Professional Displays to the bank branches nationwide.
2. Install and configure Central Server at absa Headquarters in Accra to communicate with the signage displays in the branches across the country.
3. Integrate the installed displays at each branch on to the absa local server with static IP's and configure the displays to receive content from the Central Server.
4. Commence content deployment and display control from absa HQ to all signage displays in Absa branches nationwide.
5. Provide training for frontline managers of the signage network and continued first level technical support to corporate IT team

## Service Testimonial

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Very professional and thoroughly understand *their* job. *They* Give professional advice and are driven by ensuring absolute satisfaction of the clients *they* deal with. Respond to calls and provide support on a call. Very dependable partners. Their communication is excellent and are willing to go the extra mile at short notice. My most memorable experience working with this team was during our COO week celebrations when we had to ask for urgent communication to be *deployed* at very short notice and this was delivered at midnight well in time for the program

**Seth Ativie,**  
*Head of Management Assurance - absa Ghana*

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High Street - Accra

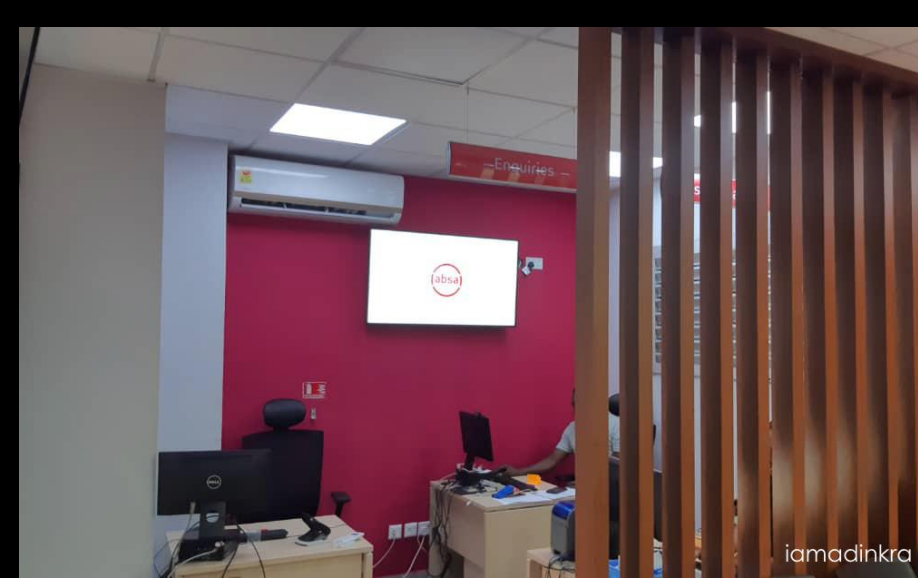
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## BRANCH DISPLAY ALLOCATIONS

DISPLAYS DEPLOYED	LOCATION	QUANTITY
Samsung QMR 49" Professional Display	Reception Desk and Elevator Entrances	3
Samsung QMR 55" Professional Display	Behind Tellers in Banking Area	1
Samsung UA 49" Smart Display	Lounge in Prestige Banking Area	1
Samsung QMR 75" Professional Display	Staff Appreciation Wall	3

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University of Ghana,  
Legon Campus

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## BRANCH DISPLAY ALLOCATIONS

DISPLAYS DEPLOYED	LOCATION	QUANTITY
Samsung QMR 55" Professional Display	Customer Service Area	1

University of Ghana,  
Legon Campus  
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## BRANCH DISPLAY ALLOCATIONS

DISPLAYS DEPLOYED	LOCATION	QUANTITY
Samsung QMR 55" Professional Display	Behind Tellers in Banking Area	1
Samsung UA 49" Smart Display	Lounge in Prestige Banking Area	1



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Ring Road  
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## BRANCH DISPLAY ALLOCATIONS

DISPLAYS DEPLOYED	LOCATION	QUANTITY
Samsung QMR 55" Professional Display	Behind Tellers in Banking Area	1

Ring Road

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Cape Coast  
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## BRANCH DISPLAY ALLOCATIONS

DISPLAYS DEPLOYED	LOCATION	QUANTITY
Samsung QMR 55" Professional Display	Behind Tellers in Banking Area	1
Samsung UA 55" Smart Display	Lounge in Prestige Banking Area	1



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## BRANCH DISPLAY ALLOCATIONS

DISPLAYS DEPLOYED	LOCATION	QUANTITY
Samsung QMR 55" Professional Display	Behind Tellers in Banking Area & Reception Desk Area	2
Samsung UA 49" Smart Display	Lounge in Prestige Banking Area	1



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Dansoman Community  
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## BRANCH DISPLAY ALLOCATIONS

DISPLAYS DEPLOYED	LOCATION	QUANTITY
Samsung QMR 55" Professional Display	Behind Tellers in Banking Area	1

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KPST, Adum - Kumasi  
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## BRANCH DISPLAY ALLOCATIONS

DISPLAYS DEPLOYED	LOCATION	QUANTITY
Samsung QMR 55" Professional Display	Behind Tellers in Banking Area & Reception Desk Area	3

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**STAFF TRAINING**



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