

Customer Profile

Incorporated in 1986, Boca Raton, Florida-headquartered Office Depot serves millions of customers daily through affiliates and 1,604 worldwide retail stores in 48 countries. The company employs approximately 42,000 associates and reported sales of approximately \$14.5 billion in fiscal year 2008.



Situation

Growing from a single store in Fort Lauderdale, Florida, to a global office-products giant, Office Depot has always been an innovative, progressive company. So when building its new 625,000-square-foot corporate headquarters in Boca Raton, it naturally wanted to equip it with the most advanced technologies available. That included a state-of-the-art digital signage solution that would allow the company to display a variety of content throughout the building.

“The idea was to simplify and speed delivery of relevant information throughout our new facility,” explains Joe Brink, senior consultant, Global IT, Office Depot. “The solution needed to run across our IP network, be centrally managed, and be capable of displaying customized content in multiple zones. We felt the solution would be a big enhancement to the vision of our new headquarters, contributing to it being a more open, collaborative, and communicative space.”

Office Depot engaged Coleman Technologies, Inc., (CTI) to design and implement Cisco’s Digital Media System (DMS) throughout its headquarters. Founded in 1995, the Cisco Gold Certified Partner headquartered in Orlando, Florida, has approximately 400 employees with 22 offices in 12 states, and holds numerous Cisco specializations in areas including Data Center, Wireless LAN, Unified Communications, and Advanced Security.

Solution

CTI began the three-month implementation in September 2008, installing Cisco DMS, a flexible and robust solution that makes it easy to create, manage, publish, and access high-quality digital media. The comprehensive suite of digital signage, enterprise TV, and desktop video applications allows Office Depot to use digital media to convey relevant messaging to employees and visitors in its headquarters.

CTI installed 58 displays throughout the facility, each capable of displaying customized content applicable for each space and audience. Public-facing content is broadcast in elevator lobbies and waiting areas, employee-relevant information is aired in office areas, and live news and entertainment programming is delivered to the employee wellness center, dining room, and auditorium. And Office Depot directs all content through an intuitive central-management console.

Results

“The solution is a significant improvement over our prior system, which was comprised of televisions with individual media players that required cumbersome manual operation,” says Brink. “DMS enables us to display a variety of dynamic and static content electronically, sparing the time and expense of having to print and manually distribute media throughout the facility.

“Our in-house studio team is now able to produce and broadcast high-quality video and graphics relevant to audiences viewing each screen. We easily share corporate news and announcements as well as air live news, sports, and weather, and the ticker function is great for announcements and coming events. The central management console makes it easy for relatively non-technical people to control the system, speeding the delivery of time-sensitive information.

“DMS has really added value to the organization and brought us closer together as a team. In fact, the solution has had such a positive impact that our retail group is now looking at how it can be used in our stores to promote our products and services directly to customers.

“CTI and Cisco delivered on our expectations, and we’ll continue partnering with them as our needs grow and evolve.”

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