

**IT'S NOT  
WHAT  
YOU DO...**

**IT'S  
THE**

**TIME**

**WAY**

**PLACE**

**THAT**

**YOU**

**DO IT.**

£88bn

Non-productive time costs the UK  
£88 billion a year.  
Source: Proudfoot Productivity Report

# THIS IS BUSINESS PRODUCTIVITY.

“

Running a business is challenging. And when it's got 500 people in four offices across three countries – and an entire sales force working remotely – then it's not for the faint hearted.

Competition is fierce, so we need to fight for everything. Money's tight, so we need to be lean, fast and smart.

It can be frustrating at times. We've got a good business here, but I know we could have a great one if we made more of what we've got. Our people are talented, but we don't seem to communicate and collaborate as well as we should. Our products are outstanding, but they take too long to get to market. And we've embraced new cost-cutting technologies, but we haven't really seen the returns.

We invest a lot in training (never enough I know), but running courses across the UK and Ireland is challenging and our remote workers never engage with it. We live in a digital age, but in meetings we still scribble notes on pads and use flipcharts like they're going out of fashion. It means progress can be slow, actions can be missed and everything feels very archaic.

Our off-site staff feel disconnected from the business, and they're often the people we need to stay closest to because they're on the ground with customers. We had to put travel restrictions in place to reduce costs, but it's ended up just being an excuse not to get teams together. The offices themselves are a big part of our ongoing costs – every time I'm there I just feel we're not really maximising what we're getting from this investment: it feels like an unproductive place to be.

And my marketing department drives me up the wall because new products seem to take forever to get to our retail network – product development certainly needs to be faster, but why should distribution take so long?

Above all, I just feel like we're wasting resources, and I'm not just talking money. What concerns me above all is people's time. We waste that too often, and we need to stop.

It's not what we're doing that's the problem, it's the time, the way, the place that we're doing it. We need to change the way we work.

”

WE'VE PROBABLY ALL FELT SIMILAR FRUSTRATIONS FROM TIME TO TIME. BUT STELJES BELIEVES THAT THERE IS A WAY FORWARD. WHAT WE DO MAY NEVER CHANGE, BUT THE TIME, THE WAY AND THE PLACE THAT WE DO IT CAN. TODAY.

**READ ON, AND TAKE THE FIRST STEP TOWARDS A VERY DIFFERENT SCENARIO.**

“

IT WAS A NO-BRAINER, REALLY. NOT ONLY CAN WE NOW PROCESS OUR WORK QUICKER, WE NEED LESS PEOPLE AND ROUGHLY 25 PER CENT FEWER MEETINGS TO DO SO.”

**Victoria Slight**  
Cable & Wireless

“

WHEN YOU IGNORE WHERE, WHEN AND HOW WORK IS DONE YOU EMPOWER PEOPLE TO BE MORE PRODUCTIVE, MORE CREATIVE, AND MORE SUCCESSFUL.”

**Telework Research Network**

# THE FUTURE STARTS TODAY

We're all under pressure to do more with less these days. Maintaining a competitive edge means getting every drop of value from your facilities, your real estate and your people. Work patterns are changing too, with smaller, more focused teams coming together to bring new ideas to life and launch them to market fast. And employers are working harder to attract the best staff – improving their work-life balance and keeping them fulfilled and skilled with career-building training.

The world of work is in the midst of significant cultural change, and businesses need to change too – with creative and flexible work spaces, effective training and responsive marketing tools that make the most of every resource. With the right technology in place, you can embrace this new way of working. You can make your workforce more engaged and fulfilled, make your operations more efficient, improve communication and collaboration and help your business to leap into a more productive future.

## THE TIME THAT WE DO IT - WORKING FASTER

Your staff can be free just to make things happen, with smooth and interactive technology that feels natural, that dispenses with flipcharts and typed-up actions – and that energises teams and enriches their working day. They can be 100% involved and focused, launching products or services faster than ever. And when they're ready to go, your marketing team can react instantly, with digital, cloud-based displays that get your messages out there with a few clicks of a mouse.

## THE WAY THAT WE DO IT - WORKING SMARTER

Your people can eliminate unproductive meetings, dramatically cut their travelling time, improve communication and save money. They can collaborate more effectively, across any distance, sharing documents with ease and working intuitively together to solve problems and generate ideas. And your training can be richer and more effective, with technologies that increase engagement and retention and allow your staff to access training sessions from anywhere.

## THE PLACE THAT WE DO IT - WORKING ANYWHERE

The employer that supports truly flexible working is rewarded with a more committed and more effective work force – not to mention lower travel costs and less desk space. Your people can work from home, from another city, from another continent – so your carbon footprint shrinks as their job satisfaction grows.

**THE FUTURE HOLDS A BRAND NEW WAY TO WORK. LET'S START TODAY.**

55%

Over 55% of desks in an average office are empty at any given time, so why is it still so hard to find a meeting room?  
Source: Unwired Research

40%

Companies surveyed believed they would save up to 40% of their travel costs and associated expenses – by removing one in three traditional meetings.  
Source: Steljes

“

ALL I NEED IS A ROOM, ELECTRICITY AND THE SMART PODIUM INTERACTIVE PEN DISPLAY AND I CAN COACH MY TEAM ANYWHERE. I NOW HAVE A SOLUTION THAT IS TOTALLY MOBILE AND FITS ANY ENVIRONMENT WE FIND OURSELVES IN. I OFTEN TAKE IT WITH ME TO AWAY MATCHES AND USE IT IN MY HALF TIME TALKS TO HIGHLIGHT WHERE THEY NEED TO IMPROVE OR SHOW A PARTICULAR WEAKNESS OF THE OPPOSITION THAT THEY CAN EXPLOIT.”

**Brett Taylor, Head Coach**  
London Scottish Rugby Club

# NEW WAYS TO ACHIEVE NOT-SO-NEW OBJECTIVES

They're discussed in every boardroom. They're showcased at every conference. And they're the subject of many a Request for Information (RFI). They are the hot topics that businesses are under pressure to investigate and address. But the question remains, how do you turn these issues into tangible outcomes? By talking to Steljes, you just might find the answer.

## ENSURING REAL COLLABORATION HAPPENS

Businesses continually talk about fostering better collaborative working – moving away from the analogue world of flip charts and typed-up actions and into the digital age. And 46% of C-level executives say they plan to increase budget for technologies to support this. But really effective collaboration still seems frustratingly elusive. Technology alone will not make it happen, but a new way of working will transform everyday interactions between staff, suppliers, partners and customers.

## HARNESSING UNIFIED COMMUNICATIONS

With workers wasting over two and a half hours each week because of poor communication, many organisations are starting to invest in unified communications. The challenge is to make this investment pay, and genuinely change working practices by having the right technologies in place.

## IMPROVING SALES AND MARKETING EFFECTIVENESS

Marketing and sales are central to growth. But too often, their time is consumed by unproductive tasks. And they know they're under pressure: 81% of marketers say operational efficiency is their top priority.<sup>1</sup> Freeing these teams to focus on what's most valuable for the organisation is no easy task, but it's a crucial one.

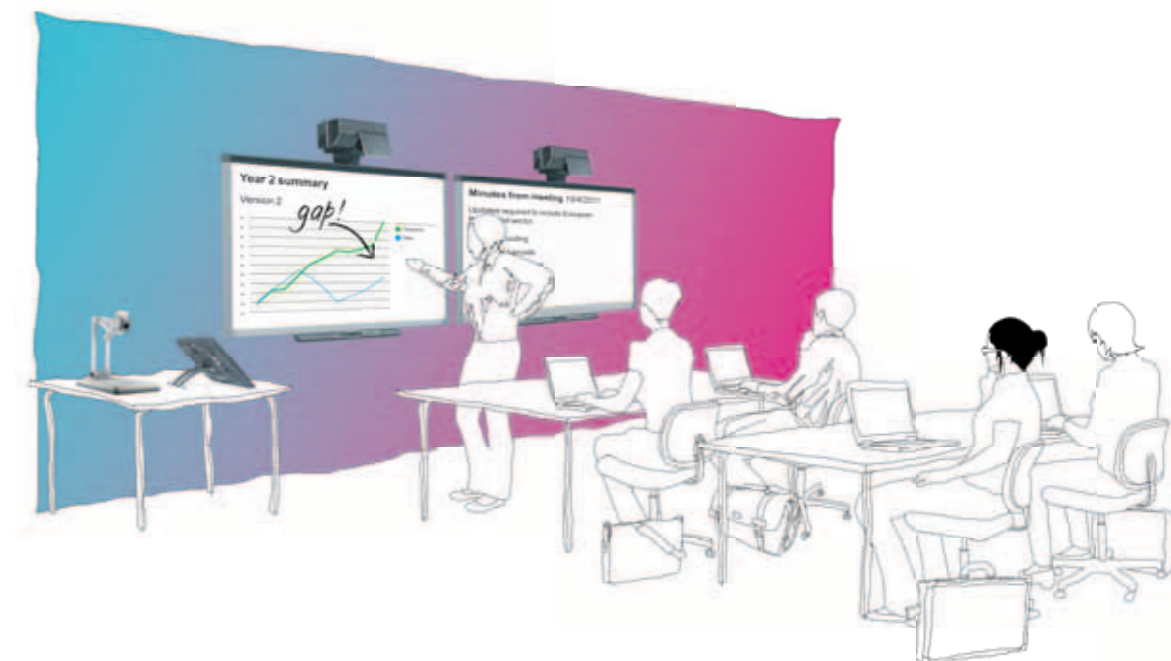
## MAKING THE WORKING ENVIRONMENT WORK

The places where we work come at a premium. Yet with only 44% of time now being spent at the desk and over 55% of desks in an average office are empty at any given time, it is clear we no longer work in one place, so why is it still so hard to find a meeting room? Work has changed, but our working environments haven't. Employing productive workspace technologies and tools will make the office environment work for your people, not against them.

## EMPOWERING PRODUCTIVE FLEXIBLE WORKING

88% of businesses say they now offer the option to work away from the traditional office set-up. This can make it harder to bring staff together and to keep them in tune with the rest of the organisation. To get a return on flexible working, staff need engaging and intuitive ways to communicate and connect. Yet only 32% of employees believe they currently have the tools to do so.<sup>2</sup>

# THE BUSINESS PRODUCTIVITY SUITE: INNOVATIVE TECHNOLOGY SOLUTIONS THAT CHANGE THE WAY WE WORK FOR THE BETTER.





SMART'S INTERACTIVE TECHNOLOGY IS HELPING TO FACILITATE CULTURAL CHANGE WITHIN OUR ORGANISATION. IT IS ALLOWING OUR WORKFORCE TO COLLABORATE QUICKLY AND EASILY ON PROJECTS, ALLEVIATING THE SILO MENTALITY THAT WE KNOW WILL ACT AS A BARRIER TO FUTURE SECURITY. A GREAT SPIN-OFF BENEFIT HAS BEEN THE FACILITY TO ALLOW EXPERIENCED STAFF TO MENTOR OTHERS AROUND THE WORLD AIDING RAPID SKILLS SPREAD.

David Dryden, Managing Partner  
Cundall

# HOW DOES THE BUSINESS PRODUCTIVITY SUITE HELP YOU CHANGE THE WAY YOU WORK?

Working with some of the world's leading technology innovators, Steljes has developed the Business Productivity Suite to help you change the way you work for real and lasting benefit.

The Business Productivity Suite comprises of the cream of today's productivity technology, under one roof, designed to address five focus areas that businesses tell us they need to make more efficient: meetings, video and data conferencing, workspaces and flexible working, training and marketing and communications.

## EFFICIENT:

Optimise the efficiency of your people, helping make the best use of their time.

## EFFECTIVE:

Enable people to collaborate and work effectively, wherever they are, to speed up decision-making.

## ENRICHING:

Enrich the way people work and communicate to enhance results – and boost staff satisfaction.

## ECONOMICAL:

Reduce operating costs and create more opportunities for revenue growth through smarter working.

## ENVIRONMENT:

Reduce business travel and deliver energy savings through more sustainable working practices.

## A NATURAL WAY OF WORKING

Business Productivity Suite technology works the way you work already – it feels natural and the only dramatic changes are simply the efficiency it gives you and the new opportunities you get for better collaboration.

## SIMPLE, EASY TO USE, ENGAGING

Technology that's hard to use or requires technical expertise will never really change the way we work – what's required are tools that we can all use, with minimal training or technical assistance.

## A MEASURABLE RETURN ON INVESTMENT

All of the technology we provide as part of the Business Productivity Suite is selected because it can demonstrate a clear return on investment.

Whether it's digital displays cutting the cost of producing tens of thousands of printed in store promotions; or interactive whiteboards that cut the cost and time of holding meetings – Steljes' Business Productivity Suite will be an economically sound investment.

## WHERE WILL YOUR BIGGEST PRODUCTIVITY GAIN COME FROM?

PRODUCTIVITY CAN BE IMPROVED IN MOST AREAS OF MOST BUSINESSES, SO YOU MAY CHOOSE TO FOCUS ON THEM ONE BY ONE. THE BUSINESS PRODUCTIVITY SUITE HAS BEEN DEVELOPED TO HELP YOU DO EXACTLY THAT, READ ON TO EXPLORE THE FIVE FOCUSED AREAS THAT WE CALL 'PILLARS OF PRODUCTIVITY'.

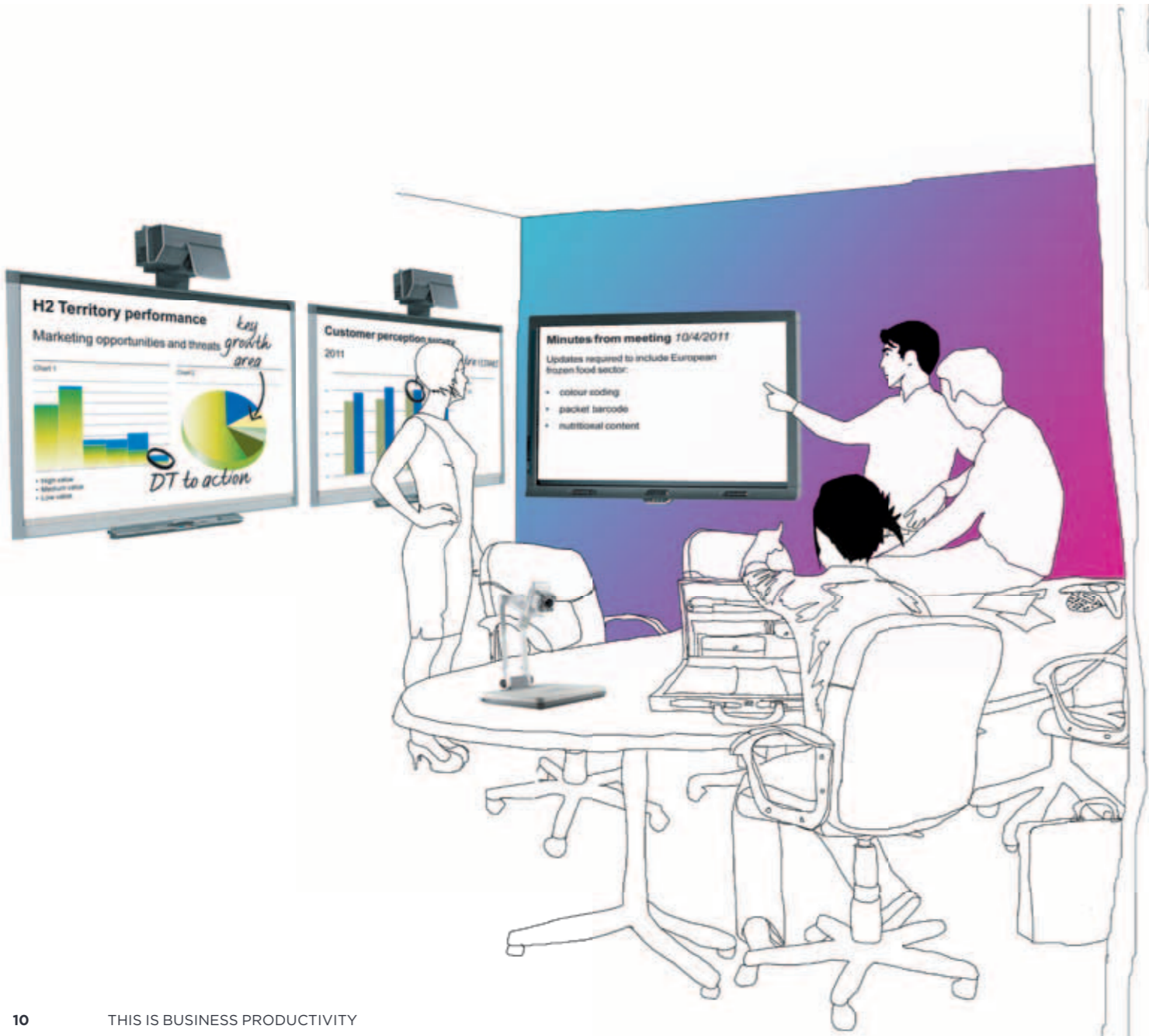
40% 12%

40% of organisations stated that reducing travel and hotel costs are their biggest drivers for implementing collaborative technology.  
Source: Steljes

Meeting minutes are captured in only a third of business meetings. Only 12% of meetings result in clear next steps.  
Source: Proudfoot Productivity Report

# PRODUCTIVE MEETINGS

MAKE EVERY MEETING COUNT – ENABLE RICHER COLLABORATION AND KNOWLEDGE SHARING TO GET TO THE ANSWER FASTER



## INCREASING SALES DRIVE AND ACCOUNTABILITY

You have your monthly sales meeting but with a dispersed workforce these aren't easy to make the most of. But imagine if the way you did these was very different indeed...

Imagine if you could see which rooms are available instantly, or book empty rooms on the fly with a room management system. You could improve room utilisation and get the space you need when you need it.

You arrive at the room and with just one touch you turn on the interactive whiteboard and you can begin your meeting, everyone connected, in less than a minute.

You have people connecting from different offices and a number of the field sales team connecting from their home offices: through voice and data conferencing you can share the sales numbers and targets on a spreadsheet and everyone can annotate, write over and contribute to the numbers and plans in real-time. You skip to the next quarter's strategy presentation and the team can again contribute and write over the presentation. You take a look at recent competitor activity on the internet and capture this into the whiteboard notes you have been keeping as the meeting progresses.

Your new product is discussed next and you are able to show the physical product through a visualiser so everyone can see a demo from the head office development team.

The meeting ends and within seconds the whiteboard notes and screen captures, actions and notes are all sent electronically instantly. The business has seen faster management reporting and better sales focus, and numbers!

You have just had your first Productive Meeting.



## BUSINESS PRODUCTIVITY IN ACTION

FOR REAL-LIFE DEMONSTRATIONS OF BUSINESS PRODUCTIVITY SUITE TECHNOLOGIES, VISIT OUR YOUTUBE CHANNEL AT [WWW.YOUTUBE.COM/STELJESLIMITED4BIZ](http://WWW.YOUTUBE.COM/STELJESLIMITED4BIZ)

From limiting all meetings to 20 minutes to conducting them standing up, businesses have tried almost everything to make them more efficient. Now there is a better way to make every meeting count, enabling richer collaboration and knowledge sharing and getting to the answer faster. With Productive Meeting solutions technology, all this is possible:

**Efficient meetings, every time.**  
Use whiteboarding software and conferencing software to make it easy to share voice and data

**100% engagement with touch-enabled interactive whiteboards, interactive LCD displays and interactive desktop display screens**

**Seamless collaboration regardless of location**

The results for your business:

**Dramatic time savings**

**Cut unnecessary travel and cost**

**Get to market faster**

**Enrich interactions to get better decisions, faster**

**Less admin – capture notes and ideas digitally, in real-time**

2.5

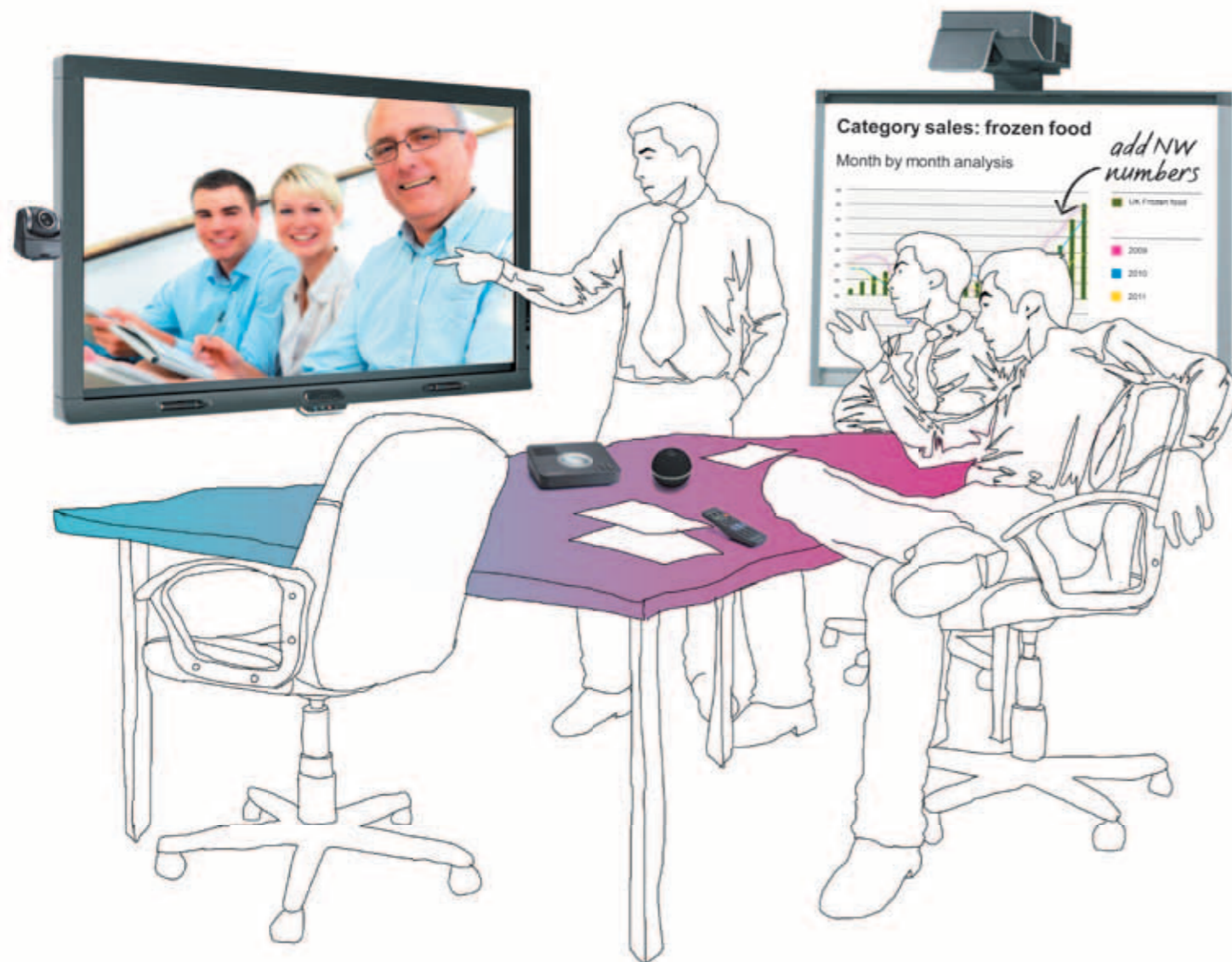
Workers waste over 2.5 hours per week due to poor communication. Source: Proudfoot Productivity Report

60%

60% of organisations plan to expand usage of video conferencing. Source: Frost & Sullivan

# PRODUCTIVE VIDEO AND DATA CONFERENCING

A REAL MEETING EXPERIENCE - WITHOUT REQUIRING FACE-TO-FACE PRESENCE



## VIRTUAL TEAMWORK, REAL RESULTS

You're a global manufacturer and one of the biggest challenges you face is the time involved in the new product development process: specifically design. Your experts are based around the world and previously they would arrange quarterly face-to-face meetings to discuss and agree design spec and changes. Imagine if you could change the way this process works...

Using a standard meeting room, you enable your design teams to collaborate like never before. Touch-enabled interactive whiteboards use conferencing software to allow product schematics and diagrams to be shared and worked on. LCD displays connect the teams via video conferencing so they can see ideas in action, and help them build face-to-face relationships and increase the impact and effectiveness of the sessions they collaborate on – plus the conferencing means meetings are recorded for future use and analysis.

You use a 3D visualiser to share real objects – almost as if the prototypes were actually in the room. You have created a virtual collaboration space which means your experts in different locations can interact with and annotate on proposed designs in real-time.

What this means is that the design process reduces dramatically, your teams truly operate as one global force, and the ideas flow and the innovation happens in the meeting, ahead of your competitors.

Do your people spend a lot of time travelling to meetings? Imagine if the meetings came to them instead and you could cost effectively deploy video and data conferencing.

Productive Video and Data Conferencing makes this a reality, with technology that makes remote, multi-site meetings feel natural and seamless – so you get a real meeting experience without needing to be face-to-face. You can:

**Leverage expertise across the business**

**Enable collaboration regardless of location, even allowing sharing of real-world objects through visualisers**

**Create a richer experience that strengthens relationships and boosts productivity**

**Offer remote working that feels like it's face-to-face with HD video conferencing technology**

**Share complex ideas and enable real-time interaction on shared documents through data conferencing and whiteboarding software**

The results for your business:

**Reduce travel without compromising the value of human interaction**

**Improve communication and collaboration through data conferencing**

**Have all the key people at every meeting, making your business more agile**

**Cut wasted travel time**

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# PRODUCTIVE WORKSPACES

CREATE AN EFFICIENT AND EFFECTIVE WORK ENVIRONMENT, BOTH IN THE OFFICE AND REMOTELY



# 65%

65% say flexible working practices had a positive effect on recruitment and retention.  
Source: DWP

## A FLEXIBLE WORKSPACE FOR FLEXIBLE WORKING

Imagine a truly flexible working environment with formal meeting spaces, project rooms, brainstorming rooms, plus flexible spaces across your entire office estate – designed to help your teams collaborate and share ideas and information like never before.

Touch-enabled video walls make the most of internal wall spaces – and are great for both internal communication and collaboration for larger groups. Multi-touch tables mean ad hoc meetings or conversations in coffee areas can be more productive – instantly accessing and sharing files and information, allowing people to capture a moment's inspiration at a moment's notice.

Mobile interactive whiteboards and interactive LCD displays move to where your people want them – suddenly fully booked meeting rooms don't get in the way of urgent meeting requirements: collaboration can happen where and when it's needed to.

Flexible power distribution means that you can change the nature of meeting rooms to different styles based on your needs without being hindered by the location of power sockets.

Out of the office, home workers can have the same experience with touch-enabled desktop display screens and conferencing software helping them interact with colleagues as richly as if they were in the office. Your workspace has just become productive.

Office costs form a significant part of an organisation's cost-base. And with the rise of flexible working – the growing imperative is to get the most from flexible workers and ensure they contribute maximum value to the organisation. Productive Workspaces can help you to:

**Support flexible working with interactive desktop display screens that provide a naturally collaborative environment for home and remote workers**

**Create smarter meeting spaces with touch-enabled interactive whiteboards, video walls and LCD displays and room management solutions**

**Make better use of communal spaces – use interactive multi-touch table displays for ad hoc meetings**

**Greater facilities flexibility through flexible power supplies and mobile interactive displays**

The results for your business:

**Successful flexible working arrangements**

**Simpler planning, reduced administration**

**Maximise meeting room utilisation, maximise return on your office space**

## BUSINESS PRODUCTIVITY IN ACTION

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58%

58% of businesses say that skills gaps are holding back their growth.  
Source: IoD

# PRODUCTIVE TRAINING

BRING A RICHER LEARNING EXPERIENCE TO YOUR EMPLOYEES, WHEREVER THEY ARE – AND GET A BETTER RETURN ON YOUR PEOPLE

## INSTRUCTOR-LED TRAINING FOR ALL, WITHOUT THE COSTS OR RESTRICTIONS

Your training budget may be under pressure, but the need to upskill your staff is still critical. The challenge is that real high quality instructor-led training is expensive and restrictive: instructors are scarce, and employees are time-poor and geographically dispersed.

Imagine expert, instructor-led training being delivered both live and on-demand across any geography you need. The instructor uses interactive whiteboards and visualisers with whiteboarding and conferencing software to deliver high impact product training – to office and home-based workers.

The training courses are enriched through far more interaction and visual engagement. Feedback response systems mean the instructor can make training far more of a two-way experience – getting feedback, questions and input from all trainees, wherever they are, instantly.

Training room management software helps the instructor see trainees' screens to view progress, and concept mapping software is used to share complex ideas visually and with real impact – even when your employees aren't physically present at the training.

Most importantly, the training budget you've hung on to yields better results, better knowledge retention and a better employee outcome.

With highly skilled employees, your business can fly. But how do you make sure that your training is truly engaging, effective, and worth the investment? How do you give your employees a richer learning experience, so you'll both reap the rewards? And how do you give them easy access to training, wherever they are? With Productive Training solutions you can:

**Enrich learning with technology that brings concepts to life, encourages participation and aids understanding**

**Train anyone, anywhere. Employees can attend instructor-led training remotely, cutting travel time and increasing attendance**

**Tailor your content, encouraging re-use and sharing**

**Gain real-time feedback and improve content immediately with interactive response systems**

The results for your business:

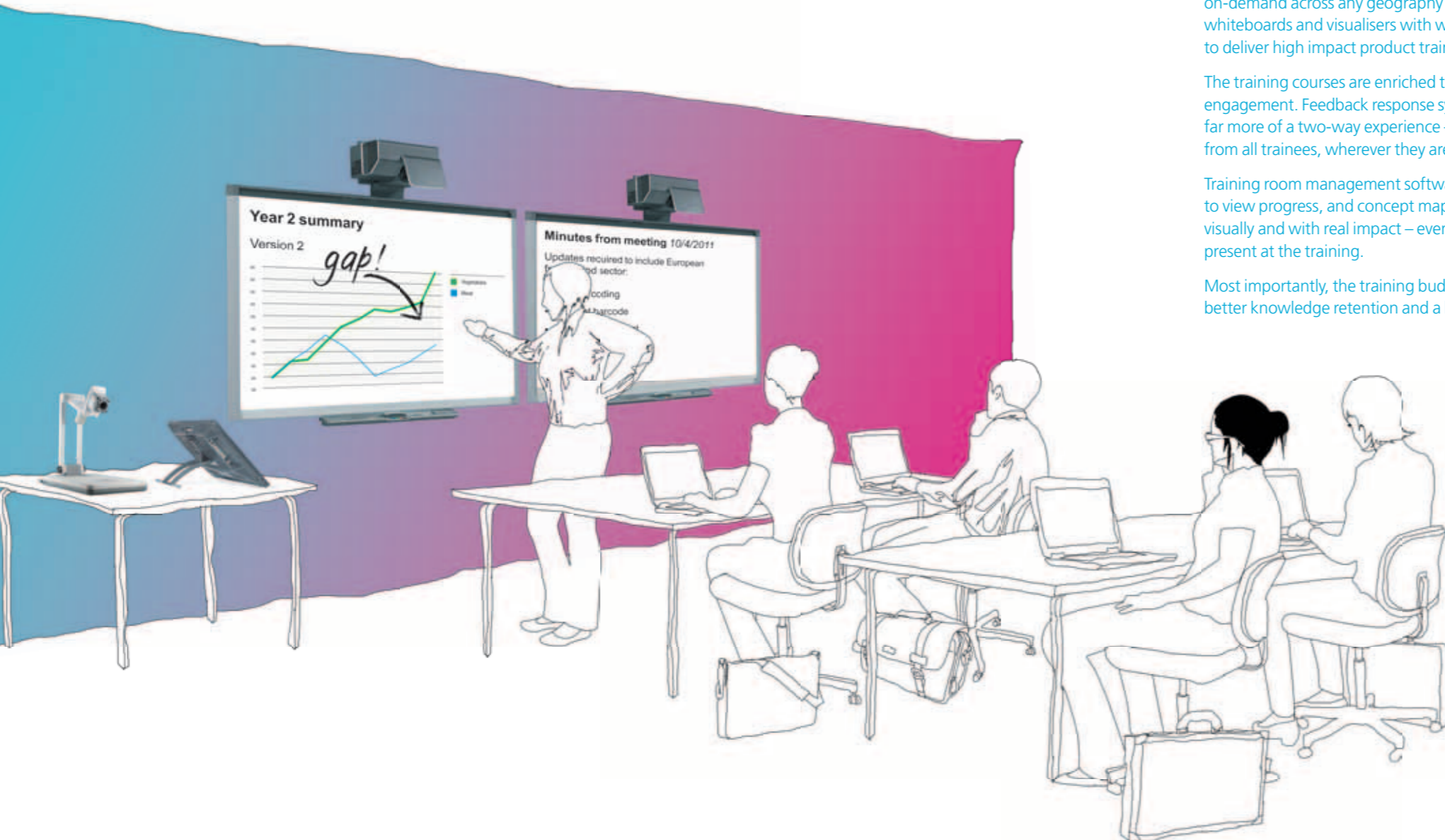
**Better training impact and knowledge retention, better performing people**

**Reduced travel time and cost**

**Better attendance at training**

**Improved staff retention and lower recruitment costs**

**Reduced training costs**



**BUSINESS PRODUCTIVITY IN ACTION**  
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81%

81% of marketers cite operational efficiency as their top strategic priority. Source: Accenture

# PRODUCTIVE MARKETING AND COMMUNICATIONS

GET YOUR MESSAGE TO MARKET FASTER WITH LESS COST - THROUGH A HIGH IMPACT MEDIUM



## TRANSFORMING IN-STORE MARKETING IN A RETAIL BANK BRANCH NETWORK

In the retail banking market, you're under pressure to get to market faster than the competition. Rate rises, legislation changes, shifts in charging structures and new product offers – all need to be acted on, and quickly. Your retail branch network is an ideal medium – as customer footfall is high and you have trained staff on hand to close deals and help customers. But, how can you get to market in days, not months?

Imagine if you could replace your in-store printed posters and stands with digital signage that can be managed, by your team, centrally and instantly – all from the cloud. Rather than communicating a single message you could change your messages to customers across your entire network, or specific local locations – whenever you want, and within minutes. The latest mortgage and interest rate offers get in front of customers faster than ever before, new business banking promotions can be communicated and you can support local initiatives in a high impact way. It's no longer 'this month's campaign' as you can alter messages throughout the day – promoting the full range of products that your staff can then cross-sell with customers.

Outdoor digital displays generate higher footfall and multi-touch interactive surfaces inside create greater engagement for both staff and customers. Marketing has just become highly, and visibly, productive.

Marketing needs to be more accountable than ever, delivering tangible profitable growth, getting to market faster – and responding to cost pressure at the same time. Productive Marketing and Communications makes it possible to:

**Publish messages instantly to your customers with outdoor displays and indoor cloud-based digital signage**

**Encourage interaction with your messages using touch-enabled surfaces and video walls**

**Use response devices and real-time analytics to measure effectiveness**

**Use communal office space and campuses for high impact internal communications**

The results for your business:

**Improve speed to market**

**Cut distribution and production costs**

**Drastically reduce product management time**

**Improve brand perception**

**Use real-time feedback to refine your messages**

**Get your employees on message**

## BUSINESS PRODUCTIVITY IN ACTION

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# DOING THE NUMBERS: A GREAT RETURN ON INVESTMENT

## SEE WHAT YOUR RETURN WILL BE:

SPEAK TO OUR BUSINESS SOLUTIONS GROUP – FOR THE BUSINESS CASE AND TECHNOLOGY SOLUTIONS.

[Our Business Solutions Group can help you:](#)

[Identify key productivity gains and build a business case based on real-world metrics and financials](#)

[Refine your requirements – so that you can prioritise investments against key productivity gains](#)

[Scope a tailored solution – with the right products and services for the business requirement](#)

GO TO OUR ROI CALCULATOR TO DISCOVER YOUR BUSINESS CASE FOR MEETING ROOM SOLUTIONS

[www.smartmeetings.co.uk/roi-calculator](http://www.smartmeetings.co.uk/roi-calculator)

How can lost productivity really cost UK businesses £88bn a year? The truth is that businesses lose productivity through a bewildering number of ways – and the shocking fact is that these add up to far more than business leaders appreciate.

The Steljes Business Productivity Suite is designed to free up the lost time, the wasted space, the inefficient ways that we find ourselves working.

Most importantly, the Business Productivity Suite typically provides a return on investment within the first year and savings over 3 years can be very significant. Here are three scenarios representative of the type of benefits our customers gain.

### SCENARIO 1 HELPING CUT THE COST AND TIME INVOLVED IN THE MONTHLY UK SALES MEETING

The monthly sales meeting. Critical for keeping a watchful eye on the pipeline, and for driving the right salesforce behaviour. However, with sales people dispersed across the UK and Ireland, the cost and time involved in bringing people together can really add up.

Key time and cost saving (productivity) areas:

**Travel time of workers required at the meeting (a huge cost and one that's well understood – as many companies already have travel bans in place)**

**Administration time – getting actions and minutes typed up and circulated: often weeks after the meeting**

**Time to market – getting new offers and incentives into the market can happen quicker if sales meetings can be independent of location issues**

**Travel costs (car: fuel, fleet maintenance and depreciation; train fares, flight costs)**

**Hotel and sustenance costs (for longer-distance travellers)**

**Staff salary costs (wasted time involved in the travel, and in unproductive meetings)**

### SCENARIO 2 CUTTING DESKS, CUTTING SPACE, GROWING PRODUCTIVITY

We all know that offices cost money, but with an average of 55% of desks being unused – the importance and urgency of reducing office space costs is growing. It is also about re-purposing that space with more meeting rooms and spaces for people who no longer work at a desk and using hot desking policies and home working to shift the basis of the space in the office environment.

Key time and cost saving (productivity) areas:

**Time saved finding meeting rooms, booking meeting rooms, cancelling meeting rooms, meeting room re-allocation and postponement – a huge hidden cost in large organisations**

**Time gained by the ability to have 'ad hoc' meetings whenever and wherever staff require**

**Office desks can cost £6,000 (in terms of physical cost, support costs, IT etc) – each desk saved yield significant capital and operating expense reductions**

**Meeting room utilisation increases – which reduces unused office space, with less dead space occupied with desks and more flexible space for informal and formal meetings freeing up valuable space within an organisation's office estate**

### SCENARIO 3 IN-STORE MARKETING GOES DIGITAL

The mobile phone retailer has a branch network of 120 high street stores – but the cost of production and delivery of regularly changing in-store promotional campaigns is critical. And with the brutally fast-paced nature of the industry – production and delivery timelags are something the organisation can well do without.

Key time and cost saving (productivity) areas:

**Marketing staff time spent on managing the logistics of printed in-store comms**

**Time to market saving: in-store comms production and delivery adds weeks to promotional launches**

**Production of in-store comms**

**Delivery of in-store comms**

**Agency amendment time and logistics cost**



ULTIMATELY WE'RE USING THIS TECHNOLOGY TO CHANGE AND TRANSFORM THE CULTURE OF THE COMPANY.”

Alan Bateman, Director of Next Generation Engineering  
BT

# A 360° SERVICE

**YOU NEED MORE THAN JUST TECHNOLOGY TO CHANGE THE WAY YOU WORK. STELJES OFFERS A RANGE OF SERVICES TO SUPPORT YOU THROUGH THE WHOLE PROCESS – FROM ADVICE AND GUIDANCE, THROUGH TO EDUCATION, TRAINING, ONGOING SUPPORT AND EVEN FINANCING OPTIONS.**

## CONSULTANCY

Our consultancy service starts with us getting to know how your organisation and your people work today, so we can help you change the way you work tomorrow. This approach means we can help you choose the right technology and get the maximum return by focusing on the areas of productivity that are most important to you.

Key consultancy services include:

**Audit – looking at how you work today, and then developing the business case to change**

**Proof of concept – to help assess new ways of working and trial the technology**

**Technology familiarisation – our accredited experts will install the technology and help business users become confident in its usage**

## STELJES CHOICES

Paying for new equipment up-front may not be the best option for every business. Through Steljes Choices, we offer a range of tax-efficient leasing options, hire purchase and 0% finance (subject to product and underwriting acceptance).

**Working with Syscap, the UK's leading independent business IT finance provider, Steljes Choices can give you cash flow flexibility and keep your capital free for reinvestment**

**Finance options are tax-efficient and could even save you money in real terms**

**Your agreement will be individually tailored to you with easily managed monthly payments that suit your budget**

**At the end of your agreement you could choose to own the equipment or refresh the technology and lease more equipment without increasing your monthly outlay**

## RENTAL

Whether you want to stage an unforgettable workshop, to use digital signage for a product launch, or to support a proof-of-concept, we offer a range of exciting Business Productivity Suite technology for short-term rental.

Here's how organisations take advantage:

**High impact AGMs: an interactive voting system (and digital signage to publish the results)**

**Critical workshops – get important decisions, fast – using an interactive whiteboard to get your key people to collaborate, interact and ultimately reach decisions that typically take weeks or months to finalise**

**Flexible working – a great way of trialling flexible working, renting conferencing equipment such as mobile interactive displays on stands or interactive pen display podiums for remote workers, means you can conduct a cost-effective pilot**

## TECHNICAL SUPPORT AND WARRANTIES

Our own enhanced warranties as well as standard manufacturer warranties give you the support and confidence once the technology is in place. Steljes provides on-site support, which can avoid the need to send items away for repair. And with a next day response time you can be assured there is very little downtime for your organisation.

Added to this, it includes:

**Supporting proof of concepts: technical support is vital at the 'proof of concept' stage for any project and having technical support ensures that the technology works in your environment**

**Enhanced warranties: for a one off fee you cover the cost of all labour and parts, or the cost of a full replacement if repair is not possible**

Steljes is the only SMART Authorised Service Organisation in the UK and Ireland, so you will be supported by a trained and highly skilled team of technicians.

## TRAINING

When you invest in a suite of technology to help make your people more productive, it's essential that they are confident and engaged with it. That's why Steljes sees training as a crucial part of changing the way you work. We can also offer training as part of a proof-of-concept so you'll get a clear picture of the impact your chosen technologies could have on your business. All training is completely tailored to your business and your priorities.

Training services include:

**End-user training – Steljes is the only SMART accredited training centre in the UK, so using our experts to get your people up-to-speed pays dividends**

**Technical – we'll ensure the technology is integrated seamlessly into your existing estate, and we'll work closely with your IT team to help them become familiar with the systems**

**Train the trainer – we can train your own staff to deliver top-quality, customised training to their colleagues internally**

**Ongoing support – we'll help you manage change and ensure your people continue to improve their productivity. We'll run refresher courses and conduct a staff survey to assess the impact the technology is really making**

# WHY STELJES

# ABOUT SMART PRESENTATIONS LIMITED

## STELJES – A HISTORY OF INNOVATION

Steljes started in 1987 and since then, has demonstrated a passion for identifying the latest in technology to change our way of living, learning and working. Steljes has constantly looked at the technology marketplace for innovation that could be successfully harnessed for tangible and lasting productivity gains.

From launching the first LCD projector into the market back in 1993, through to being the first distributor of SMART Technologies, Turning Point and AVerMedia. Steljes continues to promote and distribute solutions and technology with purpose.

Steljes entered the Sunday Times Fast Track in 1997 and has continued to grow since – selling over 300,000 SMART Board™ interactive whiteboards by 2009 and achieving recognition by winning the Best ICT Innovation Award in that year.

### SUPPORTING TECHNOLOGY SERVICE PROVIDERS

By matching the best technology and customer challenges together, Steljes helps manufacturers, resellers and customers successfully address real life situations faced by businesses in every industry sector.

We support the industry through education and training, insights and research and of course helping companies take these new innovative technologies to market with the surety of being backed by real expertise and experience.

### A PARTNERSHIP APPROACH

Steljes delivers its solutions through a network of partners across the UK. Steljes and its partners work with customers to help devise and provide the right technology solutions to meet the highest priority productivity challenges.

We work closely with our partners, giving them and their customers advice and guidance to help them deliver maximum benefits.

### SENSE CHECKING THE RIGHT APPROACH – SOLUTIONS EVALUATION

We take on a lot of the risk and upfront investments that our clients and partners would otherwise have to bear. A big part of this is ensuring we've vetted the right solutions and know with certainty they will deliver the benefits that our clients expect.

Steljes Labs, our own R&D, focuses on this area – understanding from manufacturers across the world, what's coming down the pipeline and how it compares to what's available now.

### WHAT WE DO

Smart Presentations Limited is an innovative technology systems integrator. We help organisations expand the potential of what groups of people working together can achieve.

Our interactive technology solutions deliver tools and working processes that drive business productivity and bring greater success.

Our mission is to be the preferred choice for organisations by virtue of our reputation and the quality of our services: 'Right First Time'.

Our reputation for delivering what we say we will on the day of completion is the foundation of our long-term success. This positive experience has made us our clients' preferred choice – and brings us lots of referred business.

'Right First Time' means all client projects are delivered:

- Fully operational
- On time
- Snag free
- All project documentation on completion

### OUR APPROACH

Our consultative approach allows every client to benefit from a comprehensive 'onestopshop' service for AV systems integration:

- Consultancy
- Project Management
- Installation
- Training
- Maintenance
- Asset Value Plan (lease finance)
- Rental

### SAY HELLO....

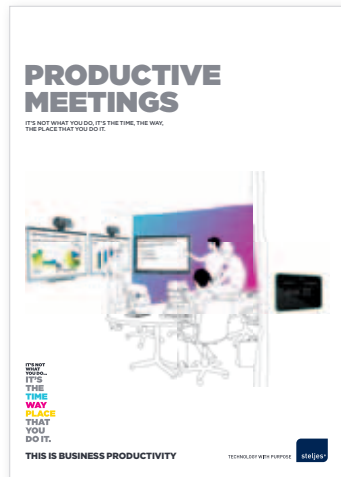
Let us help you drive productivity with innovative technology for your business that will make your presentations and meetings go further.

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info@presentations.co.uk

www.presentations.co.uk

**WHERE WILL YOUR BIGGEST PRODUCTIVITY GAIN COME FROM?**



**FIND OUT MORE**

Contact Smart Presentations Limited today on 01296 642000 or email [info@presentations.co.uk](mailto:info@presentations.co.uk)