



CASE STUDY

Motion Industries keeps employee communication moving with CD4225 commercial displays.

Challenge

- Improve timeliness and quality of employee communications
- Enhance corporate brand image

Solution

- ViewSonic CD4225 Commercial Displays

Benefits

- Excellent durability that's ideal for commercial settings
- Affordable cost
- Improved day-to-day processes



ViewSonic's 42" CD4225 Commercial Display

CUSTOMER PROFILE

Motion Industries, a subsidiary of Fortune 500 company Genuine Auto Parts, serves the industrial marketplace with MRO (maintenance, repair and operation) replacement parts and services through a network of 500 locations across North America. Customers have access to over 4.1 million parts from Motion Industries' extensive line of authorized brands in areas such as mechanical power transmission, electrical and industrial automation, hydraulic and pneumatic components, industrial supplies and material handling. This supply chain leader currently employs approximately 5,500 people.



The Challenge

Employee communication is vital for every company; but during times of economic and business change, internal messaging becomes particularly critical. In early 2010, Motion Industries sought a new way to improve its employee communications process—specifically looking for a faster, more effective way to deliver company news, benefits updates, HR announcements and other vital information to employees, without relying solely on the employee intranet. "Our employee intranet doesn't give us the ability to run continual announcements, and we have to simply hope that employees will see the messages," said John Seay, Senior IT Architect. "We weren't running into any issues necessarily, but we definitely wanted to take a step forward technologically."

The ViewSonic Solution

Motion Industries decided that digital signage would be the ideal solution—and found the right fit with ViewSonic's **42" CD4225 commercial display**. Unlike other displays, the CD4225 features a sturdy bezel in a robust, all-metal chassis, making it ideal for installations in public information applications. The company soon began its technology roll-out—installing five displays in various locations within its Birmingham, AL corporate headquarters and nearby distribution center.

"We chose the CD4225 for a number of reasons," said Seay. "Number one, we have a strong history with ViewSonic—they've been an excellent partner for years. Secondly, the CD4225 offers excellent durability. It's designed with industrial strength in mind, and has a hardened case that's perfect for the locations they'll be in. Many of our locations are commercial, so these units have a potential risk of physical damage. Lastly, these displays have an excellent cost, which helped complete the package."

"Since we've installed our CD4225 commercial displays, we've received a lot of positive feedback from employees and visitors alike.... Our employees are now getting important messages in a timely fashion."

The Results

"With employee communication via the intranet, we really didn't have the ability to do any graphical notifications," said Seay. "Now we're running beautiful graphics—all from a very impressive display. And when customers come in and notice these, they're always impressed, which helps further enhance our corporate image."

Due to the overwhelming success of this digital signage solution, Motion Industries plans to deploy CD4225 displays in each of its 450 branch office locations over the next 12 months.

"Since we've installed our CD4225 commercial displays, we've received a lot of positive feedback from employees and visitors alike," said Seay. "Our employees are now getting important messages in a timely fashion. They know what's going on, and they're more aware of the company news. We're definitely seeing our employee communications happening faster and more efficiently than ever before. It's improved our overall day-to-day processes."

For more information, contact ViewSonic at SalesInfo@ViewSonic.com or visit www.ViewSonic.com.

