

# BI - Norwegian School of Management

## Digital Signage Helps BI Norwegian School of Management Communicate with Multiple Audiences

### THE CHALLENGE

BI Norwegian School of Management has become a major higher education institution in Norway and one of the largest business schools in Europe. BI employs 700 people, and about 330 of them are faculty. Today, the total number of full- and part-time students exceeds 19,000. The students are mostly Norwegian and Scandinavian, but there are a growing number of international students from around the world.

BI Norwegian School of Management has five campuses in Norway. The school found itself with a growing need to communicate information and activities effectively to these sites.

BI's communications had to target different groups with information. Its key audience consisted of students ranging from candidates for Bachelor, Master, MBA and Ph. D degrees, with some enrolled in custom executive programs as well. Other targeted groups were companies attending conferences on campus and those holding internal employee business classes at the school. BI also wanted to reach other guests on campus and its employees. Student organizations wanted to communicate information about their activities. Each target group had different needs regarding information they were interested in receiving and communicating with others.



To help BI communicate effectively across multiple campuses and to varying audiences, Scala Certified Partner YIT Building systems carried out a digital signage installation.

### THE SOLUTION

BI concluded that Scala offered the best software for its network because it could handle BI's versatile needs. Today BI has 38 screens across its five schools. The Oslo campus features 25 screens, seven of which are "owned" by the student organization. The screens display different content at individual locations around the campuses.



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**Entrance area:** Messages welcome visitors to BI and show daily conference information.

**High-traffic areas:** Where students and crowds tend to gather and mingle, the network displays national and global news, financial information, weather, BI-specific news, exam information and notices about special lectures, job vacancies, activities and important IT-information. BI also plays brand-building content.

**Library:** Screens inform visitors of operating hours, new literature and information about training classes.

**IT Department:** The screens are used at the Helpdesk and to alert viewers about training classes.

**Student Administration:** Select screens display important student information, including detail about exams, critical deadlines and office hours.



"We are really satisfied with Scala Content Manager's ability to handle different types of content, like pictures, messages and videos. In addition, scheduling is an important function for us. Now we can schedule the content down to the minute. Another feature we are pleased with is the ability to download and display XML-data," said Stein-Oddvar Evensen, Communication Consultant at BI.

## THE BENEFIT

BI has already received positive feedback about the information displays. The screens are attention grabbing, and the students are receiving the messages. BI has launched different informational campaigns. After a "Career and Recruiting Service" campaign, BI measured a dramatic increase in the number of students that registered via specified web pages and applied for jobs. Mats G. Myhre is BI's Creative Content Developer. He carries out the ideas for campaigns and other projects and is responsible for delivering related content to the screens by using Scala and other relevant programs.

"Now that we've used Scala for a while, we feel our experience within digital communications has grown tremendously. We are currently looking into new ways to automate the content, which will allow us more time to produce better information campaigns with clearer messages and dynamic effects," said Evensen.

