St. Ambrose College

St. Ambrose approached us to help them find a new digital signage solution. Their legacy digital signage system wasn't very flexible. There was limited content types they could play and an intrusive frame was also in view around anything shared.

We spoke with the Leadership, Teaching Staff and IT teams to understand what they wanted and needed from their digital signage, to learn what was lacking in their current solution.

We advised St. Ambrose that for their digital signage to really make an impact, it had to share information that was useful, current and engaging. We discussed how new digital signage could support each stakeholder.

The Digital Signage Challenge

The Senior Leadership wanted their digital signage to enable speedy message deliver across the school. The new system had to offer a full-screen view with unobstructed content delivery, they felt the current set-up meant screens weren't utilised as much as they could be.

When we spoke to the IT Team, they highlighted the same issue, but also mentioned that the new solution needed to be easier to use. They felt the old system wasn't kept up to date because of its complexity. It was also time consuming to add new content to multiple screens.

When we consulted the teachers, they felt that they'd be more engaged if they could add content themselves, if it was easy enough to show different content on each screen, they could even add department relevant messaging and use it to evidence delivery of the curriculum.

6,480
Minutes Saved Per Year

100%
Customer Satisfaction Score

12%
Improvement in School Perception

12+
Year Relationship

> " We trust Virtue Technologies with our IT. Their suggestion of TrilbyTV as our digital signage solution proves to me that our trust isn't misplaced. Virtue could have advocated for much more costly solutions to add to their bottom line, but that's not how they operate. Their understanding of our budgets and the sector gave us a cost-effective solution that will help us invest in upgrades over time. It's why we work with Virtue and consider them to be our IT partners rather than mere providers. "
>
> **- Lynn Dalton, CFO, St. Ambrose College**

The Benefits

Since adopting TrilbyTV, St. Ambrose College's digital signage is clearer with better functionality and support. Improving their local digital signage has helped them increase staff and student engagement by enabling up-to-date content delivery.

The perception of the school has improved for parents and staff as the new solution looks a lot more modern. The fact that Trilby helps teachers easily evidence the students' grasp of the curriculum and is much more intuitive has made them feel listened to and more valued. In fact when we compared Staff Satisfaction surveys that we took before and after the new digital signage solution went in, there was a 9% increase in satisfaction, including an improvement in their perception of technology use in the high school, when combined with the surveys we took from parents, there was an overall 12% improvement in school perception following the deployment.

- Increased Student Engagement
- Up-to-date Content Delivery
- Cut printing & paper costs
- Improved school image, internally and externally
- Easily evidence the teaching of the curriculum

The Concerns

Initially the team at St. Ambrose were worried that a costly screen refresh would mean they would need to reduce the amount of digital signage in the short-term in order to benefit from a better performing solution.

Lee Burnet, their Virtue Technologies Account Manager said *"At Virtue, we're passionate about providing the best solution for our customers. I didn't want them to have to choose between reducing coverage and sticking with a solution that wasn't delivering. We set about finding a solution that gave them the best of both worlds. TrilbyTV was that very solution, I'm so glad we found it and were able to deploy the software to the team at St. Ambrose."*

The Solution

We recommended TrilbyTV as St. Ambrose College's digital signage because it required us to purchase less new kit, we utilised their existing screens to keep costs down, while adding the TrilbyTV software and android boxes because it was the most cost-effective way to ensure all 10 digital signage areas would remain.

Once we'd agreed on TrilbyTV as the right solution for St. Ambrose, we agreed the project including hardware, installation and deployment. As with all customers, we agreed a fixed-cost price with no unagreed extras, enabling them to deliver against their budget constraints.

Since having Trilby installed, they've been able to adapt their displays and make them more eye catching. TrilbyTV also allows them to have their content playing full screen without intrusion, their logo on display or any frame around the screen's display.

Because the interface is user-friendly and intuitive, the web portal is incredibly easy to use and Chief Financial Officer Lynn was pleased with our suggestion of TrilbyTV because of its ability to run on an android unit the upgrade of the hardware was a fraction of the cost of other digital signage solutions we investigated.

"The transition to TrilbyTV digital signage was quicker and easier than I expected, because it's so user-friendly and our teachers have taken to it so quickly, content is much more relevant and stays up-to-date."
Dan Hiley, IT Manager, St. Ambrose College

> " Our digital signage is visible again! It's so easy to use that our teachers were trained quickly on the basic features and now like updating it themselves. It's ideal for us because we don't spend valuable IT time in maintaining our signage. Compared to other solutions we considered we are completely confident we made the right choice in choosing TrilbyTV. "
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> **- Dermot Rainey, Principal, St. Ambrose College**

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Dermot Rainey, Principal, St. Ambrose College

The fact that the system is so easy-to-use means it's kept more up to date has become a primary method of communication, which has also led to fewer signs being printed and added to noticeboards cutting printing and paper costs.

The user-friendly interface of TrilbyTV has also resulted in updates being quicker and not managed solely by the IT department resulting in an extra 108 hours per year that can be spent on more integral IT tasks.

Principal Rainey concludes *"Compared to other solutions we considered we are completely confident we made the right choice in choosing TrilbyTV."*