



“Netpresenter Digital Signage seamlessly integrates with our SharePoint platform, becoming a powerful conduit for engaging our employees”

Alan Kurk, Chief Information Officer at Texas A&M AgriLife, shares their triumphant journey. By implementing Netpresenter Digital Signage, they streamlined the dissemination of SharePoint content across diverse locations, spanning from administrative hubs to the various college departments within Texas A&M AgriLife. Consequently, they now efficiently engage nearly 6,000 students and about two-thirds of their 5,000 employees.

“WE TRANSITIONED FROM OUTDATED METHODS TO CUTTING-EDGE SOLUTIONS”

Alan elaborates on the transformation in their communication approach. He highlights the evolution from cumbersome methods to contemporary solutions: "We realized we were using a rudimentary form of digital signage. Staff had to manually update screens with a recurring PowerPoint via thumb drives. It became evident that this approach was ineffective; oftentimes, the content was severely outdated, rendering our efforts futile."

“WE UNEARTHED AN EXCEPTIONAL SOLUTION”

Alan recounts his amusing revelation regarding the potential integration of SharePoint content with Digital Signage: "Approximately a month into our SharePoint implementation, I woke up one morning with a thought: What if there was a digital signage solution that seamlessly integrated with SharePoint to automatically distribute news onto screens?" After extensive research, Alan identified several vendors offering such integrations. He notes, "While some vendors executed the SharePoint-Digital Signage integration poorly, Netpresenter stood out as exemplary. Upon testing Netpresenter, we were astounded by its capabilities. Following a thorough review with one of their Technical Support Specialists, we promptly launched Netpresenter Digital Signage featuring SharePoint Integration."

“NINETY PERCENT OF MESSAGING THROUGH SHAREPOINT INTEGRATION”

Presently, Texas A&M leverages Digital Signage on TV screens, effectively broadcasting SharePoint content, crafting bespoke messages within the Netpresenter CMS, and dispatching alerts via a customized integration with the Texas A&M University's Code Maroon alerting system. Alan remarks, "Ninety percent of our department's communications are channeled through the SharePoint integration. We've moved away from email entirely as the initial source of communications. By accessing SharePoint, we craft and disseminate news stories to over 50 digital signage sites instantaneously, without any additional effort."

“OUR REACH HAS SKYROCKETED”

Currently, Texas A&M's outreach encompasses two-thirds of their 5,000 employees across 290 locations and 6,000 students across 15 college sites. Alan expresses satisfaction with the outcomes: "By integrating SharePoint news and events, we've successfully reached all our sites. Many of us, myself included, now consume news and event updates from various departments via Digital Signage while traversing the building—far more than we ever did through email. Digital Signage serves as an extension of our SharePoint platform, offering an effective channel to engage our employees."

“It's been a monumental improvement, greatly amplifying our outreach efforts across the board”

"The campus reception to our Digital Signage has been overwhelmingly positive," Alan remarks. "At a prestigious institution like Texas A&M, with its multitude of students and buildings, we've implemented Digital Signage across 15 departments within our college, tailoring content to specific locations and times to engage students effectively. Feedback suggests that the initiative is thriving."

“SURPRISED BY THE INTERNAL ENTHUSIASM”

Alan expresses astonishment at the internal enthusiasm for the Netpresenter Digital Signage solution. "I initially anticipated a slower adoption rate, but I was pleasantly surprised. What began with a few pilot sites quickly gained traction, growing exponentially, akin to a snowball gathering momentum down a mountainside. In the initial months, I found myself regularly reaching out to my Netpresenter Account Manager to accommodate the surge in demand for licenses."

“A SHIFT IN PUBLISHER ENGAGEMENT”

In contrast to the lackluster usage of previous Digital Signage systems relying on PowerPoint, Alan observes a notable uptick in publisher involvement. "Reviewing the logging data now, it's evident that publishers are logging in daily, actively contributing fresh content. The concept resonates with publishers, and they're embracing it wholeheartedly."

“EXCEPTIONAL COLLABORATION”

Alan commends the exceptional collaboration with the Netpresenter team. "I've cultivated a strong, trust-based relationship with my Account Manager, who consistently delivers outstanding service. Additionally, one of their Technical Support colleagues played a pivotal role during the integration phase, demonstrating remarkable responsiveness. They rank among the top 10 vendor staff I've encountered throughout my 35-year career."

“A TRANSFORMATIVE INTEGRATION”

Through the integration of Netpresenter Digital Signage with SharePoint, Alan emphasizes a significant enhancement in internal communications. "We've truly revolutionized our internal communications landscape, thanks to the seamless integration between Netpresenter Digital Signage and SharePoint."



“PROMOTING NETPRESENTER'S VERSATILITY”

"The ability for my Marketing team to streamline communication efforts by creating news and events within SharePoint, seamlessly disseminated across various platforms, is immensely efficient. I've actively championed Netpresenter, highlighting its integral role in our ongoing efforts to enhance internal communications for both employees and students."

“EXPANDING NETPRESENTER'S REACH”

Looking ahead, Alan envisions expanding Netpresenter's footprint within the organization. "While our focus has primarily centered on campus and administrative areas, the next phase involves extending our reach to regional research and extension centers. Additionally, we're keen on adopting the employee app and screensaver in the future."

“PIONEERING OUTDOOR DIGITAL SIGNAGE”

Exciting prospects lie ahead as Texas A&M explores outdoor public digital signage. "We're currently developing a groundbreaking project in outdoor digital signage—a venture we're meticulously refining to ensure its success. Netpresenter will play a pivotal role in powering content for this innovative signage solution."



CHALLENGE

Texas A&M AgriLife faced the challenge of finding a Digital Signage solution seamlessly compatible with their SharePoint platform. Their objective was to efficiently disseminate information to their extensive network of 5,000 employees and approximately 6,000 students spread across numerous locations in Texas.

SOLUTION

Texas A&M AgriLife leverages the comprehensive capabilities of Netpresenter Digital Signage deployed across various venues through TV screens. This solution seamlessly integrates with SharePoint, enabling automatic distribution of SharePoint news and events. Moreover, it empowers users to craft bespoke content within the Netpresenter CMS. Additionally, they've implemented a tailored integration with their alerting system to enhance communication efficiency.

BENEFITS

Netpresenter empowers Texas A&M AgriLife to streamline communication efforts effectively, achieving multiple objectives with a single solution. By creating news or events in SharePoint, they can precisely target and broadcast information across their network. This approach ensures efficient dissemination of information to their 6,000 students and a significant portion of their 5,000 employees, with numbers continuing to grow.

About Texas A&M AgriLife

As the largest comprehensive agriculture program nationally, Texas A&M AgriLife brings together a college and four state agencies focused on agriculture and life sciences within The Texas A&M University System. With over 5,000 employees and a presence in every county across the state, Texas A&M AgriLife is uniquely positioned to improve lives, environments, and the Texas economy through education, research, extension, and service.

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