

Case Study

ONELAN goes dutch with Ferney for a state-of-the-art shopping experience



Background

The Ferney Group is a long established retail cooperative comprising 67 independent hardware businesses making it the largest purchasing organisation in the Netherlands.

With over 150 outlets across Belgium and the Netherlands, Ferney is continually looking for new, innovative marketing tools to enable each cooperative member to maximise it's sales, while keeping costs under control. The organisation decided that they should install a digital signage network solution in their stores that included central control as well as local customisation and a report back facility.



Putting the Digital Signage Network Together

The ONELAN Digital Signage network was chosen by Ferney as the best solution for their stores, due to its scalability, Central Control and Ad-hoc features.

It was the combination of these features that allowed Ferney to build a solution using Central Control to create 8 layouts in a schedule (with a pre-determined order for the layouts to be shown), two of which that could be designed by the individual stores. Each layout has 5 Zones, 4 ad-hoc, allowing customisation tailored to local market requirements, and one with a clock.

As an example one store may sell a different mobile phone to another store. In one of the pre-created layouts from Central Control the store can change the mobile phone shown in the layout, to the one they actually sell.

For marketing purposes this has given Ferney excellent feedback on how each store positions themselves and which products they feel are the most important to their local market. With the Central Control reporting functionality they are able to receive this feedback and then produce a hard copy catalogue with relevant content for a particular store.

The end result

With the edge over the competition, a significant ROI has been achieved since the installation took place. This has led to the recruitment of three full time staff who maintain the smooth running of the network across the stores.

For further details

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