Why Digital Signage in Manufacturing?

Digital signage is a powerful tool that can be implemented in many different ways. Reimagine your manufacturing facility from the front to back office and help your business thrive. Use digital signage to improve communication and reduce operational costs in manufacturing—great news for an industry that faces the following challenges.

Process and Speed of Relaying Information: Communication and monitoring in real-time can save companies thousands to millions of dollars in all areas of your business—from research and development to supply chain, production, factory operations, HR, safety and compliance, and beyond.

For instance, how do you communicate production line performance? Does a manager walk around and inform employees? Does your work need to stop working and log in to a system to see their performance or quotas? How long does that take? 3 minutes? 30 minutes or more? Just consider: 3 minutes per shift is 15 minutes a week, and 13 hours a year! What is that costing you? How much money would you save by using digital signage on your production floor, so employees could see information from their stations and decrease down time?

Many manufacturers are implementing lean manufacturing strategies to reduce waste without sacrificing productivity. Sounds simple, but there's a lot of data behind managing in a lean environment. How

easy is it to view all the data? How do you communicate all that data to your workforce? Data integration through a digital signage content management system (CMS) can automate production dash boards that show quality control, inventory, production times, maintenance schedules, and even employee utilization.

Safety: Arguably one of the largest areas of potential cost savings, safety is a huge challenge for the manufacturing industry. According to the NSC, the average cost per medically consulted injury for all industries in 2018 was $41,000, while the cost per death was $1,190,000. Manufacturing had the third most non-fatal injuries in 2018, behind education, health services, and retail. OSHA states that, "One of the main keys to success for an injury and illness prevention program is the importance of effective communication, employee involvement, and consultation."[*]

Additionally, digital signage can help provide:

• Real-time production alerts, metrics, and KPI dashboard tracking

• Inventory monitoring and wayfinding for dynamic inventory location

• Health and safety alerts, and emergency notifications

• Employee communications, including training, corporate announcements, weather, and news

• Compliance regulations and standards (OSHA, HAZMAT, etc.)

• Real-time information to increase employee productivity, efficiency, and morale

Three Manufacturing Metrics that Matter

• A key to success for an injury and illness prevention program is effective communication, employee involvement, and consultation.*

• Digital communications maintain recommended social distancing, while providing real-time, up-to-date information.**

• Smart and connected factories use digital signage to display production monitoring from the production floor to main offices and administration.

Digital Signage Applications for Manufacturing

• Corporate/Safety Communications

• Dashboards/Production Boards/Live Performance Metrics

• Wayfinding

• Interactive White Boards

• Command Centers

• Art Installations/Tech-oration

• Conference Rooms

• Classrooms

• Public Information/Directory

• Virtual Concierge/Receptionist

• Self-service Kiosks

The Key to Digital Signage

Content Management Services and Software (CMS) is the engine that runs digital signage. It allows users to have a dynamic communication and marketing tool for disbursing information and educating employees and customers with real-time information. Plus, CMS lets you control and update your content in an instant.

The Connection Difference

Digital Signage is more than just a display! It's a solution made up of hardware, software, logistics, and more. Digital signage is a tool that can help you provide engaging communication regarding your business strategy, goals, and initiatives—in real-time with performance metrics. For over a decade, Connection has provided best-in-class digital signage expertise from design to deployment.

Contact us today to streamline your business processes and reduce your operational costs in manufacturing.

*https://www.osha.gov/dsg/InjuryIllnessPreventionProgramsWhitePaper.html
**https://www.osha.gov/Publications/OSHA4002.pdf

Connect with one of our digital signage experts for a FREE consultation today!

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