

COMPUTER RESOURCES OF AMERICA

Video Wall for Financial Services Firm

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Computer Resources of America Case Study

Client Background A New York City-based nonprofit approached Computer Resources of America for assistance. The nonprofit is comprised of financial analysts and is the premier forum for the exchange of information between investment professionals, corporate management, and the public. It maintains a program that includes leadership development, career assistance, and continuing education.

The Nonprofit's Needs When the nonprofit reached out to CRA they were looking to advance their technology to better share information with visitors. They highlighted the following goals:

- **Simplistic Information Sharing.** The nonprofit wished to share information about the company, and its schedule of activities, to walk-ins and visitors. They didn't want to rely on paper for this but preferred to engage digitally.
- **Find a platform that fit their needs.** The nonprofit wished to find the appropriate platform to build, test, and stage dynamic content easily. The platform needed to be flexible enough to use for situation needs like educational support.
- **Meet budgetary, need and time constraints.** The nonprofit had specific restraints and required that the solution be cost-effective and easy to use as well as implemented within a short time.

The nonprofit wished to rely on Computer Resources of America expertise to identify a video display solution and content authoring system that met their needs.

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The Solution

- Samsung Video Wall with MagicInfo content authoring
- Provided the ability to create and schedule content on demand.
- Meets training, educational and advertising needs.
- Primary and secondary content authors to eliminate gaps in content provisioning.

The CRA Difference

Computer Resources of America is dedicated to working with clients to advance their technology to help people. If your organization needs a tech refresh when it comes to hardware, software or training, contact us today.