

Migros Club School with a digital information system and an integrated connection to the SAP Campus

At the Migros Club School in St. Gallen, courses are now presented on digital display systems. In this way visitors have an up-to-date information channel that also guarantees efficient administration. Advertisements for individual courses also increase attention and emotionalise the messages.

A digital transformation has been taking place at the Migros Genossenschaft of Eastern Switzerland Club School in St. Gallen since the end of May 2009. The Club School was equipped with five vertical 46" displays and the PCs they require, which serve as a new information channel for visitors and potential customers. The portrait format chosen for the screens gives the observer a pleasant overview of the current courses. The essential information on the different courses is published on the displays. Additionally, animated advertising messages visualise the further education courses on offer.

Data integration is based on a programmed interface to the internally used SAP campus system. The data concerning the course descriptions etc. are imported into the visitor's guide at a pre-determined time interval and then published automatically in the integrated calendar. The information about the courses is published on the appropriate screen via screenFOOD® CS. Short-term changes to times can be made in the DOORscreen calendar with just a few mouse clicks without making the changes in the SAP campus. Further, the advertisements are automatically collated and published with the prepared animated templates via the "Animation Factory" module. This positions the corporate design of the Club School automatically on every screen. This efficient solution for linking different systems increases the added value of the installation, both for the user and the end customer.

The introduction of this information and guiding system meant that monetary and time factors could be massively reduced, which is of considerable relief to employees in administrative processing.

screenFOOD® partner Bison ITS have now taken over the overall running of the project and have so far equipped five further club schools.