

# Quai Zurich dives into the future of cloud technology.



## The Quai Zurich Campus

The global headquarters for Zurich Insurance Group (Zurich) has been based in Switzerland since its foundation 150 years ago, in 1872, evolving over the years to create an enriching environment for its employees, customers, and visitors. With the central building standing tall at the shores of Lake Zurich since 1901, it was more than ready to undergo a complete transformation to combine its heritage with a modern, progressive environment.

Fundamental to this modernization was the importance to Zurich of upholding one of its most important values to maintain its sustainable practices, minimizing the environmental footprint while providing staff with the latest new and innovative technologies.

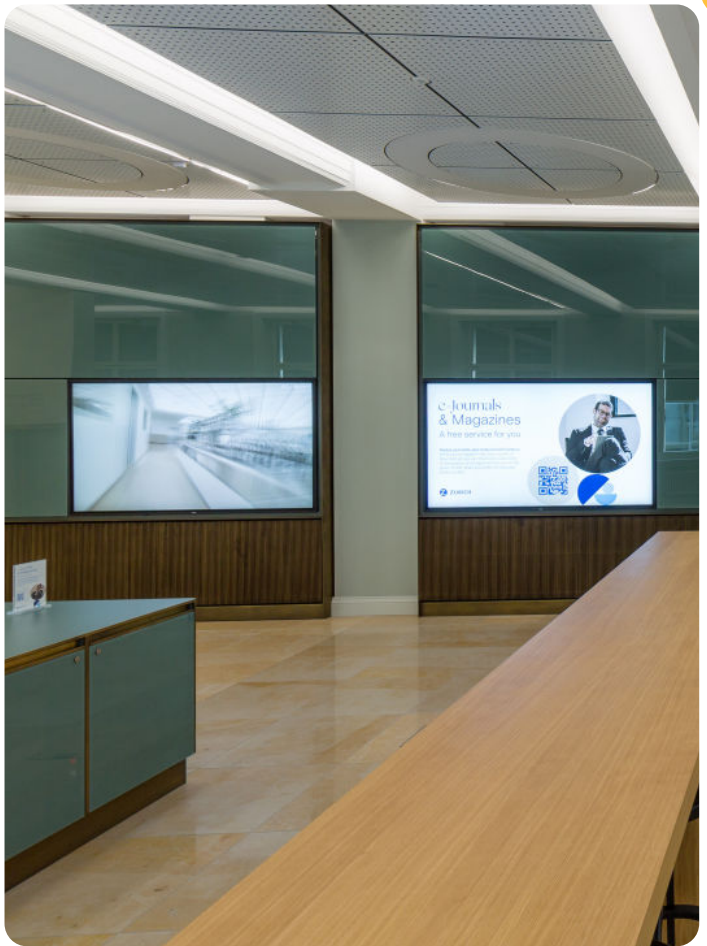
With this focus, removing any unnecessary paper signage and notice boards while maintaining levels of information distribution across the campus was key with the introduction of digital platforms where feasible, and planning the deployment of a network of digital signage displays.

## Offering Sustainability

Following a review and evaluation of leading digital signage platforms, Zurich selected the Tripleplay Digital Signage and IPTV platform from Uniguest as their preferred platform to help support their sustainable mission, being impressed by their extensive record of deployments, ease of use, and functionality.

Furthermore, in line with many enterprise-level organizations, Zurich had adopted a clear hybrid 'cloud-first' policy and so was keen to exploit the benefits of a cloud-based deployment with Tripleplay Cloud where possible. Some core services such as IPTV still needed to be delivered on the local network and the Tripleplay solution offered the flexibility to deliver this from a single platform.

Cloud deployment reduced the overall cost of ownership and offered the well-documented advantages of a SaaS financial model, scalability, and centralized management. This was vital for a large organization, meaning consistent security policies could be easily implemented.



Oliver Tschichold, IT/AV Program Director at Zurich Insurance Group: "For our new campus, we were looking for a signage solution that is simple to handle, permits live TV to be sent to all screens, and support a wide format of screen resolutions and orientations. Tripleplay dominated the evaluation process thanks to its wide set of features. The Tripleplay team has supported us during the deployment and assisted us in transforming additional requirements such as mobile signage boards. Looking back, we achieved our objectives."

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IT/AV Program Director | Zurich Insurance Group



## Dynamic Digital Signage

Once the strategy for deployment was in place, a network of over sixty screens was installed across the campus at key locations, supporting the reduction of wastepaper and decreasing the environmental footprint.

Throughout high-traffic footfall areas such as the main foyer and walkways, displays offer wayfinding, and corporate communications including live broadcasts via IPTV providing up-to-the-minute information on market prices, financial announcements, or other general news.

Signage was also placed at several key locations across the Campus helping enhance employee engagement and visitor experience across the site.

The restaurant displayed menu items that can be updated with a few clicks providing flexibility and the latest information when menu options change, which helps entice visitors into the café.

With the integration with Wolfvision collaborations devices, content can also be replicated in certain areas across the Campus via installed presentation equipment, expanding the reach of digital engagement. When not in use, it can be used as an additional for communications and messaging, creating a welcoming and professional experience for clients and staff.

Tripleplay collaborated with B+T Bild+Ton AG, a trusted and valued partner, delivering seamless integration and ensuring the project was completed in a timely and successful manner.