Multichannel Brand Immersion for Trelleborg

A brand brought to your fingertips by smartPerform

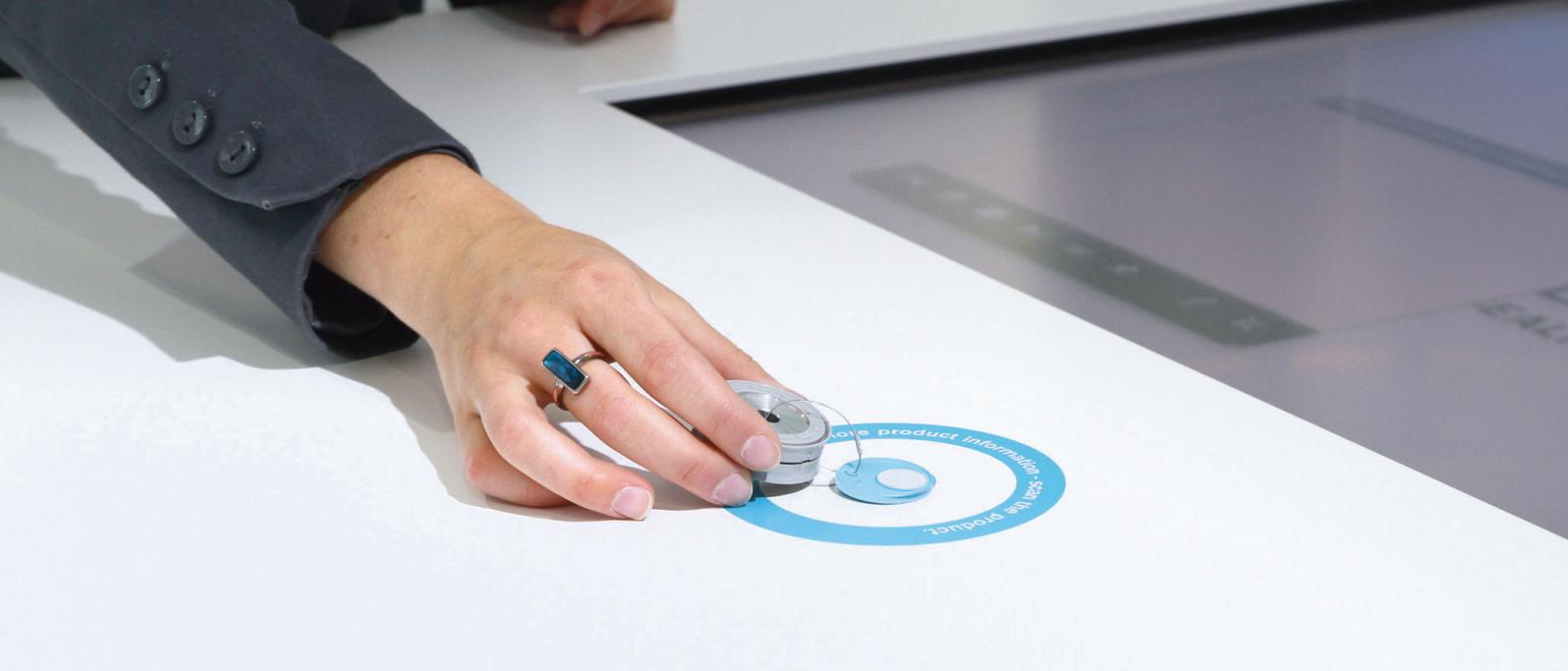| Project	Key Challenges	smartPerform Solutions	Key Benefits
Trelleborg Sealing Solutions Germany GmbH, Stuttgart	Multi-channel communication platform

Unify different requirements from trade fairs, sales and showroom

Easy to use and maintain interface | smartPerform engage!
smartPerform converse! | Centrally maintained interface
Presentation and conferencing scenarios unified
Integration of object recognition with RFID |

*With **smartPerform**, **Trelleborg** transports its innovative impact to every place, where the clients get in touch with the brand.*

Trelleborg is the global leader in innovative sealing solutions. With smartPerform, Trelleborg transports its innovative impact to every place, where the clients get in touch with the brand. The sales representative's laptops runs smartPerform, the fair appearances are equipped with smartPerform solutions and last but not least, the headquarters' showroom is operated by smartPerform.

SOLUTION

Offering the technological equivalent to Trelleborg's modular communication channel portfolio, the key aspects range from enabling the sales experts to configure individual selling stories flexibly on location with content loaded from a central pool, over supplying the booths information- and clients-terminals with interactive applications, up to providing a collaborative conferencing environment, connecting analog and digital experiences to illustrate and experience Trelleborg's product range.

The result: a natural way to closer link product information, image values and enterprise philosophy to one unique brand appearance, keeping up a structured information order at the same time, and enriching the functions and instruments of efficient customer communication und meeting solutions.

Specifically, the functions include RFID enabled product integration and comparison, annotation on all content types, presentation of the whole product and services range, integrating content on the fly from USB flash drives, collaborating in a conference environment with integrated external devices, and a centralized management of all content with client-server architecture.

APPLICATION »

- Trade fairs
- Showrooms and brand spaces
- Equipment of sales staff

FIND OUT MORE »

smartPerform

At its core, smartPerform is a standard interaction software which allows you to create interactive, multi-touch enabled conferencing & brand experiences. The supreme individual configuration options and comfortable intuitive handling enable you to show, include, run, and control all kinds of content, applications, devices and sources within one unique User Interface.

smartperform engage! puts your values into perspective.
smartPerform converse! gets you into efficient conversation.

CONTACT

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