



C A S E S T U D Y

BOBST

HEADQUARTERS CAMPUS, SWITZERLAND

BOBST is one of the world's leading suppliers of equipment and services for packaging and label manufacturers. Founded in Lausanne, the company has been shaping Swiss industrial excellence for more than 130 years. At its headquarters campus near Lausanne, BOBST is modernizing its historic site and chose the SpinetiX Complete Digital Signage Solution to bring communication to life everywhere it matters.

Campus-Wide Digital Signage for a Swiss Industrial Icon



The museum timeline wall.

The historic BOBST Headquarters Campus, in Switzerland, is made up of three areas: the corporate offices, home to the management team, a vast showroom where prospects discover the machines in live demonstration mode, and the production halls, each with office space at its head.

Rather than modernizing everything at once, BOBST opted for a pragmatic, phased approach. Selected halls were renovated to improve comfort for employees, with air conditioning, heating, redesigned workspaces and meeting rooms, turning the historic site into a more attractive place to work. As part of this transformation, digital signage was rolled out across the campus: in the office areas of the halls, in the showroom, in the lobby, and in the restaurant.

The project was driven hand in hand with BOBST's communication team, led by Stéphane Mader, Head of Group Marketing & Communications. For him, digital signage speaks to two audiences at once: the prospects discovering BOBST machines in the showroom, and the thousands of employees who spend their days across the campus.



"We are modernizing our campus step by step, and communication is a full part of that transformation. Our screens have to be as dependable as our machines. With SpinetiX, they simply are."

Stéphane Mader

Head of Group Marketing & Communications, BOBST

THE CHALLENGE

When BOBST set out to modernize its Headquarters Campus, in Switzerland, screens were already part of the landscape, but the legacy setup was holding the team back rather than helping. Three goals shaped the project:



1. Deliver a showroom experience that matches the stakes

The showroom is where BOBST's sales teams welcome prospects, with machines running in live demonstration mode. Setting the showroom in motion for a visit is a major undertaking, and with groups coming in weekly, every single visit has to deliver a flawless experience. BOBST also wanted better ways to follow up on how these high-stakes visits convert into business.

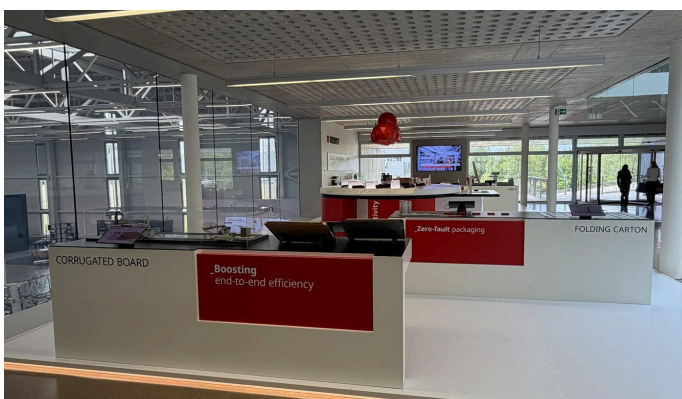
2. Replace an unreliable legacy system

In the showroom's museum area, screens were in place long before SpinetiX, but they were a pain to operate and maintain, with little visibility on what was happening whenever something went wrong. The competing solutions BOBST had been using had simply run out of road: no longer to the team's taste, unable to scale with a growing team, unable to evolve with its needs.

3. Connect employees across a modernizing campus

Renovated offices, new meeting rooms and a restaurant brought back in-house after the pandemic all deserved a communication layer to match, and so did the campus fitness centre, where employees, retired staff and external members all follow the life of the sports centre. And with SharePoint firmly established as the backbone of internal communication, the new signage had to plug straight into that ecosystem rather than add another silo.

This is where SpinetiX technology proved invaluable in bringing BOBST's vision to life.



The showroom, where machines and stories meet.



Lobby area with an informational corporate display.

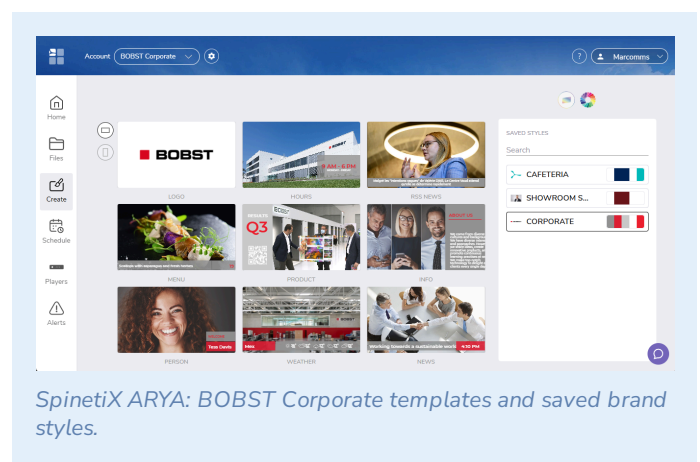
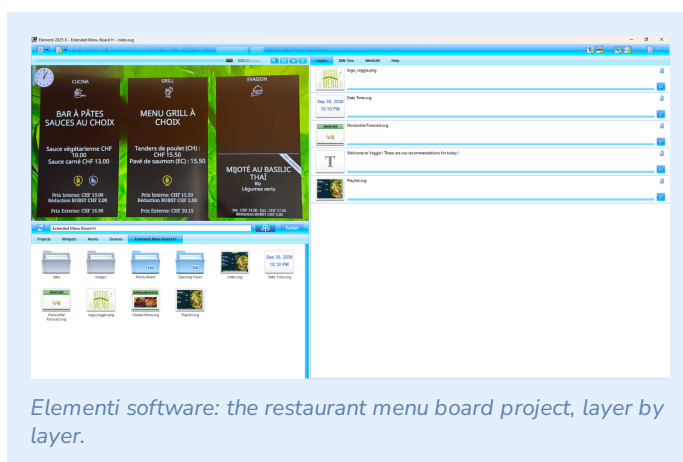


THE SOLUTION

BOBST selected the SpinetiX Complete Digital Signage Solution, combining SpinetiX ARYA cloud CMS, Elementi software and SpinetiX players to power communication across the entire campus. Today, 45 screens are powered by SpinetiX players, from single displays in hall offices to the LED video wall in the headquarters welcome area. Known for their award-winning robustness and reliability, SpinetiX players were an easy match for an industrial company that measures equipment lifetime in decades.

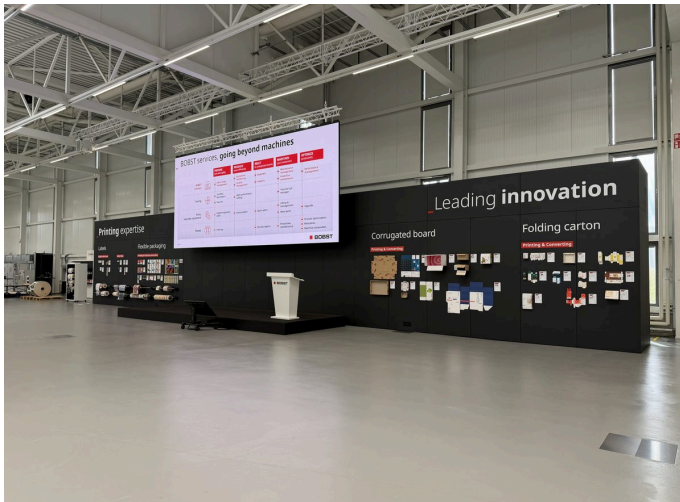
ELEMENTI SOFTWARE + SPINETIX ARYA CMS: POWER FOR THE EXPERT, SIMPLICITY FOR EVERYONE

With Elementi software, the BOBST team scripts data-driven, widget-based content, pulling SharePoint feeds and live data into custom layouts built exactly the way BOBST wants them. With SpinetiX ARYA, that content is then published and shared across the campus in a few clicks. Elementi software is the creative, data-driven engine. SpinetiX ARYA makes creating, managing and publishing content effortless for just about anyone in the wider team.



ONE CAMPUS, MULTIPLE USE CASES

From the first impression a visitor gets to the last screen someone passes on the way out at lunchtime, the same solution covers four very different jobs across the site.



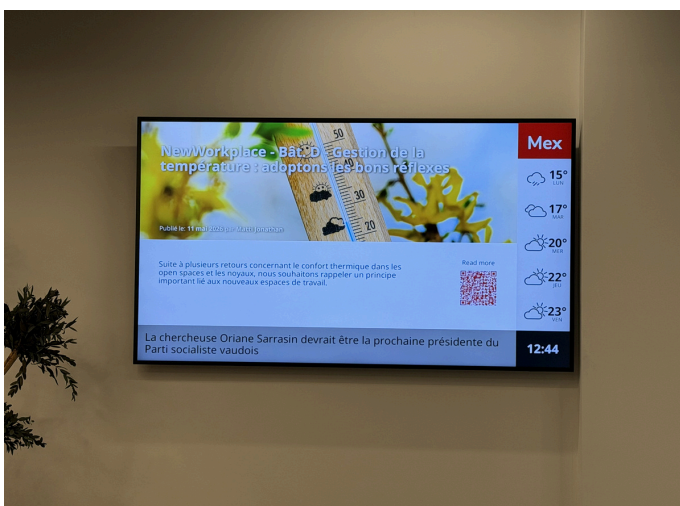
SHOWROOM

SpinetiX players drive the LED video wall that greets every visitor in the showroom, in perfect sync. It is quite a first impression, and a fitting one for a company that has been building industry-defining machines for over a century.



MUSEUM

The years of wrestling with a legacy system are over. Screens now simply play, and the communication team spends its time on content rather than troubleshooting.



HALL OFFICES

At the head of the production halls, renovated office space features displays serving SharePoint news, weather and workplace updates. One more building block in making the campus a place where people genuinely want to work.



RESTAURANT

Menu boards feature live data such as real-time dish availability and pricing, pulled from internal systems. Lunchtime has become prime time for internal communication.

RESULTS

What began as a single step in a phased campus modernization has become a showcase in its own right. The project at the BOBST Headquarters Campus, in Switzerland, proved so attractive, and so successful, that BOBST facilities around the world are now following its lead, starting with sites in India and other locations.



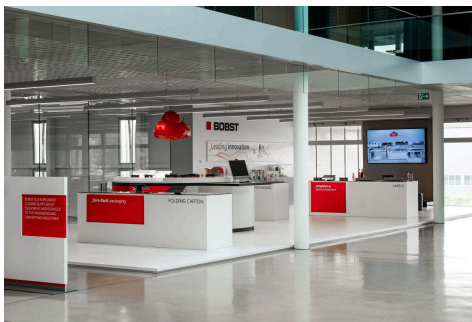
A SHOWROOM FOR THE ULTIMATE EXPERIENCE

Every demonstration is a significant undertaking, so nothing about the showroom experience is left to chance. SpinetiX displays give the sales team a polished, dependable stage for welcoming prospects.



RELIABILITY THE TEAM CAN FORGET ABOUT

The years of wrestling with a temperamental legacy system are over. BOBST now runs its screens on dedicated digital signage players engineered to just work, and the communication team spends its time on content rather than troubleshooting.



CORPORATE COMMUNICATION, AMPLIFIED

SharePoint news now flows straight onto screens across the campus, from hall offices to the restaurant. Internal communication reaches every employee, including the many who spend their day far from a desk.



A BLUEPRINT FOR GLOBAL ROLLOUT

The SpinetiX platform grows as BOBST does. The BOBST Headquarters Campus, in Switzerland, has become the group's reference model for digital signage, with deployments already under way in India and other international facilities.

NOW IT'S YOUR TURN

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