

The SMART Visual Collaboration Solution

With powerful software, featuring innovative unbound workspaces, and industry-leading interactive displays, you have everything you need to transform collaboration.



The Professional Services industry is extremely competitive. With many firms competing for the same customer, organizations typically have a 50% success rate in winning a contract. In order to increase those odds, differentiating your business from the competition is crucial. Engagement and innovation are essential in maintaining a competitive advantage and driving growth.

With SMART, you can bring everything, from big data dashboards and high-level business plans to detailed acquisition strategies, into the discussion. Freely mark up the content, capturing every critical detail and include all key contributors regardless of where in the world they are.

Engage customers with collaborative technology and environments

The SMART Solution provides deeper customer insight and understanding as customers engage in a rich collaborative experience. Extending this collaboration into remote conversations leads to faster decision making and reduced cycle times, uniquely distinguishing your company from the competition.

Seamless integration with applications

Write over any industry-leading application to capture input from everyone and share pertinent detail to enhance decision making.



Microsoft Office



Microsoft Project



Microsoft Visio



Adobe Acrobat

The SMART Solution is used every day by leading Professional Services teams for:

Innovative Customer Centers

Turn customer presentations into engaging two-way discussions to develop deeper insights and understanding of customer needs.

Remote expert and customer engagement

Leverage the capabilities of the entire organization, regardless of location, resulting in more informed decision-making, greater innovation. Spend less client time working on review cycles meaning you can move projects forward faster and more efficiently.

Process Engineering

Engage all team members in design and review sessions to improve key business processes, optimizing workflow and business efficiency.

Business Training

Transform training into collaborative engagement improving engagement, retention and business results.

Benefits of SMART:

- Improves engagement and corporate performance by optimizing work environments
- Streamlines business processes and drives costs out of the business
- Differentiates the customer experience by creating a unique collaborative environment
- Optimize environments, streamline processes, enhance collaboration. Stand out from the competition.

Learn more at smarttech.com

Which SMART Visual Collaboration Solution is for you?

Use the configuration tool to find the solution that fits your needs.

smarttech.com/configurator



Britannia
SAFETY & TRAINING

Britannia

Safety & Training Company

Set yourself years ahead of the competition

The SMART Room System™ helped Britannia Safety & Training stay ahead of their competition to ensure that their training is engaging and effective.

“We had been relying on flipcharts and PowerPoint presentations using a normal projector and display, but I wanted a solution that was far more interactive and engaging. As soon as I saw the capability of the SMART Board® interactive whiteboards, I knew this was the way for us to go.”

- Colin Wright, Managing Director, Britannia Safety & Training

“The SMART Boards put us two to three years ahead of our competition. Our training sessions are far more effective, far more powerful and far more enjoyable. Delegates are more engaged and they retain more information. This ultimately helps to ensure that they and their colleagues are safer and perform better in the workplace.”

- Colin Wright, Managing Director, Britannia Safety & Training

“We offer courses for managers running major construction projects. Now, instead of asking participants to sketch out on paper where everything is going to be on a building site, they can work in teams to draw it directly onto the SMART Board display. The delegates are much more engaged and they learn more from interacting with others.”

- Colin Wright, Managing Director, Britannia Safety & Training

“On a typical 30-question paper, you need 24 marks to pass. Our pass rates are now higher, thanks to the SMART Boards. I would say that we have seen a 10% increase in the mark rate. Delegates are also much better at retaining information. I estimate that there is a 20-25% increase in knowledge retention. Most of that is down to our SMART Boards.”

- Colin Wright, Managing Director, Britannia Safety & Training

“We use the SMART Boards to present the questions and can ask delegates to write their answers on the board itself, either individually or working together. This gives us another way to assess delegates that may struggle with the traditional written question paper. For example, we can display images of construction sites and ask them to circle the hazards on the SMART Board. It is a brilliant medium to work with.”

- Colin Wright, Managing Director, Britannia Safety & Training

“We are very happy with what they have delivered for us. They have not only boosted the quality and effectiveness of our training courses, they play an important part in strengthening our brand and enhancing our reputation as a business that does much more than training.”

- Colin Wright, Managing Director, Britannia Safety & Training

“The SMART Boards make it quicker and easier when we go through the audit process. Accrediting bodies are very impressed by our training rooms and our SMART Boards, which makes it easier to demonstrate our competencies as a trainer.”

- Colin Wright, Managing Director, Britannia Safety & Training

More Britannia

Britannia Safety & Training is a leading provider of safety and training services, including health & safety courses, audits, inspections and advisory services. Their focus is on ensuring that their clients' teams have the right skills to comply with safety regulations and carry out their jobs in a safe manner.

KAAP DOORN CONFERENTIECENTRUM**Kaap Doorn Conferentiecentrum**Business meetings and conferences specialist

Technology providing peace of mind

The SMART Visual Collaboration Solution has played a pivotal role in improving meeting effectiveness and driving extraordinary results for Kaap Doorn's clients which has resulted in an increase in return business from their customer base.

"Taking care is the key. Trainers can send materials in advance so everything is ready when they arrive or insert a USB memory stick directly into the SMART Board® interactive whiteboard and start the meeting right away. And if there are questions, the staff at Kaap Doorn is always available for support. There is always someone who can quickly orientate new users to the SMART Board interactive whiteboard and demonstrate what the benefits and features are and all the possibilities this powerful solution offers to our customers."

- Bob Nijhuis, Director, Kaap Doorn Conference Center

More Kaap Doorn

Kaap Doorn is a specialist in arranging business meetings and conferences and provide the right facilities, equipment and support. They specialize in business meetings, training events, courses, company presentations and exclusive dinners.

**VB&G**

Personal Injury Lawyers

Get the full story
smarttech.com/cendec

Bring content and information to life

The SMART Visual Collaboration Solution has enabled Villari, Brandes & Giannone law to keep jurors' attention in the courtroom which has resulted in cases being settled more efficiently.

"We started to use SMART Boards® because we liked that we and our experts could interact with data right in front of a jury. You can take a volume of evidence, put it on CD-ROMs and get at it instantly."

- Peter Villari, Personal Injury Lawyer, Villari, Brandes & Giannone, P.C. Lawyers

"We believe with the SMART Board we've overcome the biggest challenge faced by lawyers. Juries are absolutely on the edge of their seats watching the information come to life. Evidence is no longer just heard. It's heard and seen."

- Peter Villari, Personal Injury Lawyer, Villari, Brandes & Giannone, P.C. Lawyers

"Rather than having co-counsel fumbling around with the laptop, the person actually asking the questions can stand at the SMART Board and bring up the documents that he wants. Co-counsel sits at the table actively listening to questions, writing notes and more effectively participating without being distracted."

- Paul Brandes, Personal Injury Lawyer, Villari, Brandes & Giannone, P.C. Lawyers

"Juries need to be visual today to stay alert and interested in a trial, and the SMART Board makes that possible."

- Paul Brandes, Personal Injury Lawyer, Villari, Brandes & Giannone, P.C. Lawyers

More VB&G

Personal injury lawyers Peter Villari and Paul Brandes, of Villari, Brandes & Giannone law, have tried everything to keep jurors' attention in the courtroom – voice inflection, moving around the courtroom and even dropping books on the floor.

Global Collaboration Research

Thousands of businesses from around the world have taken part in a global research study (conducted by Filigree consulting and SMART) to share their insights on the value of collaboration. The study shows there are 5 levels of collaboration maturity (see figure 1), based on how an organization approaches collaboration.

Research findings in Professional Services

79% of the Professional Services industry falls into the lowest levels of collaboration maturity, where they understand the value of collaboration but don't have a collaboration strategy in place that includes technology, people and processes.

Of the 21% of Professional Services organizations that are achieving the highest levels of maturity, they have shown to take an integrated approach to collaboration and are therefore more likely to gain a positive impact on a range of business outcomes (see chart below).

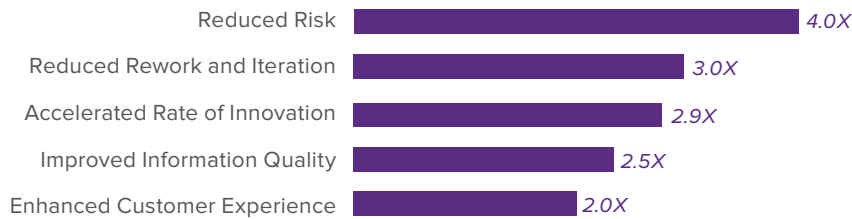
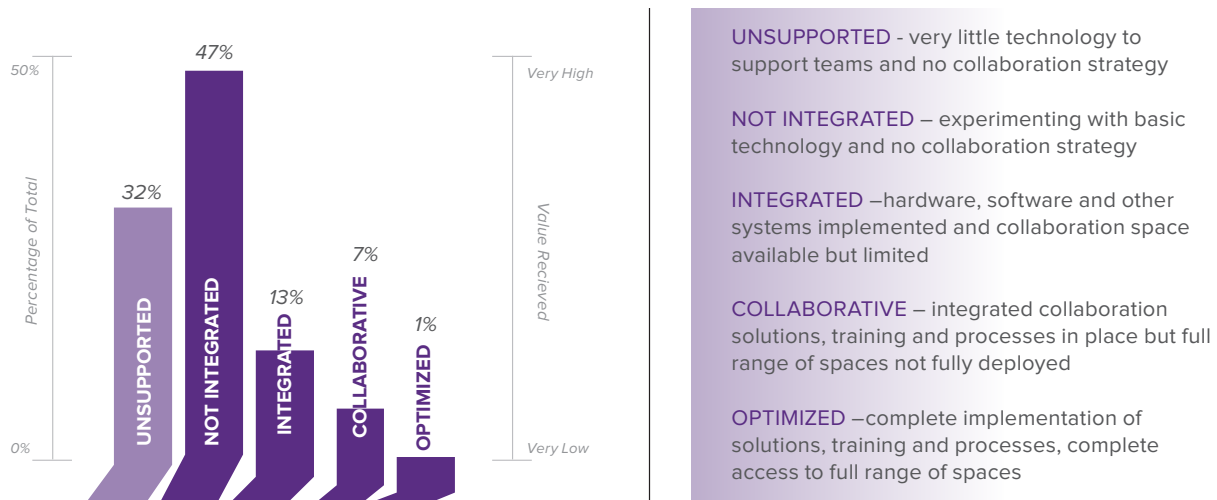
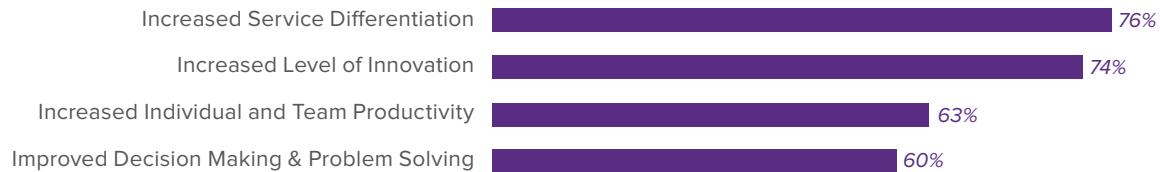


Figure 1: Collaboration Maturity in Professional Services



Professional Services organizations that combine best practices and technology with collaboration strategies result in improved business value.



Steps to increase collaboration maturity

Follow these best practices and collaboration strategies to increase how effective your collaboration is:

- 1. Collaboration strategy.** Technology should improve business outcomes. Building a collaborative strategy that embraces culture and processes will accelerate knowledge sharing, decision making and streamline team workflows.
- 2. Utilize informal collaboration.** Creating spaces that encourage informal collaboration in addition to more traditional meeting spaces can foster innovation by making it simple to engage in deeper discussions with everyone involved on a project almost anywhere.
- 3. Structured collaborative spaces.** Technology should facilitate work processes and decision making with flexible tools that can be easily tailored for problem solving and brainstorming, as well as meetings for project coordination, budgeting and design review sessions.
- 4. Unlimited collaboration spaces.** Having a virtually unlimited space to think and work enables creativity. Collaboration technology should free teams from brainstorming constraints while quickly capturing ideas from all members.
- 5. Collaboration leadership.** Integrate a collaboration champion to promote best practices, processes, training, and technology. They should work to implement collaboration as a cultural shift rather than pure technology play.

Assess your collaboration practices today

Take the SMART Inspired Collaboration Assessment at smarttech.com/inspiredcollaboration

Why take an Inspired Collaboration Assessment?

- Learn why Professional Services organizations that move from the lowest levels of collaboration maturity to higher levels can realize as much as a 92% increase in productivity, and a 62% reduction in expenses, according to cumulative results, from the assessment
- Receive a technology profile for your organization and learn how specific technologies have a measureable collaboration business value
- Learn why certain organizations consistently score the highest on collaboration best practices and how you can achieve similar results
- Learn to avoid the common mistakes that can reduce the business value of your collaboration investment
- See benchmarking details on how your organization's collaboration compares to other businesses in the Professional Services industry

Reseller Information
