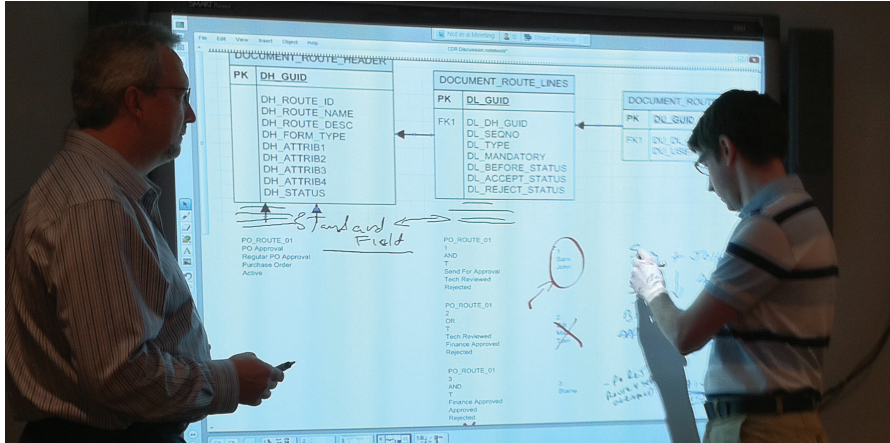**Customer story**

SMART®

Evolving Work Processes to Meeting Client and Business Needs
CENDEC Systems Inc.

Supporting the energy industry for over 25 years, CENDEC Systems Inc. provides financial compliant-based solutions for energy companies to track assets. Clients the world over acquire, track, manage, and maintain physical assets through automated processes. CENDEC delivers a variety of tracking systems, from Authorization for Expenditure (AFE) Management through to Asset Management, with its CORE Enterprise Application. CENDEC clients depend on real time decision-ready information to remain competitive and CENDEC has developed leading expertise in financial compliant-based solutions that are specifically developed for the energy industry.

The ability to stay ahead of the needs of clients requires a willingness to evolve your own processes. Faced with the challenge of growing its business with reduced staff, the management team at CENDEC decided to implement the use of a SMART Board™ interactive whiteboard after realizing brainstorming and working on a traditional dry-erase whiteboards was not helping to keep projects on-track. "The dry-erase whiteboard wasn't cutting it because you were constantly erasing your ideas to make space for new ideas," says Kevin Hintz, partner at CENDEC Systems Inc. "A lot of our clients in the oil and gas sector have SMART Boards and seemed to get value from them, so we thought we would pick one up and learn how it could work for our business."

CENDEC started working with the SMART Board interactive whiteboard along with Meeting Pro™ software because the integrated functionality allowed the company to run their applications and collaborate, share and save data very effectively.

Saving Product Development Costs

Team members were able to work collaboratively and effectively on all client projects and ensure that details were shared immediately following each meeting.

"We've seen a huge improvement on the development side," says Kevin. "Prior to utilizing a SMART Board we had surprise costs because people would interpret

Challenge
To find a more effective way to collaborate during meetings and capture ideas and action items for the team. Reduce costs for product development associated with misinterpretation of meeting notes and client requirements. Keep projects on time and on budget.

Solution
Using the SMART Board® interactive whiteboard and SMART Meeting Pro™ software, the CENDEC team brainstorms and captures all details from project meetings in real-time. Recommendations and action items are instantly shared with participants immediately following each meeting to keep everyone on the same page.

Results
CENDEC noted cost savings and huge time gains – what used to take up to two hours of meeting time, now only requires 15 minutes. The company has also seen significant improvement in their development cycles and virtually eliminated surprise costs associated with misinterpretation of client requirements.

"Within a week, everyone in our organization adopted the use of SMART Boards. We went from erasing notes to consolidating them. Physically it brings everyone together as well. We went from dry-erase whiteboards all over the walls to one place to convene."
Kevin Hintz, Partner, CENDEC

notes differently which would affect the end functionality of our products. You wouldn't realize this until development finished. The simple step of getting everyone on the same page ensures there are no misinterpretations and that is key to keeping everything on time and on budget."

Capturing Accurate Data and Sharing Details

Maintaining accuracy in the details presented during meetings was a challenge for CENDEC because everyone was involved in the thought process but once they walked away from a meeting it was up to an individual's interpretation of the transcribed meeting notes that was then, much later, circulated to everyone. With the ability of capturing exact information and brainstorming details on the SMART Board, and having the ability to immediately share these with all participants following each meeting, the new process helped expedite presentations and approvals with CENDEC's clients. The meeting details – including requirements, technical specs and recommendations – captured in Meeting Pro software put everyone on the same page.

"We've made our meetings more efficient; we've gone from a one or two hour meeting down to fifteen minutes and that includes trouble shooting because all issues are brought up within the meeting. Additionally, everything is documented so we don't need to spend a lot of time re-explaining concepts; we go through touch points, everyone sees it, and everyone leaves with a clear understanding," said Kevin. "SMART Boards have also helped us in explaining our products to our clients. We can bring up a product, highlight elements, and it makes it easy for a client to understand. Comprehension is key in our business."

Kevin went on to explain how CENDEC Systems has increased productivity and situational awareness. "Because we develop software, we welcome the ability to test our functionality and see what the specifications need to be because developers and implementers speak differently. Any outstanding issues the implementers bring back can be replicated on the SMART Board and we can solve them within the group quickly."

Kevin started with CENDEC in the mid-90s and has been with the company through its evolution to present day. He noted that the SMART Board interactive whiteboard combined with Meeting Pro software has been one of the company's best purchases stating, "Within a week, everyone in our organization adopted the use of SMART Boards. We went from erasing notes to consolidating them. Physically it brings everyone together as well. We went from dry erase whiteboards all over the walls to one place to convene."

Cool Factor

"We've got a few clients that don't have a SMART Board and when they are exposed to it, they immediately see how effective it is and they think it's so cool. We continue to show our clients how much more their SMART Board can be utilized and that is a big part in growing our customer relationships."

About SMART Technologies

SMART Technologies Inc. is a leading provider of technology solutions that enable inspired collaboration in schools and workplaces around the world by turning group work into a highly interactive, engaging and productive experience. SMART delivers integrated solutions of hardware, software and services designed for superior performance and ease of use, and remains a world leader in interactive displays.

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