



X2Omedia
CASE STUDY



AKAMAI TECHNOLOGIES

*Akamai Expands Communication Channels
to Employees Across the Globe*





Photo by Anton Grassi

AKAMAI'S DIGITAL SIGNAGE VISION

Akamai, an innovator that provides solutions to create effective and secure digital experiences, wanted to strengthen and evolve its unique corporate culture. They sought a dynamic digital signage and interactive wayfinding solution, powered by X2O Media, to inform, educate and inspire their 7,500 global employees with timely company news, important business updates and employee engagement opportunities.

Akamai chose to integrate digital signage within its global offices to enhance communication across the organization, share stories with their customers and employees, celebrate Akamai's history, culture, values, products and successes.

With the construction of a new world headquarters in Cambridge, Massachusetts and dozens of offices around the world, Akamai wanted to use digital signage as a new channel to share content with employees, customers and guests.

It was important to Akamai to partner with a digital signage provider that would safely, securely deploy content at scale, on a platform that allows management of content globally, with the option to also customize content at a local level.

WHY X2O MEDIA

Committed to providing employees with the tools and resources needed to do their jobs efficiently, Akamai seeks to be an industry leader in the implementation of smart building technology (SBT). The company wanted to update their building spaces with technology, further enhancing the visual experience with state-of-the-art digital signage. Akamai chose X2O Platform for its ability to generate rich content experiences, expansive content management capabilities and ease of use.

Photo by Anton Grassi

PROJECT SUMMARY

When the new company headquarters opened, Akamai developed several high traffic “Impact Moments Areas” highlighting the culture and history of the company with signage embedded in environmental graphics. In the elevator bays on each floor, interactive wayfinders now allow employees to quickly find key areas of the office including meeting spaces, wellness areas and social rooms. Digital signage, powered by X2O Media, is also strategically placed in the cafeteria featuring up-to-date menus and company news.

Akamai also leveraged signage in external facing spaces of its headquarters. The lobby experience has digital signage displays to showcase the innovative work and history of Akamai, as well as how the company delivers results for customers. Digital signage in these external spaces allows Akamai to meaningfully engage with customers, potential hires and other visitors.

Additional Akamai offices run global playlists while bringing in local custom content, with some of the local offices also including interactive wayfinding. Much care was taken to ensure that all content is well designed and on brand. All signage and experiences are driven by X2O Platform installed on an on-premise server and uses X2O Media's Data Portal to pull and display real-time weather, traffic and a Twitter feed.

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Change is a natural part of working at a global tech company and we are always looking for engaging ways to communicate change across the company. Often email and intranet announcements just don't cut it. Since installing X2O Media signage in our kitchens, content serves as a conversation starter when people are taking a break in the kitchens and people actually stop to learn what's going on around the company.

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Tom Bogacz

Director of IT Business Process
Improvement & Change Management

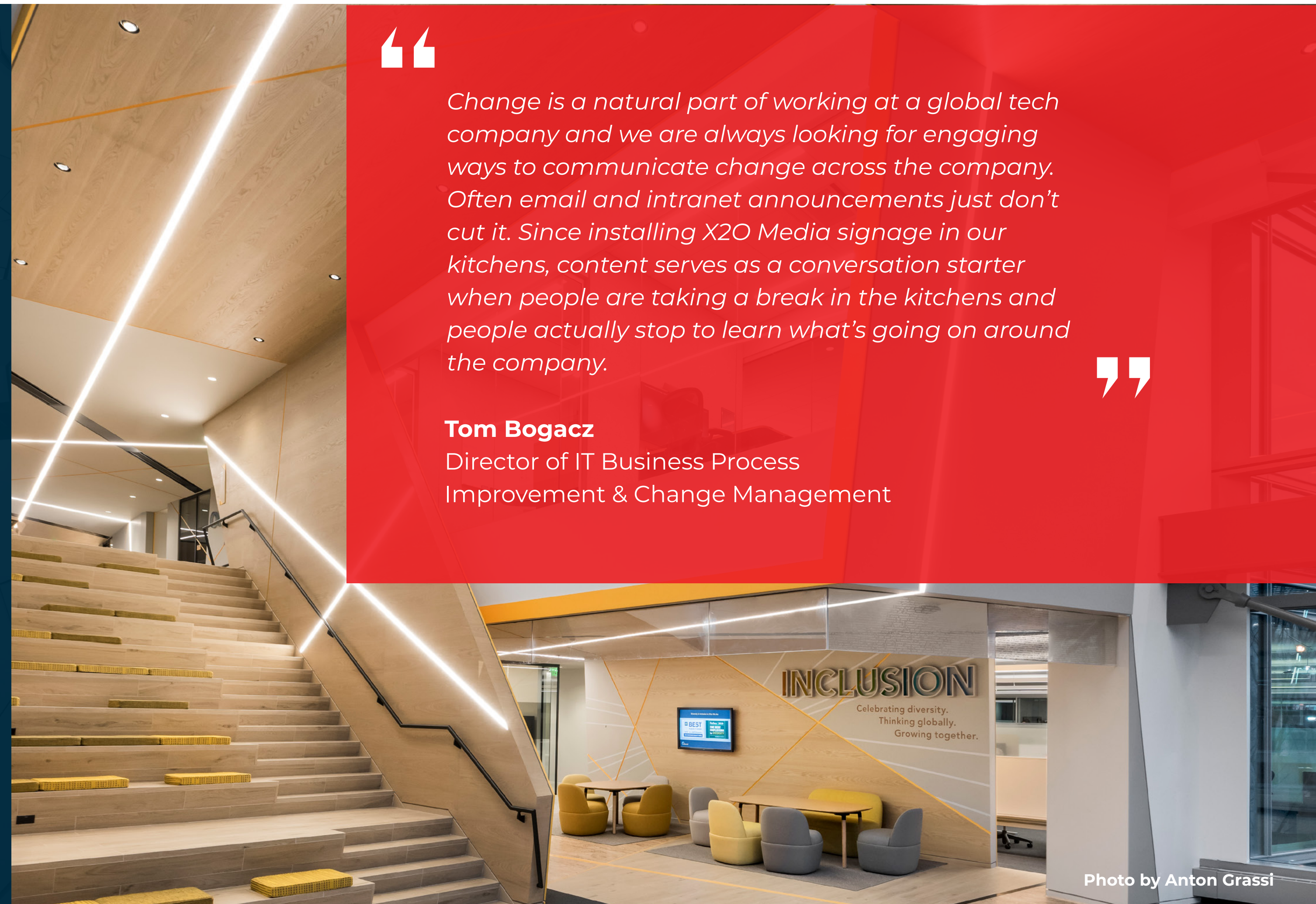


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QUICK FACTS



119 players
deployed



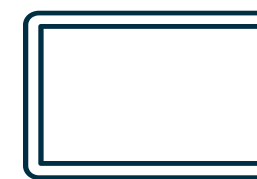
89 players at
headquarters



Interactive
wayfinders on
18 of 19 floors at
headquarters



Up-to-date traffic
and public transit
information integrated
on wayfinders at
headquarters



Three informational
interactive screens in
the headquarter lobby



Signage is available
in multiple global
locations across the
Americas, EMEA and
APAC

NEW CHANNEL, NEW COLLABORATION GOALS

THE END RESULT

In addition to adding a high-tech look and feel to building spaces, the digital communication solution allows targeting the right information to the right audience via management of the digital signage channels. The result has increased employee awareness and information sharing. The implementation of a digital communication platform has had a positive impact at Akamai – ensuring employees have the resources and information to perform at their very best while fostering an inclusive and informed work environment.



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ABOUT

X20 | media



ABOUT X2O MEDIA

[WWW.X2OMEDIA.COM](http://www.x2omedia.com)

X2O Media provides technology and services for the emerging visual communications and real-time data visualization market. The award-winning X2O Platform represents a new category of communication tools that improve the way enterprises engage with their employees and build brand awareness. By extending standard digital signage, X2O Media's next generation corporate communications solutions reduce costs, drive safety and deliver corporate information and performance dashboards for intelligent targeting to audiences on the screens they use most — their desktop and mobile devices. X2O Media is part of the STRATACACHE family of digital media/marketing technology companies and is headquartered in Montreal.

About Akamai

[WWW.AKAMAI.COM](http://www.akamai.com)

Akamai secures and delivers digital experiences for the world's largest companies. Akamai's intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps and experiences closer to users than anyone - and attacks and threats far away. Akamai's portfolio of edge security, web and mobile performance, enterprise access and video delivery solutions is supported by unmatched customer service, analytics and 24/7/365 monitoring. To learn why the world's top brands trust Akamai, visit www.akamai.com, blogs.akamai.com, or @Akamai on Twitter.