

## CASE STUDY

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JLL Transforms Collaboration Spaces with  
Engaging Digital Workplace Communication



# JLL's Digital Signage Vision

JLL takes pride in doing things differently, combining innovative technology and data intelligence with their world-renowned expertise to provide opportunities for employee success. The leading professional services firm specializes in real estate and investment management, using technology to create stunning and sustainable spaces.

JLL uses technology across its offices to help the business be more efficient and sustainable as well as providing healthy workspaces for employees. The challenge was to find a way to display this complex data in a timely, informative way to benefit JLL employees.

The aim of this digital signage project was to find a solution that would bring various data sources from technology used throughout JLL's buildings.

Digital screens showcase real-time information in an engaging way for those visiting or working in the buildings. In addition, the solution needed to be easy-to-use and fit with existing team roles and responsibilities without requiring a dedicated support team at every site.

## Why X2O Media?

JLL's purpose is to shape the future of real estate by combining innovative technology and data intelligence in a more intelligent and human way. JLL chose the X2O Platform for its ease of use, along with the ability to produce channels of dynamic content where information could be targeted based on location or department.



## Summary

X2O Platform  
is currently  
installed across  
**six JLL locations**  
in the UK



**More than 50**  
X2O Media  
S-Players have  
been deployed



Digital content  
creates  
**consistent**  
and **seamless**  
experience in  
high traffic areas



Real-time  
information guides  
employees to  
**healthy spaces** for  
their productivity &  
well being



X2O Platform is  
now a **standard**  
for all new and  
refurbished sites



JLL have created a  
team of **super users**  
across multiple  
departments who  
**champion the**  
**solution**





## Project Overview

JLL UK wanted to create a consistent and seamless digital signage experience in high traffic areas throughout their buildings to help employees navigate from the lobby to communal areas and collaboration spaces.

Large digital screens in the main lobby show occupancy and air quality data by floor so employees can decide where it is best for them to work or meet. Additional signage is strategically located in the lift waiting areas for employees to view live news feeds, travel information and JLL internal communication messages. The cafés use digital screens to showcase their menus, special offers along with other relevant notices.

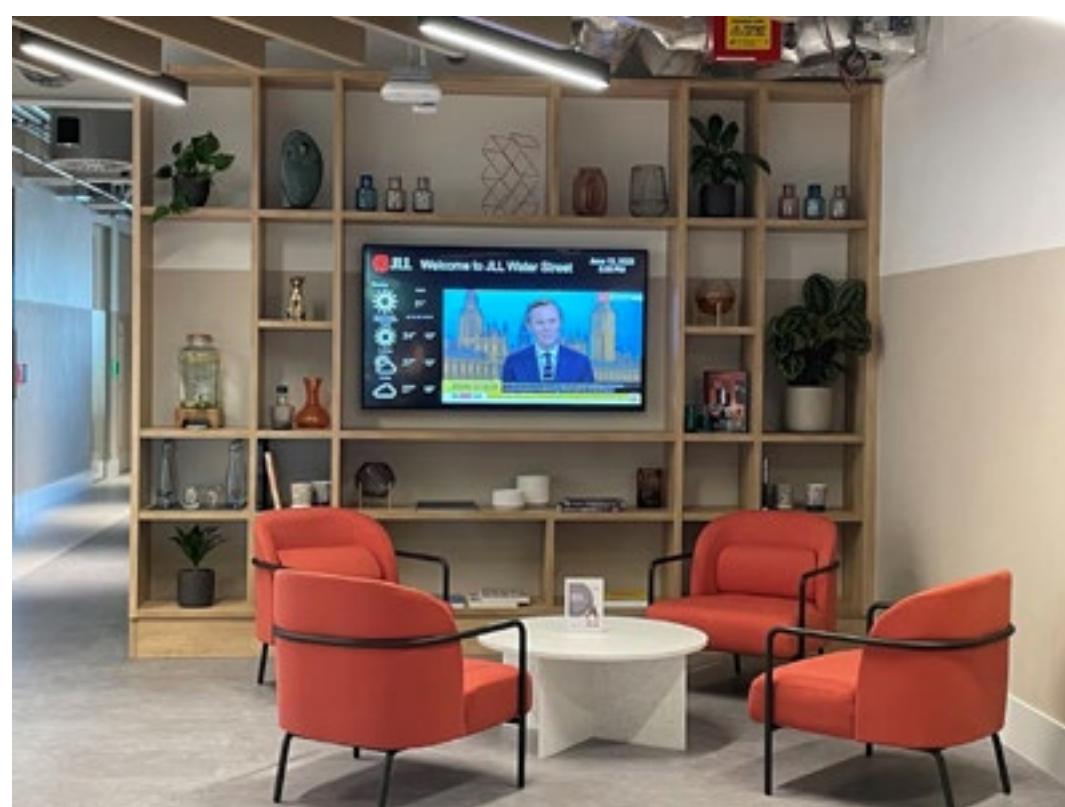
Digital signage screens are also used in the main reception area to provide welcome messaging and create dedicated areas for event registration. Signage is also used across the buildings in shared collaborative spaces and seating areas to create an engaging atmosphere and provide employees with the capability to plug-and-play for lunch and learn sessions, with screens reverting back to digital signage content afterwards.





## New Organizational Standard

The rollout for the initial test site took place while the offices were empty, and the project launched once the offices reopened. JLL had planned to pilot the X2O Platform for one year across two of their new locations. As a result of a successful deployment, the X2O digital signage Platform has now been rolled out to four more locations and has become a standard solution recommended in any new building project or upgrade.



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***...A key driver of the project was to drive innovation and it is great to see it being implemented and the results. Other technology wasn't sustainable and would require a dedicated support team but the great thing about the X2O Platform is that it requires minimal time from us to make changes to content and it has been incorporated into certain roles across the organization. Where it makes an impact is in collaboration areas with high footfall”.***

**Martin di Corrado**  
Head of Client Services



## The End Result

JLL's measurement of success was not based on equipment and content alone. More importantly, the new digital solution needed to integrate seamlessly with other JLL departments including IT, Services, and Marketing and provide a flexible way of delivering real-time data and information.



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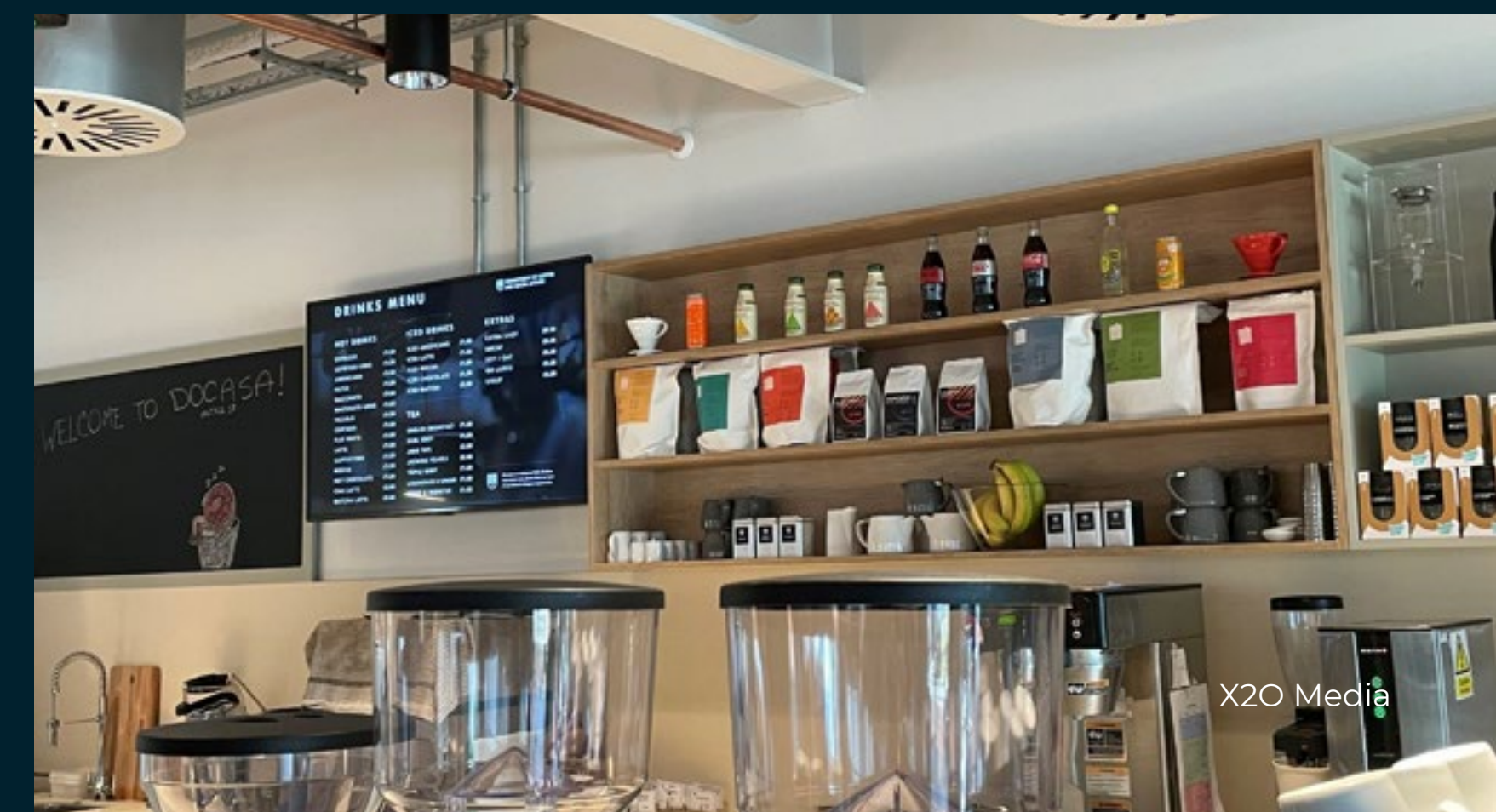
***...During Covid it was a lifesaver as the signage could show up-to-date information and new information which was key as it was frequently changing and having a platform to communicate a consistent message to everyone at the same time meant they could come into the office and see where was busier and where might be quieter or have the better oxygen levels. The business saw the value in the X2O Platform during this time as it gave us the flexibility to change the messaging when needed without having to change USB sticks around the sites manually”***

**Aleksandra Sinilaakso**  
Technology Support Analyst

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***...Where it makes an impact is in collaboration areas with high footfall. Human experience and the journey - with rolling screens and messaging from when you walk into the building and by the lift areas. Engagement is high and the moving imagery and key messaging works and captures attention”***

**Martin di Corrado**  
Head of Client Services





# About JLL

JLL (NYSE: JLL) is a leading professional service firm that specializes in real estate and investment management. JLL shapes the future of real estate for a better world by using the most advanced technology to create rewarding opportunities, amazing spaces and sustainable real estate solutions for their clients, our people and our communities. JLL is a Fortune 500 company with annual revenue of \$19.4 billion, operations in over 80 countries and a global workforce of more than 98,000 as of December 31, 2021. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated.

For further information, visit [jll.com](https://jll.com)





# About X2O Media

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X2O Media provides technology to build virtual collaboration rooms and unified visual communication solutions for higher education and global organizations with its award-winning X2O Platform.

X2O Platform helps users build channels of content to create engaging visual messages using internal and external real-time data sources. The dynamic content can then be shown or targeted across any digital device from interactive display screens, video walls, laptops, tablets or Smartphones.

**For more information:**



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