

Mvix

Enterprise Digital Signage

More Content.
Better Engagement.



CASE STUDY

TXGN RAILWAY



INTRODUCTION

Texas Gonzales and Northern Railway (TXGN) is one of the subsidiary companies of TNW Corporation. TXGN Railway has been around since 1992, providing rail transport, storage, and operations for a wide range of companies in Texas. Presently, TXGN owns and/or manages 12 lead miles of track running between Harwood and Gonzales and about 67 miles of storage and loop track.

TXGN has railway storage, lay down space, and switching. In fact, with TXGN's five transload sites, you can look forward to shorter transfer times and hassle-free transloading.

Excellent product features, confidence-inspiring product knowledge among the team, and unmatched excellent customer service convinced TXGN to go with Mvix as their preferred digital signage service provider. Mvix's many great customer reviews helped to give direction to TXGN's search for a digital signage provider.

Today, TXGN is more than happy to give its very own positive review of Mvix.

TXGN was sold on various features Mvix offers: digital signage software, digital signage players, and complete project management. The project management encompassed digital signage deployment, custom content creation, and managed services.

Vis-à-vis these expectations, Mvix's system has done more than outdone itself. The digital signage solution deployed has been a powerful marketing tool, showcasing to potential clients what TXGN has to offer. As a company, TXGN has always been big on transparency.

Thanks to Mvix's custom content creation service, the company has been able to up their display of the level of transparency they employ to clients and other stakeholders. The ease-of-use of Mvix's intuitive design was another great selling point TXGN considered when selecting Mvix.



THE CHALLENGE

TXGN Railway's biggest challenge was coming up with **highly-engaging, targeted, and dynamic content.**

TXGN has been very keen on being transparent to its customers. This has meant sharing all the company's data points to measure its efficiency. In reality, however, some of these data points are not exactly what the average person would stop and pay attention to when they see it on a digital screen.

Luckily, this was a challenge that was easy to overcome with Mvix's content design service. TXGN benefited greatly from the expertise of the **content design** team, who used **award-winning designs** and customized the same to ensure brand consistency. In fact, some work went into deciding on what information to display and the best, and most engaging designs to use to display this information.

Mvix, through its team of **digital signage** certified experts (DSCES) went ahead to provide **personalized training** to the TXGN team. The training covered the best practices for **content design** as well as tailored training on the **software** features and digital signage **CMS.**

What needed to be done:



Decide what **content** they would like to display.



Come up with and **customize content designs.**



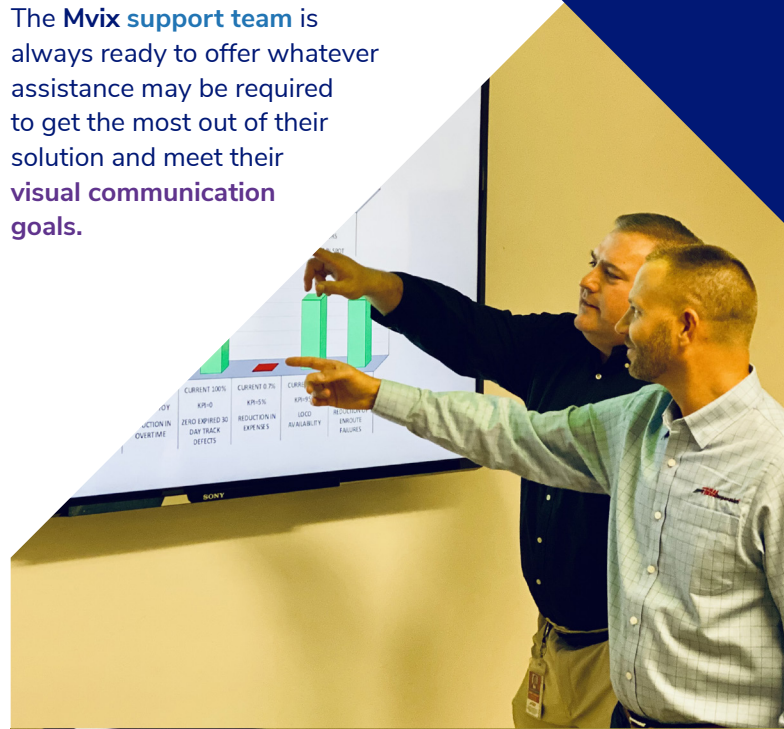
Upload the tailored designs onto the **system software.**



Complete **training sessions** on how to create highly engaging designs.

TXGN has access to **responsive support** and **technical assistance** with their system.

The **Mvix support team** is always ready to offer whatever assistance may be required to get the most out of their solution and meet their **visual communication goals.**



DEPLOYMENT AND USAGE

Mvix has been providing **TXGN Railway** with **digital signage solutions since 2015**. What's more, **TXGN** has also made it clear that in the future, **Mvix** will be on the priority list for any such new projects. This includes **upgrades** or setting up **digital signage** in **new locations**.

Here is a look at the **features** and **apps** **TXGN** regularly uses on its screens.



Advertising Boards

These boards highlight **TXGN's** offerings. Actually, many vendors and customers have been pleasantly surprised to realize just how diverse **TXGN's** offerings are, which has helped bring in new business for the company. Against each service, the offering is a highlight of the value-add that is characteristic of the **TXGN** touch, and a feel of the experience clients can look forward to every time.



Images and Branding

You will find showreel **attention-grabbing** and on-brand images displayed on **TXGN's** screens. Each image is carefully selected to tell the **TXGN** story and strengthen the brand. What's more, this feature is one of the most powerful in **TXGN's** **digital signage solution**.



News and Events Board

TXGN customers now enjoy sipping their coffee in the reception area for longer periods of time. This is due to catching up on the latest happenings displayed on the **digital signage**. **TXGN** uses a news app to choose for displaying **CNN** and other **news channels**.

Apart from general news, the company, in line with its commitment to transparency, displays the latest company news. **RSS feeds** are especially for these company and industry-specific **news**.



Live Travel Information

TXGN Railways keeps its customers in the know by providing **up-to-the-minute travel details** on their trains. Therefore, clients know exactly when to expect to receive their freight.

Components Used in Deployment



Content Management Software
Smart Digital Signage Software:
Feature-rich, cloud-based software.



Media Players
Plug-and-play **digital signage media players** pre-loaded with the software.



Content Integration
Selection of premium, **feature-rich apps** allowing for seamless integration.



Professional Services
Dedicated one-on-one training sessions and highly **responsive customer support** and technical assistance.

WHY IT WORKED

TXGN Railway chose Mvix because of its **feature-rich solutions**. Our team's excellent product knowledge and great reviews sold Mvix as the best pick over other **digital signage** providers.

TXGN has remained an Mvix customer because of the **great support** and **technical assistance**. TXGN receives support any time they may need it. In fact, the company has made it clear that they will no doubt use Mvix's **easy-to-scale solutions** at any new locations they set up.

Our team collaborated closely with TXGN in bringing to life the client's vision for increasing their level of transparency.

Our **content design** helped develop attractive and engaging templates for content display. These templates are also designed to make it easy to include the TXGN's logo, and different **branded content**.

What's more, TXGN continues to enjoy access to **unlimited training**. Thanks to these training sessions, their in-house team has mastered creating and customizing design templates for their content.

Mvix's **platform** is easy-to-use making content design easier for TXGN. Additionally, deployment and updating content for display has been efficient.



*I was astounded by the amount of dedication poured into the **training sessions**. Every session was very thorough. I was especially impressed with the open **communication** and patience, which saw us get on the same page regarding the **content** we wanted to display on the screens. I am extremely impressed, through and through.*

Eric Chavez
Superintendent of Railway Operations
TXGN Railways



ABOUT THE COMPANIES



About TXGN Railway

TXGN Railway was established in 1992. It is a subsidiary company of the **TNW Corporation**. TXGN provides rail transport, storage, and operations for companies across Texas. Additionally, it provides rail-car switching, storage, cleaning and repair.

TXGN boasts of maintaining a track to **Class 1** standards and interchanges with the **Union Pacific Railroad**. It handles thousands of cars carrying different commodities from grain and animal feed to energy-related products.

The company is committed to:

- Delivering efficient operations
- Tailoring solutions for each client
- Maintaining the highest level of transparency in its operations

CONTACT TXGN

For more information, contact TXGN Railway at:

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About Mvix

Mvix has been in the business of providing **award-winning digital signage** solutions for more than a decade. Today, our client base is in the thousands. We work with businesses of all scales, across different sectors from restaurants and hospitals to schools and banks. Mvix is trusted by some of the world's largest companies and startups alike. Our **solutions** continue to power screens across these clients' different locations.


Our commitment is to ensure our clients enjoy maximized performance on their **digital signage solutions** at all times, and to this end, we offer dedicated technical assistance and customer support.

We remain focused on providing feature-rich, cloud-based solutions that will add up to that compelling **digital experience** for your **target audience**. All this, at cost-effective and market-competitive rates.


Our engineers work hard to build great **digital signage** networks tailored to your needs. Our experts will provide the training and support you need to get the most out of your **digital signage solutions**.

CONTACT INFORMATION

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