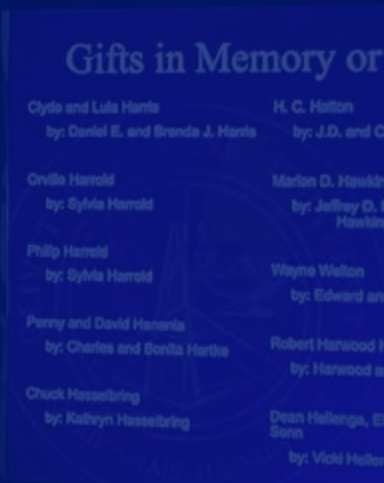**More Content. Better Engagement.**

CASE STUDY

OLIVET NAZARENE UNIVERSITY

SUMMARY AND INTRODUCTION

Olivet Nazarene University is a private Christian university that provides high-quality instruction in the liberal arts. The university seeks to provide "education with a Christian purpose," the kind that prepares each student for a life of service to God and humanity. The university is affiliated with the Church of the Nazarene, with a theological grounding in the Wesleyan tradition.

It boasts of a beautiful park-like campus lined with **25 major buildings**. The campus sits in the historic village of **Bourbonnais, Illinois**.

Digital Signage at Olivet Nazarene University

The university uses **digital displays** throughout the campus for different purposes. There are **welcome signs** at various buildings and spaces on campus. Others are used as **donor walls** to display the names of the generous donors who have contributed to building funds.

Individual departments at **Olivet Nazarene University** also use **digital sign displays** to **communicate** with their constituents. The information displayed on these specific displays includes **upcoming events**, **faculty directory**, **information** regarding upcoming courses, and summer trip **opportunities**. With bulletin boards phased-out, clear **digital signage** has been installed throughout the university to provide **effective messaging**, **marketing** and **recognition**.

Lastly, there are **digital displays** throughout the campus from the departmental level displaying general campus **announcements** and **upcoming** campus **events** keeping students and faculty **informed**.

Transition to Mvix

Olivet Nazarene University is not new to the use of **digital displays**. The very first of these **signs** were installed in the university around ten years ago. The university got in touch with **Mvix** after making the decision to change its **digital signage** provider. After **demo sessions** with several other **digital signage** service providers, **Olivet Nazarene** was most impressed with **Mvix's** solution and the **advantages** their **digital signage** could bring to the university.

In the client's words, "**Mvix** stood out from the rest of the pack because it offers the best features at a **good price**." The university was especially drawn to the platform's **social media integration**, **permission-based access**, and **single sign-on**.
Olivet Nazarene University also **highly appreciates** the **ease of customization** as campus life is ever changing and **content** needed to be uploaded frequently.

Olivet Nazarene University's transition from their previous platform to **Mvix digital signage** and **content management software** took three months.
Mvix deployed **35 Brightsign Media Players** across the campus. The transition did not just stop with installation. Professional collaboration between the university and **Mvix** included **template design** and **personalized professional user training**.

Olivet Nazarene University speaks highly of the **user-friendliness** of **Mvix's platform**. As the college campus can be fast-paced, **Mvix's** platform allows for **easy content creation** and **maintenance**. The **software** is **highly intuitive** and straightforward to use. What's more, the platform has done more than meet the client's **digital signage** needs, all at a **fair cost**.

THE CHALLENGE

For **Olivet Nazarene University**, the challenge involved unlearning what they knew from their experience with their previous platform and navigating the **Mvix digital signage software** and **content management system**.

Luckily, this wasn't too big a challenge as the **new software** proved to be **intuitive** and **user-friendly**. Creating **custom templates** is mainstreamed, and the university is especially impressed that they don't have to work with prebuild designs. Instead, they can tap into their creativity and come up with **custom designs** that are more aligned with their overall branding and preferences.

Additionally, the university has greatly benefited from **professional training** offered by **certified trainers**. The **Mvix team** of trainers, through one-on-one coaching and **live tutorials**, delivered integral information on how to get the most out of their **software**. **Mvix's knowledgeable** and **responsive technical support team** is also always readily available to offer **support** when needed.
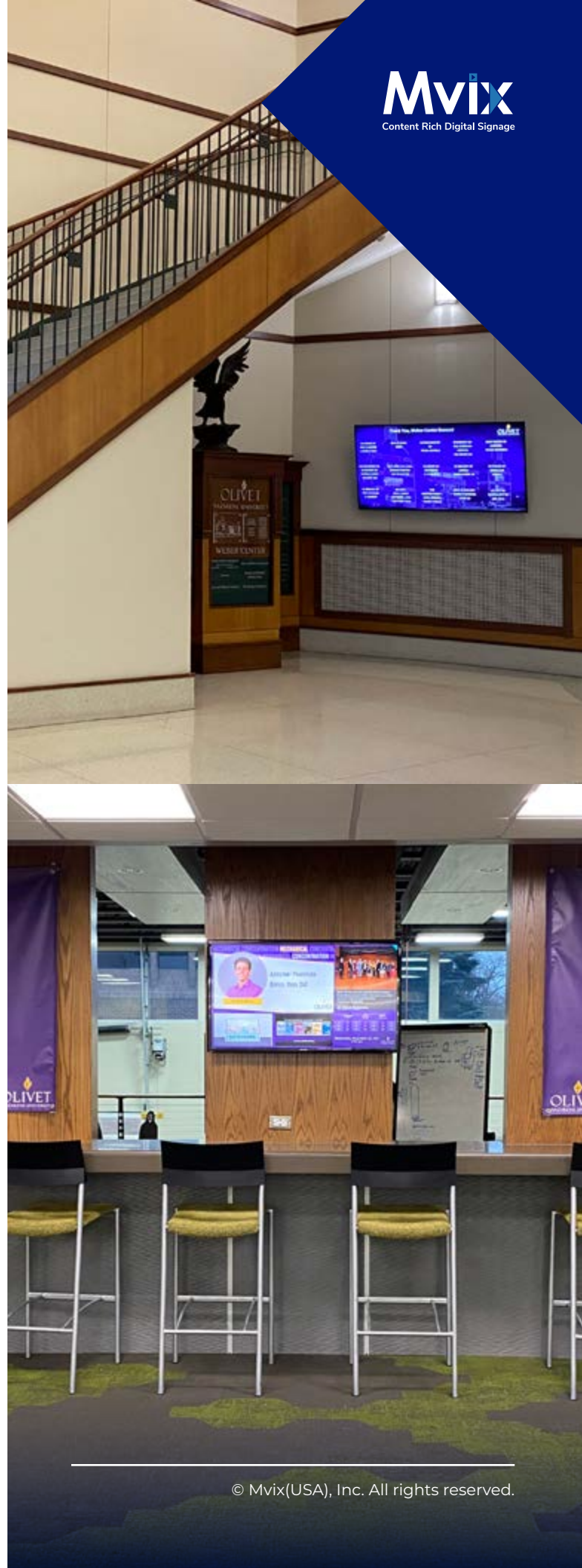
What needed to be done:

Complete **training sessions** on using the **software**.

Unlearn using the previous platform and familiarize with **Mvix software**.

Contact **technical support** as the need arises.

DEPLOYMENT AND USAGE

Olivet Nazarene University has expressed **satisfaction** with the current **signage system** as it fits most of their needs. In fact, the university is **looking forward** to upgrading to **version 3** (**Mvix CMS v3**) and enjoying all the **great features** of the upgrade.

According to the university, **Mvix** will undoubtedly be the first choice for future **digital signage** projects. This is partly because they would like to keep everything on one platform instead of using multiple services. Most importantly, the **Mvix digital signage solution** is a **guaranteed full-featured**, **highly-optimized** investment.

For these same reasons, **Olivet Nazarene University** has also made it clear they will gladly recommend **Mvix** not just to other learning institutions but any organization looking for an **efficient digital signage solution**.

Here is a **highlight** of what **solutions** are deployed at **Olivet Nazarene University** and how they are used.

News and Events Board

Students, faculty members, and visitors alike get to stay in the know of what is happening by catching updates on the **display boards**. Any event coming up?
Need to send out some **information** to the students?
The university uses its **digital** and **events boards** found all across the campus.

Donor Walls

Olivet Nazarene University has added to its buildings in the last few years. This is thanks to the contributions of generous donors who have helped to fund the construction projects. The university continues to show that it is **grateful** and **recognizes** these contributions by **highlighting** the names of the donors on various **donor walls**.

Welcome Sign Boards

Digital welcome boards are especially important in creating that great first **impression**. Featured at **Olivet Nazarene University** are **eye-catching displays** with a welcome message for visitors.

Social Media

Olivet Nazarene University students are further engaged with their **digital signage** utilizing **social media content apps**. **Feeds** displaying student life, current campus **news**, and captivating pictures also entertain visitors and guests while they wait for assistance.

Components Used in the Deployment

Content Management Software

Cloud-based, **Feature-rich Smart Digital Signage Software**. The software is **user-friendly**, and users can intuitively create and **manage** the **content** for display on **digital screens**.

Media Players

Olivet Nazarene purchased **plug-and-play BrightSign media players** with an **Mvix Flex cloud-based** digital signage license. A total of **35** of these **media players** have been deployed throughout the campus.

Implementation Assistance

Professional digital signage installation services as offered by highly trained and certified **installation technicians**.

Professional Training

Mvix's certified trainers offered **personalized, one-to-one digital signage training** to help the university to get the most out of its **digital signage solution**.

Express Support Plan

Mvix's expert and **prompt support team** are always ready to offer **technical support promptly** whenever such may arise.

WHY IT WORKED

Olivet Nazarene University set out to look for a new digital signage provider after realizing some gaps within their previous signage solution and communication. The university chose **Mvix** because its **feature-rich** **digital signage** solutions and **reasonable price**. With the launch of **Mvix's** **new software** and its available features, **Olivet Nazarene University** is excited to see the **communication** and **marketing tools** they can create.

The university spent a couple of months vetting different **digital signage providers**. In addition to the great features, **Olivet Nazarene University** picked **Mvix** over the rest because of **Mvix's impeccable product knowledge** and was more than willing to customize the **solutions** for the university's needs. In addition, looking at the amazing reviews from other clients played a **significant** role in helping the university to make that decision.

An **excellent choice**, no doubt, as the university has made it clear that their **digital signage solutions** were the answer for their **communication** needs.

The **Mvix team** collaborated closely with **Olivet Nazarene University** to explore the full potential and capability of their **new digital signage platform**. With dedicated **one-on-one training**, navigating the platform became easier after unlearning what they were used to with the previous platform.

By and large, the **Mvix platform** is very **user-friendly**. **Olivet Nazarene University** has had quite an easy time with **content management**. They are especially glad that the **media players** allow for displaying **video content** that is not choppy, and they can easily update the display **content**.

With the help of **Mvix's** **content design team**, **creativity** and **direction**, **flattering** and **one-of-a-kind templates** were produced to **effectively communicate** their message. Even after the initial training, **Olivet Nazarene University** continues to enjoy access to **professional training offerings**.

> *Overall, the process has gone well, **Mvix's technical support** has been **beneficial**. Hence, they have been **efficient** and do a **great job** responding in a timely manner and circling back to issues if needed."*

Amy Smith
Event Production Assistant
Olivet Nazarene University

About Olivet Nazarene University

Olivet Nazarene University was founded in **1907** and was first established as a grammar school. The university is affiliated with the **Church of Nazarene** and a member of the **Council for Christian Colleges** and **Universities**.

The university is organized into seven academic units. Over the years, the university has continued to rank quite impressively among the best. In the 2022 edition of Best Colleges and Regional Universities of the Midwest, Olivet Nazarene University ranked at **#64**.

The campus has a suburban setting with seven academic buildings, six residence halls, and two gymnasiums. Olivet Nazarene University also has several off-campus apartment buildings.

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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**.

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Enterprise Digital Signage

More Content.
Better Engagement.