



## BUYER'S GUIDE

# PRODUCTION & METRICS DISPLAYS

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# INTRODUCTION

**Production and metrics display** or **manufacturing metric displays** are an advancement of the

conventional whiteboards and LED scoreboards.

These displays are also known as **data dashboards, display boards, digital displays**, and **industrial signage**.

The major components of these systems are digital metric display

**software, content, network, players, and displays.**

Many businesses have embraced technologies like **MTConnect**, which support production and metric displays.





# Production Display Communication

There are several ways production and metric displays can improve and streamline activities in your business:



## Improved Internal Communications

Because many employees may not have access to computers during their shift, communication is challenging. The use of production and metric displays is a convenient way of ensuring all employees are on the same page. Production and metric displays deliver meeting alerts, technical information, and straightforward company policies, making communication easier.



## Real-Time Data

One of the most outstanding features of digital signage technology is it can integrate with databases that follow up on the manufacturing process steps. Such information is automated to the displays to keep employees updated. Furthermore, inventory management, production metrics, business performance, and quality reports are updated in real-time on screens.



## Improved Safety

The environment at manufacturing plants is boisterous. In light of this, employees need to know whenever an accident or obstruction occurs. Through digital signage, safety and health communications have been proven to reduce injury and illness rates by **up to 20%**. Digital signage provides a convenient means for improving safety, communication hurdles. It also helps identify significant problems in the production line.



## Wayfinding

In many lobbies, there are directories with floor numbers, and titles of the departments found there. When there are new locations, there is a need for new title slots. It's during such times that employees and clients get lost.

Digital signage allows companies to update directories by making a few clicks. Furthermore, wayfinding is displayed on a 3D map. Therefore, employees don't have to waste time wandering around a facility. Instead, they can use digital signage to locate their desired department. Additionally, this signage can be set up in department workstations to feature training videos, information manuals, and employee handbooks.

Although there are many benefits of **production and metric displays**, it's important to consider maintaining this technology's **initial investment** and **costs**. Therefore, it's crucial to prove the **ROI of production** and **metrics displays**.

# THE REAL ROI

While businesses need to have sufficient grounds for implementing certain new technologies, the real ROI of production and metrics displays cannot be determined by numerical values like profit margins. For efficient decision-making, businesses must conduct qualitative measures. The qualitative benefits of production and metrics displays can be determined by asking the following questions:

- ❖ Will the solution improve user experience and operations?
- ❖ Will the solution improve communications?
- ❖ Will the solution improve employee morale?

Bear in mind that the benefits of digital displays affect the resources required to ensure efficient production processes. For example, studies show that companies can rip up to **\$6 in benefits** for every dollar spent on a safety solution. Therefore, the answers to these questions will impact the success of manufacturing and production projects.



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## Improved User Experience

First, digital display solutions should enhance the experience of employees and clients in your organization. For example, a new employee will find it helpful to find their way around a manufacturing plant. Similarly, a visitor will know which department to go to when they enter the building. These displays provide employees a glimpse of the different departments in the building and how to get there.

Furthermore, visitors have a rundown of where they should go for specific queries. **93% of manufacturers** incorporate digital signage to showcase their products in exhibitions. This makes it easier for visitors to identify

what they want. Ultimately, this signage showcases the maps of the building for all staff and visitors to reference. Additionally, these systems are easy to use and don't require any advanced knowledge. The managers of these systems can manipulate them to achieve the desired communication goals.

This doesn't only improve user experience, but also enhance operations within the organization. For instance, suppose a certain production process needs to be completed in another department of the organization. In that case, these displays can help the other department take up from where their colleagues have left off.



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## Improved Communications

Production and metrics display should improve communications. They come in handy during training sessions and crisis meetings. **Studies** show that nine out of ten manufacturers incorporate digital signage systems for employee training and to boost productivity. This is especially important during emergency situations. For example, it's crucial to inform employees in real-time in the event of a disaster or accident. The impact of disasters or accidents is reduced when people can respond immediately.

Production digital signage systems can also provide emergency messages. An organization should create emergency alert messages in advance and reserve them in the system. During an emergency, these templates are activated to provide employees and visitors with valuable safety information. This includes the location of fire escapes, first aid boxes, fire extinguishers, and contact information for emergency services.

Additionally, employees are alerted if there is an urgent meeting or need assistance in specific departments. In this case, you need to ensure implementing production and metrics improves communication systems within your organization.



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## Improved Employee Morale

Recent **studies** show that companies have a low rate of turnover when they have high employee engagement. Employees like to work in environments where they feel free to express their concerns and where they're given room to interact and experiment. Research shows that digital signage improves **workplace engagement by 22%**, resulting in fewer cases of quality defects. Digital signage improves employee turnaround time and retention.

Employees are better motivated because they have more flexibility. For instance, when these systems are implemented in workstations, employees can follow guidelines and protocols without consulting their superiors. Furthermore, communication between employees is more straightforward, and responding to problems is faster.

Security staff can also move through checkpoints quickly. In fact, they're able to prioritize and attend to the most urgent areas. Workers can also attend to other pressing needs of customers because most of the customer services are delivered through features in these displays. For example, these systems display directions to specific departments and schedule delays. Therefore, the staff doesn't have to be occupied trying to show visitors where they should go or explain why there are schedule delays.

# Applications of Production and Metric Displays

Understanding **the benefits** of production and metrics displays is essential when deciding whether they're a **valid investment**. On the other hand, it's crucial to identify the **applications of these systems**. Here are some applications of **digital signage** in manufacturing and production



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## KPI Reporting

KPI reporting is an essential element for manufacturing companies. The use of digital signage for KPI reporting improves worker productivity. Also, it promotes the feeling of responsibility and personal worth among employees. This form of reporting is also important for a healthy competitive environment at the workplace, along with a feeling of shared group goals.

You can achieve KPI reporting through digital signage by using analytics widgets. The digital signage screen is a dashboard full of charts, tables, and graphs that trace performance metrics with these widgets. Employees

can quickly view and analyze this information without interrupting their operations.

Some data that can be displayed on these screens include; comparison figures, updated productivity statistics, and information on up-time versus downtime. This helps the company staff to gauge their progress, time their projects, and identify their strengths and weaknesses. KPI reporting is one of the applications that help organizations improve productivity and implement practical and effective solutions.



Plant	147282	Line	CH4 UTE 4	Unit	A	0
Production	78	Defects	0	Team Alert	15	11
Defect Rate	0%	0	0	Time	00:58	0
Time	18:16:22	Date	Sunday	9/23/2012		



## Improved Efficiency

One of the greatest benefits of digital signage is the boost to efficiency seen across multiple verticals. In the case of production displays, the greatest gains for efficiency lie in the ability to update the content both automatically and remotely. This means that errors and mistakes can be corrected instantaneously from a computer while the automatic updates allow businesses to focus on the tasks at hand without having to take time throughout the day to print and put up new data and reports.



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## Minimizing Accidents

The use of digital signage in manufacturing plants significantly reduces the occurrence of accidents. In fact, for every dollar invested in any safety solution, an organization can earn profits of **\$4 to \$6**. One of the most significant ROIs of production and metrics displays is safety. This is because workers are alerted of hazardous conditions or occurrences in real-time. It's easy to communicate safety messages because they can be displayed repetitively.

These alerts are posted on the digital signage board. This directs workers to an area where there is an emergency and braces them for the event. These alerts are far more effective than sirens or general whistles that only let workers know there is danger. This is because the signage identifies the location of an incident and what measures are required. Consequently, orderly steps can be implemented to avert disaster, evacuate employees, or perform actions that will minimize damage.



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## Promotes a Lean Strategy

According to **Dr. Shigeo Shingo** and Taiichi Ohno, there are seven areas of waste that you can avoid by implementing digital signage. These areas are pre-production, waiting, the unnecessary movement of goods and individuals, over-processing, product defects, and excess inventory. An organization's staff can see their contributions and how well they have achieved the company's goals through digital signage. Also, they can visualize areas that need improvement and are informed of any changes to regular processes. As a result, managers can help workers avoid the seven areas of waste. This eliminates deficiencies and downtime.





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## Incentivizing

Digital signage is an excellent way to incentivize employees. For instance, consider a situation where two departments are lagging behind in your organization. As a manager, you can introduce a contest between these departments.

To foster hard work and commitment, you can display the progress of these departments on digital signage. Consequently, you'll notice improved production and employee morale. Employees who know what they're capable of will most likely maintain that **new standard of performance**.



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## Product Notifications

In many organizations, noise and Wi-Fi can prevent effective communication with personnel. Digital signage in manufacturing and production helps minimize this problem. These displays relay important messages that need immediate attention. For instance, personnel will receive time-sensitive information regarding products. The use of digital signage has proven to be effective and efficient in production plants.



## Digital Menu Boards

Digital signage shouldn't only apply in workstations or manufacturing. Even outside employee cafeteria, they can serve a different purpose not related to work. For instance, digital menu boards can be used to display nutritional dishes available at employee cafeterias. This will encourage workers to eat healthy. Furthermore, employees can plan based on the displays on these boards.



## Safety Training and Meetings

Digital signage is a helpful feature for safety training and meetings in manufacturing plants. Employees can receive training on avoiding hazards, responding to emergencies, and other company protocols through these digital displays. Additionally, apps and content widgets can help operators to display informational content to improve presentations.



## Announcements

Your digital signage is also applicable for company announcements regarding work anniversaries, promotions, and schedule changes. Also, during company celebrations, personnel promotions, and other auspicious occasions, these displays are effective in communicating to a company's staff.

Digital signage compliments memos, emails, and SMSs. Messaging is displayed in a way that ensures employees receive accurate information in time. This system is an effective mode of communication when workers do not have access to their mobile devices.



## Brand Awareness

The applications to digital signage aren't restricted to the inside of a manufacturing plant. These displays can be used to create brand awareness. This helps the reputation of an organization and also attracts potential clientele. Therefore, digital signage can be implemented through applications and website videos. For example, a company can implement this technology to inform the public about their production processes to create consumer confidence about their quality.





## IN CONCLUSION

The success of any organization depends on how well employees and their superiors communicate and organize themselves to achieve profit targets and customer satisfaction. One of the main bottlenecks in the manufacturing industry is how information regarding various production processes is relayed.

Furthermore, the way company staff communicate urgent projects, meetings, and emergencies is also crucial. Digital signage goes a long way in ensuring a company's staff is always in sync. Not only does it help company employees, but it's also beneficial to visitors and clients of the company.

For successful implementation of production and metrics displays, authorities should be familiar with the benefits and applications of these systems. Clearly, the future of the manufacturing and production industries lies in the use of digital signage systems.

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