



Elevating Experiences. Driving Success.

A strong start to 2024!

Welcome to the second edition of our Newsletter!

Following a great year end for 2023, we've continued in a similarly positive fashion with a successful Q1, working closely with our customers, strategic channel partners and new prospects. Elevating experiences and driving success.

New for 2024 is our managed service offering for AV, extending the Digital and MPS offering, delivering further value by combining proactive asset management and refresh flexibility. We've already seen lots of interest, with customers realising that visibility is key to optimal management.

We've also got the ball rolling on new contracts for multi-site and international customers, and we're excited about the cost and carbon savings we'll be achieving within those workspace technology strategies, supporting clients' objectives from boosting their ESG credentials to elevating all sorts of stakeholder experiences.

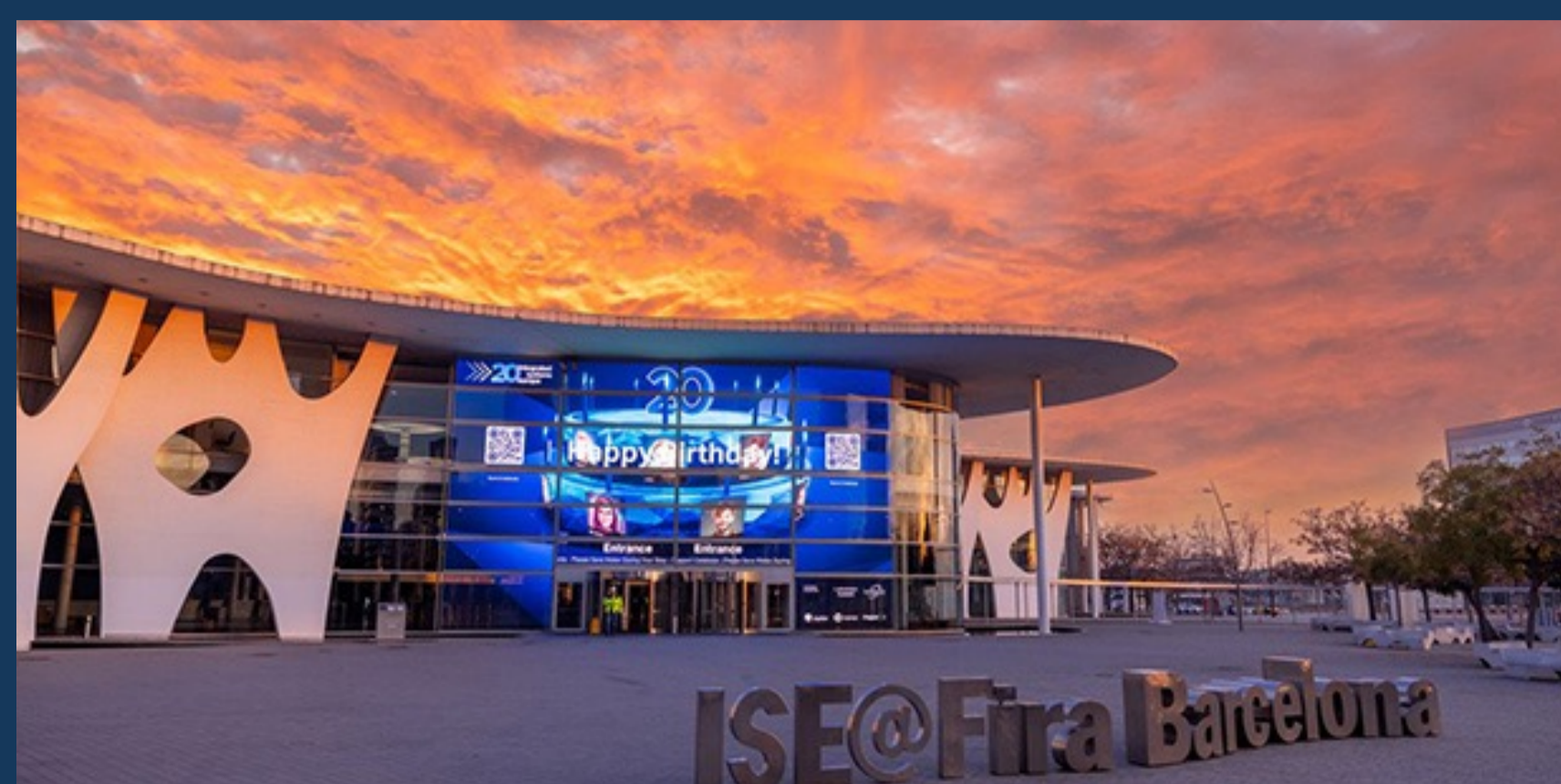
The latter is central to our success and that of our clients, because improving the experiences of both employees and customers can have a really significant positive effect in myriad ways - across people, productivity and performance (including revenue generation) - and ultimately translates into better profitability.

Indeed, the maximisation of sales through improved customer experiences is one of our key topics, as we're seeing significant interest in the latest retail technology innovations. We can now share with you that we'll be holding an exclusive industry event at the Royal Opera House, bringing together leading experts in the field to discuss how tech can help make the future of retail that bit brighter. More details soon!



Steve Todd
Operating Board Director

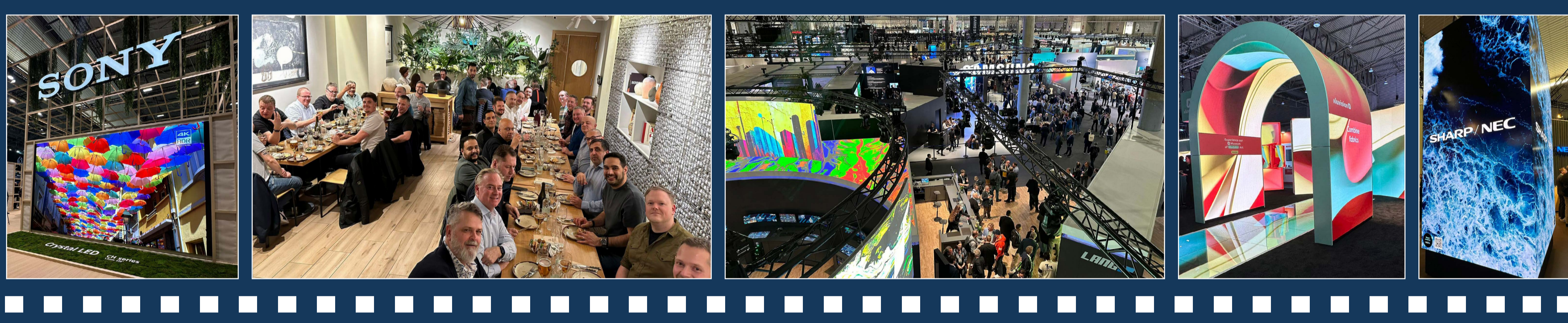
Insider view on ISE



In February a 40-strong team from Aura, including some of our key clients, set off to Barcelona for the annual Integrated Systems Europe exhibition. This year's event promised to be bigger and better than ever before, with a huge 1,408 exhibitors showing the latest and greatest technology innovation.

As *Chief Revenue Officer Adam Wilson* tells us, the event didn't disappoint: four days and seven halls (totalling 82,000 square metres) of exhibitors, live demos, workshops, seminars and conferences. So much to inspire and inform! We came back buzzing with ideas for elevating experiences in all sorts of working environments. Our most notable takeaways included:

- Hybrid working has increased the need and awareness of reliable meeting room technology, interoperability and perhaps most importantly, user experience.
- The integration of AI into audiovisual technology is rapidly expanding, with much of the showcased analytics and predictive data relying on AI-driven solutions. Emphasis on managed services and reporting was widespread among vendors, reflecting a shared vision for analytics and proactive monitoring. This aligns with the trajectory of our holistic approach to tracking business needs.
- Sustainability is now an even more significant focus for many vendors, across manufacturing, packaging and usage processes, with a notable emphasis on energy efficiency, aligning with customers' and our increasing emphasis on ESG.
- Innovative screen technology was a headline attention grabber; many diverse options for promoting brands beyond conventional 16:9 displays were showcased.



Better brand experiences: Harvey Nichols

Whilst already on the path to improving operational efficiency, global fashion leader Harvey Nichols approached Aura to identify ways to further improve efficiency by reducing waste and streamlining processes.

Using cutting-edge monitoring software and a predictive support model, Harvey Nichols were able to reduce their print fleet by **13%**, while also delivering a sustainable overall budgetary saving of **20%**.

“ We were looking to push cost savings and technology innovation further than ever before. The process helped us see what else might be possible, opening our eyes to how much more could be achieved with the right partner. ”



**Better experiences.
Better performance.**

People's experiences of an organisation can have a huge bearing on its success; [in this article](#) we offer a round-up of the ways in which our tech solutions can help organisations retain staff, impress partners, and fulfil customer expectations.

Industry perspectives

- **Jabra:** [Remote monitoring and management](#) of meeting room devices.
- **Crestron:** Introduces [Intelligent video](#) for meeting equity
- **Epson:** New portable receipt and colour label printers for retailers.



Turning inspiration into action: International Women's Day at Aura!

Both our UK offices were filled with laughter, incredible food, and delightful surprises as we gathered to celebrate International Women's Day. We'd like to give a huge thanks in particular to *Emily Daley and Kelly Bridges*, for their hard work in organising all the fun activities, office decorations and secret gift bags to make it such a special day.

A heartfelt thank you is also in order to *Spabreaks.com and Estee Lauder* for generously providing the prizes for our raffle, with all proceeds going to support *Berkshire Women's Aid* - we can now also reveal we raised a fantastic **£300!**

Our very own *Shweta Siwakoti* has shared her thoughts on the importance of working for a diverse employer. Check out her insightful piece [here](#).

At Aura, we're committed to turning inspiration into action. We're taking steps to inspire inclusion and foster a gender-equal workplace. We are already planning a roundtable event to discuss themes, challenges and ideas for a more inclusive workplace!

Let's continue the momentum and make a lasting impact together!



TechFutures Forum 2024:

Microsoft Teams Rooms, Front Row & the Science of Inclusive Meetings **23rd May 2024**

In partnership with Microsoft Jabra uteology

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