



# Aura™



## SCANIA RAISING THE BAR IN CORPORATE COMMUNICATIONS

An easy-to-use internal communications platform – for better stakeholder engagement, better productivity, and better staff buy-in to the company's mission



Enhanced Corporate  
Communications



Digital Signage  
Displays



120 End  
Points



## BUSINESS CHALLENGE

A world-leading provider of transport solutions originally founded in 1891, Scania operates in more than 100 countries and employs around 49,000 people globally, boasting net sales of almost £1.6b. In 2020 the brand delivered 66,900 trucks and 5,200 buses, as well as 11,000 industrial and marine power systems, to their customers.

Now leading the charge in the provision of sustainable transport solutions, Scania is redefining its competitive

advantage in the context of electrification, and as part of that drive is embracing the potential of innovation across every aspect of its business.

Explicitly placing internal and external communications as central to success in spreading their vision of a fossil-free transport system, Scania chose Aura to support their corporate communications enhancement strategy.

## AURA SOLUTION

During a period of heavy investment in their UK real estate – which encompasses some 50 sites around the UK, including a new £16m state-of-the-art headquarters building – Scania has embraced the positive impact on productivity and efficiency that technology innovation could deliver.

Aura was tasked with the design, specification and installation of a digital signage system that would not only streamline the processes involved in corporate communications, but would also improve accessibility of information and a sense of inclusivity for all staff.

With 120 end points across 50 sites in the UK – including Scania's HQ in Milton Keynes, their bus and coach centre in Worksop, and their training centre in Loughborough – the digital corporate communications system was designed to enable the brand's internal communications team to push out messaging in a consistent, highly visible manner to all sites simultaneously, at the touch of a button.

With the aim of increasing productivity through a greater understanding and sense of the brand's mission, the new system was created so that consistent and relevant business messaging could be disseminated across all 1,700 UK employees. This included live business data, live TV, company updates, important announcements, and animated videos which were created to engage and instruct. There was a requirement to be able to broadcast pre-recorded media files, internet feeds, live TV and social media feeds.

Importantly, Scania also wanted the capability to live-stream important C-level statements, so that staff at all 50 sites could

feel connected and part of the team, by being present in real time for key announcements.

With content quickly and easily distributed across multiple sites, floors and displays, the internal communications team has an easy-to-use platform which reaches every member of staff, across every site – for better stakeholder engagement, better productivity, and greater buy-in to the company's overarching mission to deliver a fossil-free solution for the future of transport.



**“Continuous innovation marks the success for Scania who are now able to provide their employees with streamlined corporate communications.”**

Adam Wilson, Chief Sales Officer

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