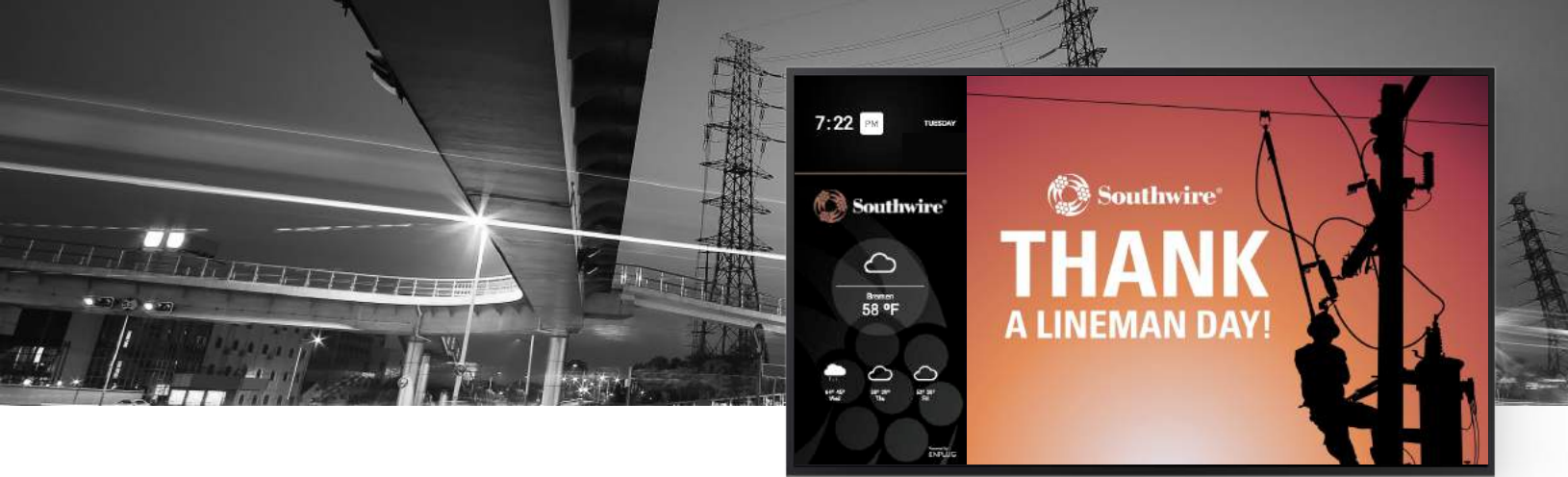




Industrial Manufacturing Case Study

How Southwire – one of the largest manufacturers of wire and cable and an emerging influence in the industrial electrical space – uses Enplug to manage and improve employee communications across its corporate headquarters, manufacturing plants, customer service centers and regional sales offices.

* PHOTOS TAKEN PRIOR TO THE COVID-19 PANDEMIC AND SOCIAL DISTANCING MEASURES.



For the past seven decades, Southwire has manufactured wire and cable solutions, as well as a full portfolio of tools, components and assembled solutions (TCAS). Southwire's products distribute electricity to communities throughout the United States, powering roughly half of American homes. Headquartered in Carrollton, Georgia, with a global network that includes 34 manufacturing facilities and 10 customer service and distribution centers, Southwire's workforce relies heavily on the company's network of connected displays to ensure consistent internal communications across the organization.

Southwire recently turned to Enplug to better utilize its existing displays to deliver relevant, timely information to all employees such as workplace safety messages, company goals, and work anniversaries. Enplug's digital signage platform played a central role, helping Southwire overcome technical and budgetary obstacles.



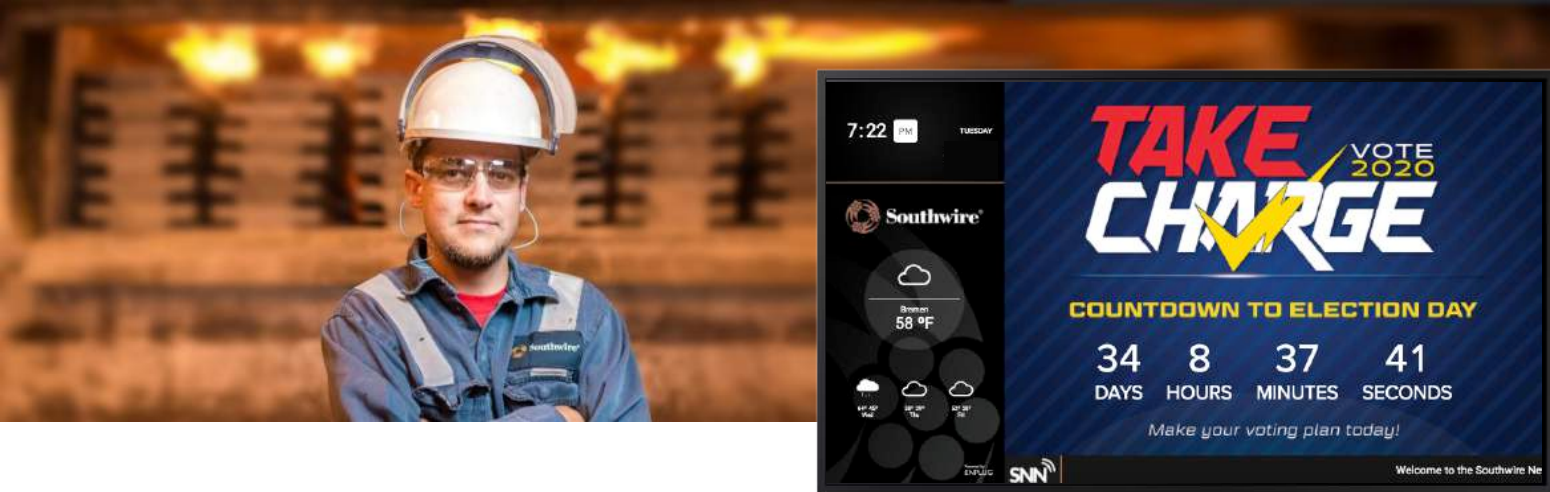


Enplug Digital Signage Software

Industrial-strength employee communications for the industrial workplace

THE CHALLENGE

In mid-2018, the Southwire communications team began evaluating its existing AV infrastructure to better unify the company's internal communications. The legacy PC-based system was running Windows 7 at a time when Microsoft was planning to end support for the older operating system. Southwire could either begin the costly, involved process of updating to Windows 10, or begin anew with a more user-friendly, future-proof solution that would eliminate the need for future OS upgrades.



THE SOLUTION

Enplug was instrumental in helping Communications Specialist Nick Cooley and his team revamp the company's digital signage network. He conducted extensive vetting of potential solutions and ultimately decided on Enplug for the platform's ease-of-use and affordability, delivered as a cloud-based, app-based solution to future-proof the investment.

A number of Enplug's apps have been particularly helpful in creating a diverse library of content for Southwire News Network (SNN) – the company's internal communications network. The Corporate Graphics App is used to produce weekly CEO update videos broadcast companywide, highlighting company performance, customers in the news and community engagement initiatives. Enplug's Graphics & Video App streamlines the process of creating content to highlight milestones, such as employee birthdays and work anniversaries. Lastly, the Company Templates App ensures a consistent, branded look-and-feel across Southwire's extensive library of video assets.

Southwire News Network features curated content on a number of topics, including: company information and updates regarding acquisitions, corporate goals and strategy, as well as weekly video updates from the company's CEO; employee health and safety information, as well as tallies counting the number of days since the latest safety or quality incident; Southwire's diversity and inclusivity efforts, including various employee resource groups; recruitment-related updates, along with employee spotlights, recognition and resources; and content highlighting Southwire's commitment to sustainability, as well as the company's non-profit endeavor, Project GIFT (Giving Inspiration for Tomorrow).

In addition to the curated content listed above, Southwire also uses Enplug's Facebook and Instagram Apps for real-time social media integration. Southwire's social media feeds publish to pre-determined displays in real time, automatically highlighting specific hashtags and filtering out negative or inappropriate content.

With Enplug at the core of the company's internal communications platform, Southwire produces professional-quality video content that's viewed daily throughout the entire organization.



THE RESULTS

Today, 150+ displays (we're proud to share that the Southwire team continues to add more screens) are now connected via Enplug's platform, providing a single sign-on solution to manage Southwire's extensive library of content. Cooley maintains all company-wide content, while pre-determined group leaders manage facility-specific content updates.

Enplug has dramatically improved the flow of content throughout the Southwire organization. Using a cloud-based app interface to manage content across dozens of facilities is a significant improvement from the legacy system. But perhaps the most measurable improvement is Southwire's ability to effectively disseminate information to workers on the factory floor without having to send content via email, keeping workers well-informed, on-task and productive.

"Enplug has given me the power to build Southwire News Network into a critical lifeline that guides every aspect of our internal communications. Cost-savings and usability alone justify the switch to Enplug, but equally important is how well the platform functions not only in our corporate facilities, but also on our factory floors."

Nick Cooley,
Communications Specialist, Southwire





About Southwire

A leader in technology and innovation, Southwire Company, LLC is one of North America's largest wire and cable producers. Southwire and its subsidiaries manufacture building wire and cable, metal-clad cable, portable and electronic cord products, OEM wire products and engineered products. In addition, Southwire supplies assembled products, contractor equipment and hand tools. For more on Southwire's products, its community involvement and its vision of sustainability, visit www.southwire.com.

About Enplug

Enplug's cloud-based digital signage software platform empowers businesses to manage content across multiple displays from a single dashboard. With powerful enterprise features and an easy-to-use design, Enplug is the innovative solution to scale visual communications. Global companies in banking, education, retail, energy and more depend on Enplug for seamless marketing and internal communications experiences.

Get a free demo
Visit enplug.com.

