

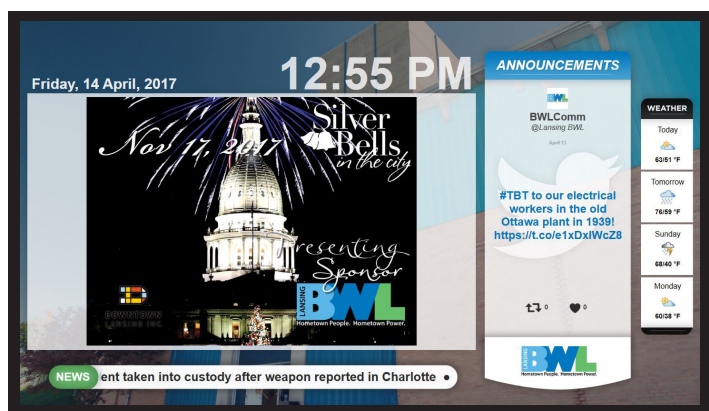


**LANSING**  
**BWL**  
Hometown People. Hometown Power.™

## INTRODUCTION: Lansing Board of Water & Light

**The Board of Water & Light was founded in 1885 with the goal to provide drinking water and fire protection water to the people of Lansing, Michigan.**

Since that time, the BWL has grown to be a municipally owned public utility that provides water, electricity and steam heat to the greater Lansing area. The mission of BWL is to, "provide safe, reliable, and affordable utility products and services to the Greater Lansing Region. Together, the BWL's Board, management, and employees will plan for sustainable growth, be responsible environmental stewards, and be active participants in the Lansing Community's economic and cultural initiatives."

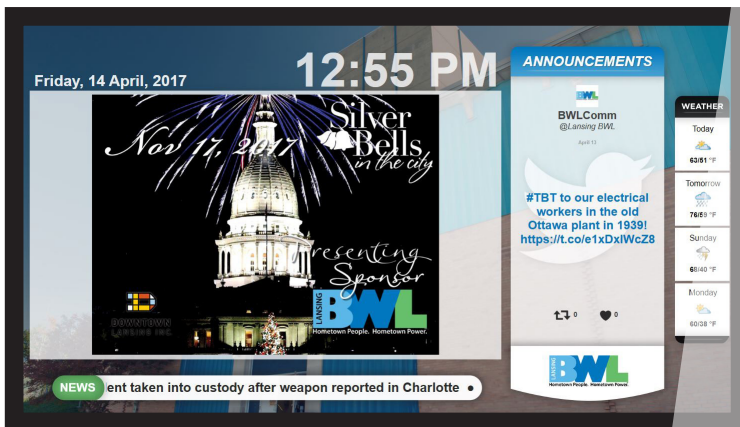


## THEIR CHALLENGE

As the result of an RFP, BWL awarded to ConnectedSign a contract for their Digital Signage project. Their deployment sought to provide communication, collaboration, and messaging for all employees at all BWL facilities throughout its service territory. Software was to supplement the current weekly announcement that was being emailed to all employees, and serve to better reach personnel who are not regularly at their desks. Display locations included common areas, break rooms, kitchen spaces, lounges, and hallways. Content to include social media integration, live event broadcasts, real time news, and integration with their corporate emergency notification system.

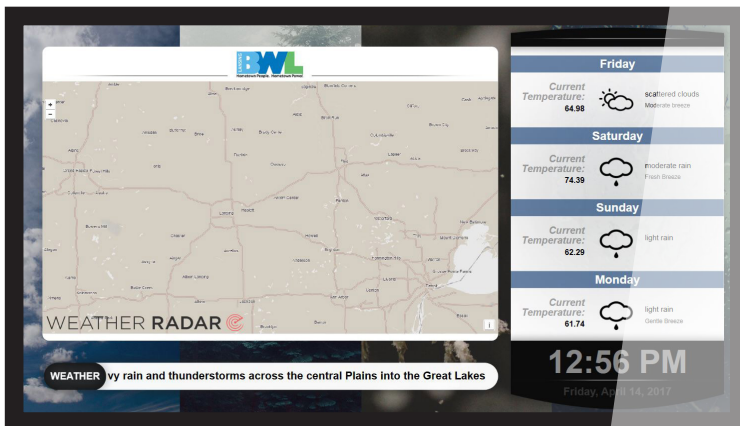
## OUR SOLUTION

ConnectedSign conducted a site-visit to gain a better understanding of deployment and communication needs. As a result of several conversations with end users and IT personnel, ConnectedSign created three branded templates for Lansing BWL. The Main template has rotating background photographs of their various plant locations and features content from their Twitter feed, promotional videos, event notifications, a basic weather forecast and the time and date. A second template was designed to be an in-depth weather forecast complete with a radar map of the area and five day weather report. The last template is a one-region template designed to show large videos or promotional events as well as the time and date.



## OUR SERVICE

ConnectedSign continues to partner with Lansing Board of Water & Light to provide them with training and support on the software. Should the need arise, we also offer technical support. We look forward to a continued partnership with the BWL as they seek to serve the greater Lansing area with clean water and efficient power supplies.



## When you're ready to get connected...

- Emergency Messaging
- Workforce Content Signage
- Cloud-based, or on premises
- Directions & Wayfinding

Let us assist you with finding solution for your industry. Better connect today with your employees, customers, and visitors.



## CONTACT US

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