

Effective Customer Communications

In today's competitive business environment, increasing the quality of your customer's experience is important, especially in retail settings. With the large volume and speed of information today, customers demand quick, convenient access to the information that is most important to them— whether it's news, weather, or local events. And delivering your brand and promotional messages to your customers with the most impact possible can help increase revenues.

Engaging Employee Training

In addition, an ever-changing workforce requires continuous training of new employees to make sure your sales and support staff are fully engaged. Motivated and knowledgeable employees result in happy customers. Engaging employee training requires a fast, high-impact communications system that easily delivers up-to-the-minute information targeted to specific audiences, on demand.

Enter HUGHES' Digital Media Solutions—a comprehensive, fully-managed, rich-media distribution solution that delivers high-impact customer communications, corporate communications, and employee training. Saving money by improving how you communicate with your customers and your employees is what Hughes' Digital Media Solutions is all about.

How Hughes Digital Media Solutions Can Benefit Your Business

- **Enhanced Customer Experience**
Keep customers informed and entertained with engaging content and up-to-date information such as local events, weather, news, special offers, and brand loyalty programs

- **Faster, More Efficient Training**
Address staff turnover issues with online training— on your schedule and theirs
- **Revenue Enhancement**
Earn incremental advertising revenue by leveraging your Hughes' Digital Media Solutions to promote local products and services



- **Improved Employee Communications**
Communicate corporate and local messages to employees, such as new policies, alerts, sponsorships, and awards
- **Better Network Performance**
Keep high-bandwidth video and graphic traffic off your primary WAN/LAN for better video performance with minimal to no impact on your current network



HughesNet encompasses all broadband solutions and managed services from Hughes for large enterprises, governments, small businesses, and consumers bridging the best of satellite and terrestrial technologies. HughesNet solutions and services are marketed directly by Hughes and its authorized resellers and distributors throughout North America, Europe, India, and Brazil. In all other regions of the world, Hughes products and services are available from a growing family of value-added providers and resellers. Hughes broadband satellite products are based on global standards approved by the TIA, ETSI, and ITU standards organizations, including IPoS/DVB-S2, RSM-A, and GMR-1.

What You Get

Hughes' Digital Media Solutions offers a menu of services that can be deployed individually or in combination, including:

- Digital Signage displays
- Content delivery, storage and playback systems
- Content creation and management tools
- Learning Management Portal

All services are fully-managed, installed, and operated by Hughes.

Enhancing the Customer Experience: Hughes Digital Signage Solution

Hughes' Digital Signage delivers dynamic, content-rich communications in convenient locations such as hotel lobbies and retail points of purchase. Content may include video, text, and graphics via customer-facing and/or employee-facing screens.



Hughes' Digital Signage solution enables you to easily manage, schedule, and deploy content tailored to your specific business needs. The solution provides tools to easily assemble engaging content that is sure to grab your customers' and employees' attention and get your message out in a timely manner.

Whether you have a single location or many, Hughes' solution will enable you to realize your business goals with total ease and cost-effectiveness.

Taking Training to the Next Level: Hughes Learning Management Portal

Hughes' Learning Management Portal provides you with your own private-branded, secure site that enables you to organize, manage, and distribute online training and presentations—with none of the IT hassles! This turnkey, Web-based learning management system (LMS) takes the headache out of managing your training and lets you focus on what moves your business forward—getting information into the hands of your partners and employees.

Keep Employees Engaged and Motivated: Corporate Communications and IPTV

Effective corporate communications are vital to keeping your employees up-to-date, motivated, and engaged.

Traditional methods of employee communications, such as emails and printed materials or shipping DVD/CDs, can be expensive and cause key company messages to be lost in the daily barrage of information.

With Hughes' IPTV Solution you can centrally manage and control high-impact communications to your staff through use of compelling video, text, and RSS feeds.

And your communiqués can be recorded and stored so staff who couldn't attend the live delivery can still get the same information with the same impact and effectiveness.

Why Hughes?

Hughes has been providing managed services to Fortune 500 companies, just like yours, for more than two decades.

Hughes' intimate knowledge of the business environment and its vast experience in the provision of video solutions for business-critical applications make Hughes the ideal partner to leverage this technology to its fullest advantage for your business.

With Hughes, you are assured of getting the most effective communications solution on the market, with comprehensive reporting, trouble-free installation, and unmatched customer support. Learn how you can take your customer and employee communications to the next level with Hughes' Digital Media Solutions.

For more information, call a Hughes representative today at 1-866-251-2795
or visit our Website at enterprise.Hughes.com

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