

Multiplex – flexibility, control and ubiquitous connectivity



Multiplex specialises in delivering smart technology solutions that enhance the in-store experience for retail customers and ultimately increase sales for consumer electronics brands.

The challenge

In order to effectively track consumer interaction with in-store displays and to be able to update media in real time, Multiplex needed a direct connection from its displays to the cloud. Its customers' in-store wi-fi didn't always deliver, so Multiplex decided it needed to look for a more reliable alternative.

The solution

The solution provider selected the BT Control Centre alongside BT's M2M mobile SIMs to provide reliable 4G coverage in any location across UK and the EU. The company can now manage its deployments with ease, with the use of the BT Control Centre, and has complete confidence that its displays are always connected. So it can deliver a truly premium service to its customers, providing the insights they need on their installations and making sure they're always showing the most up-to-date media.



“BT offer a fantastic M2M portal which gives us the tools to provide a premium and responsive service to our customers,” said Ray Rafferty, Project Manager at Multiplex. “BT provide great support online and a great team who are always at the end of the phone if we need them.”

