NEWS

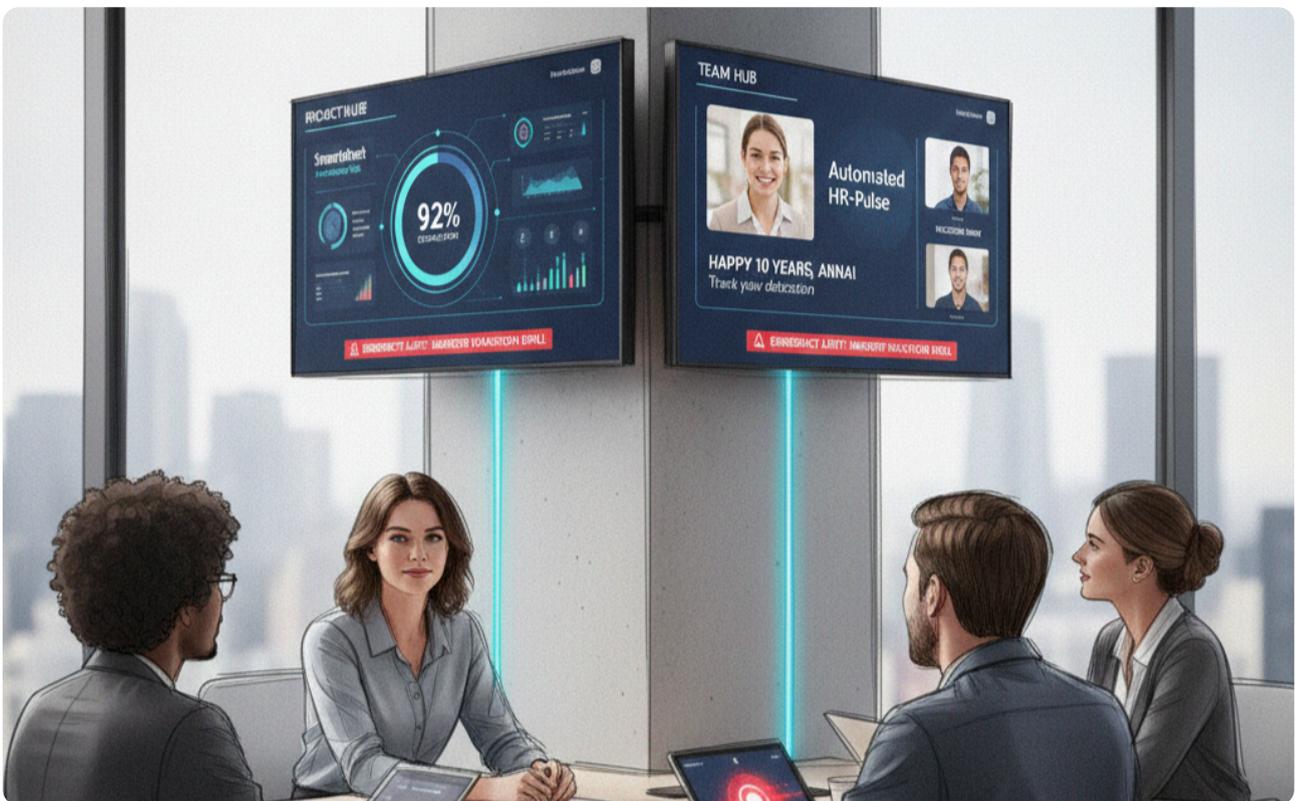## Operational excellence through vertical integration

Digital business hubs - How intelligent display strategies drive corporate culture and efficiency

2 March 2026, Tobias Engl

In a working world that is increasingly characterized by a flood of data and hybrid models, companies are faced with a central challenge: how do you bring business-critical information from the digital depths of systems directly into people's field of vision? The answer lies in an evolution of the screen medium. Whereas digital signage was often just a digital picture frame for static content in the past, ScreenWay is transforming the hardware into an integral control instrument for operational excellence in 2026. This change is primarily driven by a new generation of app integrations that combine software intelligence with physical presence.

A key pillar of this development is the visualization of real-time data. Modern companies manage their projects using highly complex dashboards, but their impact often fizzles out in closed browser tabs. Through the native integration of platforms such as Smartsheet, ScreenWay enables a completely new form of transparency. Instead of showing simple images, these dashboards are "screen-aware". This means that complex data streams are loaded without delay thanks to intelligent caching and prepared using automated zoom functions so that the most important key figures can be seen immediately, even from several meters away. This turns the screen in the corridor or conference room into an active progress monitor for the entire team.

Parallel to process optimization, the focus is shifting more towards people. In times of a shortage of skilled workers, internal communication is becoming a strategic anchor. This is where apps that build a bridge between HR systems and the physical space come in. When a screen congratulates employees on their tenth anniversary or welcomes a new team member fully automatically and in a high-quality design, this is done without any manual effort on the part of the marketing department. The direct link to systems such as BambooHR or Personio creates a vibrant corporate culture that makes appreciation visible to everyone - authentically, promptly and visually appealing.

In addition to culture, security plays a key role in modern infrastructure. ScreenWay sees the display network as part of the information and rescue chain. Unified emergency systems enable authorized persons to overwrite all screens at a location with warning messages within seconds in the event of danger. Whether it's a severe weather warning or a fire drill, the technology ensures that the information immediately attracts the attention of employees and that conventional content is immediately superseded. This functionality makes digital signage a safety-relevant investment for the entire site.

However, the foundation of all these possibilities is technological control at system level. A "business performance hub" is only worth as much as its reliability. This is where Remote Device Management (RDM) comes in, going far beyond simple software updates. It allows complete control over the hardware - from energy management to remote diagnostics in the event of connection errors. In combination with AI-supported content suggestions that adapt the content to the time of day or the local weather, for example, the result is a system that thinks for itself. ScreenWay therefore not only offers a platform for apps, but also a closed ecosystem for operational intelligence that merges hardware and data interfaces into an unbeatable unit for modern companies.