

NEWS

The digital colleague on the wall

How ScreenWay makes the invisible work visible

5 March 2026, Tobias Engl



In a world of work that is increasingly characterized by digital speed and hybrid models, a central question arises for modern companies: How do you manage that business-critical information does not go down in the flood of e-mails, chat apps and complex databases? The answer lies in the transformation of the classic screen towards a “digital employee.” ScreenWay acts as an intelligent link that makes information visible where people come together, thus significantly facilitating daily work.

This digital employee takes on tasks that used to have to be painstakingly maintained manually. By seamlessly integrating modern functions, digital signage becomes a self-sufficient team member who communicates proactively. A crucial factor for facilitating work is the automation of processes. Instead of the marketing or HR department having to manually prepare every birthday, every company anniversary or new key figures, the system draws this data directly from tools such as smartsheet or HR portals such as BambooHR via intelligent interfaces. This “set-and-forget” mentality means that communication always remains up-to-date, while human employees can focus on their core tasks.

The role of this digital colleague goes far beyond the pure display of texts. He acts as a “Business Performance Hub” that makes complex project progresses understandable in passing. Modern dashboard integrations bring data out of “digital sinking” and visualize it visibly for everyone. This creates transparency and strengthens the sense of community, as successes and goals are tangible for everyone – from management to commercial employees in production. Especially for the so-called “non-desk workers” who do not have constant access to e-mails, ScreenWay thus becomes an indispensable information channel that closes the gap between the office and the factory hall.

In addition, the digital employee unfolds his potential in the field of security and ad hoc communication. Through integrated emergency warning systems, the entire network can act as a digital security officer within seconds, overwriting all screens with vital information. This technological depth provides a calming sense of reliability. Thanks to Remote Device Management (RDM), it is also ensured that this digital colleague never “sick”: the hardware is centrally monitored, maintained remotely and thus remains ready for use around the clock.

Ultimately, the use of ScreenWay leads to a significant improvement in the so-called Digital Employee Experience (DEX). By no longer having to search for information, but by finding the employee where he is staying, digital exhaustion is reduced and productivity is increased. ScreenWay thus proves that modern digital signage is much more than just a medium – it is a highly efficient tool that creates visibility, relieves the burden on administration and takes corporate culture to a new, digital level.