

NEWS

The future is visible

Digital Sales Board - The digital pulse of your company

6 March 2026, Tobias Engl



In modern business management, ScreenWay marks the decisive transition from passive data management to an active, highly visible performance culture. The system acts as an intelligent nervous system, bringing business-critical metrics from complex software silos directly into the physical workspace. At the heart of this transformation is the Digital Sales Board, which transforms the waiting room or open plan office into a dynamic high performance center. While information in traditional companies is often buried in CRM systems such as Salesforce or HubSpot, ScreenWay brings this data to light and transforms it into a living source of motivation right in the team's field of vision.

A decisive argument for this solution is the architecture of real-time visibility: according to the "5-second rule", every employee can immediately see whether the team is on course for success as they walk past. Full automation completely eliminates the need to manually create reports or PowerPoint slides; the data flows directly from the source systems to

the screens via an API connection. This transforms the employees' obligation to collect data into an obligation to provide visibility. Pipeline bottlenecks or stagnating quotas are proactively identified before they can result in a negative close. This gives management valuable time back, as the "single source of truth" is permanently present.

Beyond pure information, the ScreenWay Sales Board uses profound psychological levers to increase performance. Gamification and dynamic leaderboards promote healthy competition, which awakens the natural hunting instinct in sales. Immediate public recognition is particularly effective: when a "deal alert" fills the screen when a deal is closed, this provides an immediate motivational boost that can hardly be achieved by delayed bonuses. This form of transparent accountability massively strengthens personal responsibility, as successes become tangible and can be celebrated by all departments.

From an economic and technological point of view, ScreenWay is a highly efficient return engine for the digital infrastructure. Thanks to the use of cost-effective hardware such as the Raspberry Pi and the drastic reduction in administrative reporting hours, the system usually pays for itself within just a few months. In combination with functions such as Remote Device Management (RDM) and the highest security standards, the infrastructure also remains globally scalable and low-maintenance. Ultimately, ScreenWay is much more than a display medium - it is a strategic management tool that transforms isolated data into collective momentum and increases the operational intelligence of the entire company.