SAMSUNG

White paper

Beyond the boardroom: A unified display strategy for the modern enterprise



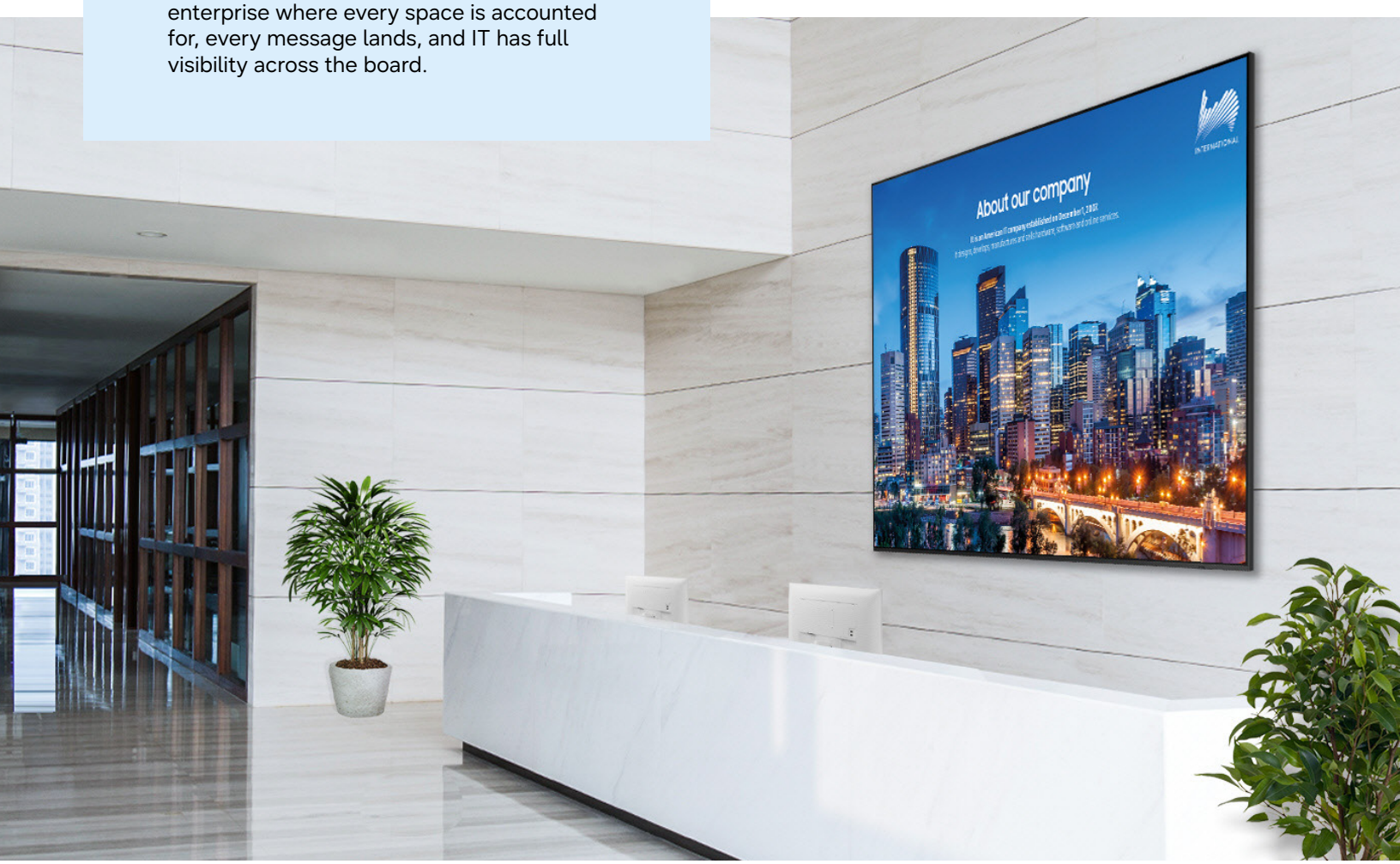
Executive Summary

Fragmented display networks are a persistent and costly problem across enterprise environments. Siloed systems disrupt cross-department communication, strain IT resources and can leave teams misaligned with broader business goals. At scale, that misalignment adds up fast.

A unified display strategy closes these gaps. When all displays, from boardrooms and briefing centers to lobbies, huddle spaces and employee desks, operate under centralized control, the impact is immediate and measurable:

- **The right messages reach the right people** in real time.
- **Collaboration increases,** including seamless support for hybrid and remote workers.
- **Proactive monitoring reduces downtime** and frees IT from constant troubleshooting.
- **Safety and security protocols** are enforced consistently across every location.
- **Day-to-day operations** run faster and more smoothly.

When every environment is mapped with the right digital display solution, the result is an enterprise where every space is accounted for, every message lands, and IT has full visibility across the board.



How are display silos holding enterprises back?

Silos slow enterprises down, and display silos are no exception. When digital displays across an enterprise operate in isolation, so do the teams that rely on them, falling out of sync with each other and with broader business goals.

The scale of the challenge makes a unified digital strategy essential. A modern enterprise deploys displays across a wide range of environments, each serving a distinct purpose:

- **Boardrooms** host executive presentations on large-format screens.
- **Conference rooms** power hybrid meetings through interactive displays.
- **Huddle spaces** enable impromptu brainstorming via videoconferencing.
- **Lobbies** welcome visitors and broadcast company updates.
- **Wayfinding signage** guides employees and guests across the space.
- **Individual workstations** rely on high-resolution monitors to get work done.



When each of these environments operates independently, the result is a fragmented network that's difficult to manage, costly to maintain and frustrating for both employees and IT teams.

How display silos develop

Display silos rarely happen by design. They develop gradually as separate deployments accumulate over time, each one solving an immediate need without thinking about the broader network. The result is a patchwork system built on incompatible technologies that were never meant to work together:

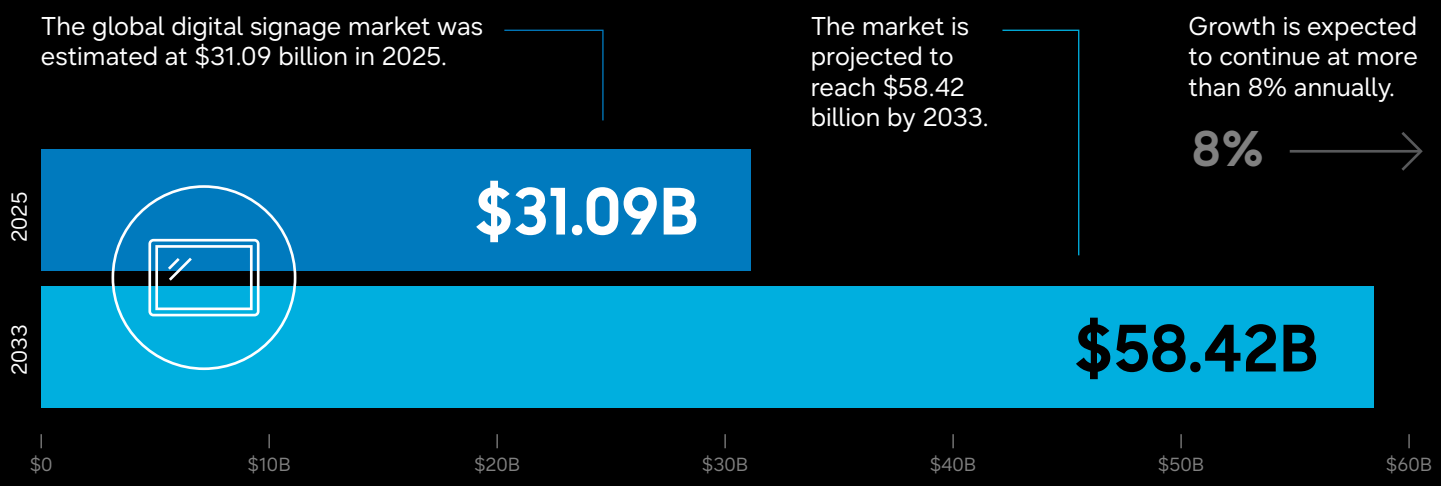
- **Conference room screens** run on one platform while lobby signage runs on another.
- **Wayfinding displays** and employee monitors frequently sit outside centralized management.
- **Multiple vendors and management tools** create inconsistent maintenance demands across the enterprise.
- **Content updates** require constant coordination across departments and systems, slowing execution.
- **Security alerts and company-wide announcements** fail to reach every screen quickly or consistently.

Hybrid and remote work add another layer of complexity. According to Gallup, 52% of U.S. employees whose roles can be performed remotely now work in hybrid arrangements, meaning enterprise display networks must extend beyond the office to home setups and co-working spaces. As distributed teams rely increasingly on screens to stay connected, enterprises have responded by redesigning offices around hybrid-friendly collaboration spaces and flexible work areas.

The challenge for IT isn't the number of screens; it's the absence of a coordinated system to manage them.

Display market growth

Grand View Research, Digital Signage Market Report



The business case for a unified display ecosystem

A unified display ecosystem helps reduce operational liability, offering enterprises greater control, improved efficiency and a communication infrastructure that works at the speed of the business.

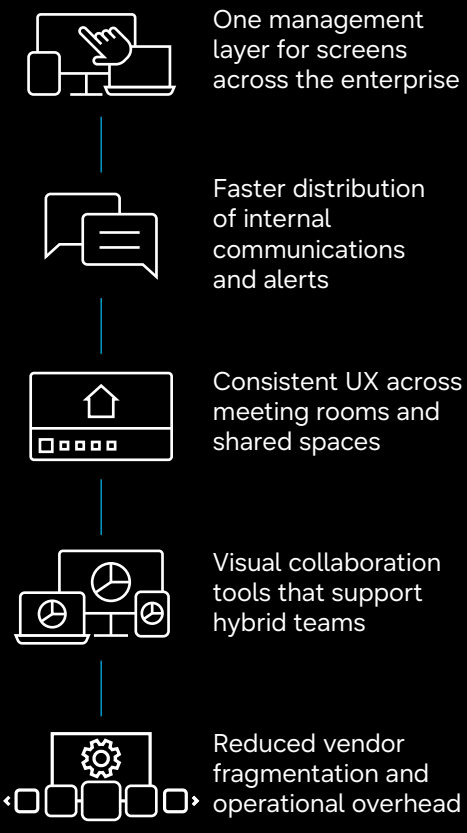
Centralized management platforms provide a single control layer across the entire enterprise. Communication teams can distribute announcements, internal updates and operational messaging simultaneously across every display rather than managing content separately across multiple systems. That matters most when information needs to move fast, such as with:

- **Emergency notifications**
- **Safety instructions**
- **Company-wide announcements**
- **Conference details**
- **Operational updates and traffic reroutes**

For IT, the benefits are just as significant. A unified ecosystem enables remote software updates, settings adjustments and real-time performance monitoring across a fleet of displays. This gives them visibility into the health and status of the entire display infrastructure, flagging issues before they cause disruption and resolving those that do far more efficiently.

A unified infrastructure also transforms how teams collaborate. Interactive displays allow meeting participants to annotate documents, capture ideas and review project plans directly on screen. This bridges the gap between in- person and remote employees and can make hybrid meetings more productive. The result is fewer inefficient meetings and less lost context between physical and virtual workspaces.

At a glance: What a unified display ecosystem enables



Ultimately, a unified display ecosystem allows organizations to treat visual technology as shared workplace infrastructure rather than a collection of independent devices to be managed in isolation.

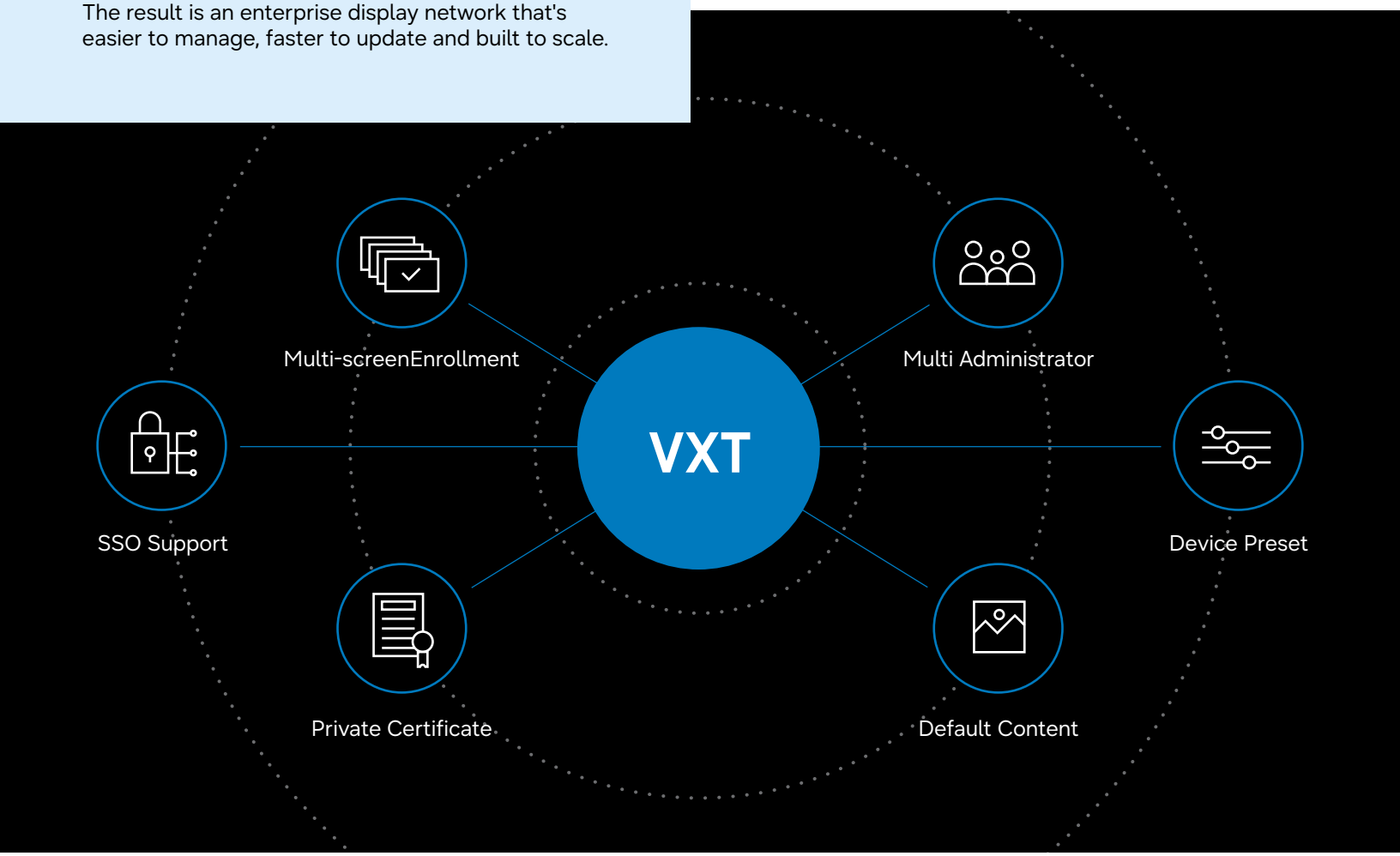
Connecting the display ecosystem with a content management system

Enterprise display networks can span hundreds or thousands of screens across multiple locations. Without a centralized control layer, managing that scale becomes a compounding operational burden.

Samsung VXT is a cloud-based content management system designed to serve as the operational backbone of an enterprise display network. It gives IT and communications teams a single platform to:

- **Remotely manage** screen fleets across every location
- **Create, schedule and deploy** content across the entire network simultaneously
- **Update firmware and software** without being on site
- **Monitor display health** and identify potential issues before they disrupt operations

The result is an enterprise display network that's easier to manage, faster to update and built to scale.



Mapping digital displays across the enterprise

A unified display strategy should account for how people actually use space. Each environment across the enterprise serves a distinct purpose, and the displays within it should be chosen for specific communication and collaboration needs.



Large-format displays for boardrooms and executive briefing centers

Executive spaces often host strategic discussions, investor presentations and high-stakes decision-making. Displays in these environments must deliver clarity and reliability. Leadership teams frequently review financial dashboards, operational metrics and long-term strategic plans that require large visual canvases.

Large-format LED display technologies are built for this. Samsung The Wall, for example, is a modular LED display platform that can present large volumes of information at scale without sacrificing image quality and clarity.



Interactive displays for conference rooms and collaboration spaces

Conference rooms are the operational center of many workplaces. Teams gather in these spaces for project updates, client calls, brainstorming sessions and internal planning. Displays here need to support both presentation and active collaboration.

Samsung interactive displays like the WAF Series, including the Interactive Display WAFX-P Android OS, are designed for these collaborative environments. Integrated cameras, microphones and speakers enable video meetings without additional equipment, while digital annotation tools help participants capture ideas directly on the screen.



Streamlined and flexible displays for huddle spaces

Samsung Interactive Display WMFX connects directly via HDMI or USB-C cables, allowing teams to start presenting within seconds without navigating additional software or operating systems. Teams can review documents and take notes on the same screen, with a rotatable design that adapts from vertical writing to horizontal presentations.



Supersized signage for lobbies and high-impact public environments

Visitors form their first impression of a business long before a meeting begins. The lobby often becomes the visual introduction to the company. This is where brand storytelling and visual messaging often take center stage. Large- format displays and video walls create highly visible canvases for presenting corporate announcements, company achievements and real-time updates alongside welcome messaging.

High-resolution LED display solutions, such as the All-in-One IAC 130" 2K and 115" Supersized Signage QH115FX 4K Commercial Display, can maintain clarity even in brightly lit environments, such as atriums and reception areas. Lobby displays also support operational needs, broadcasting event schedules, visitor check-in information and meeting room directions while helping guests navigate the building more easily.

Mobile and modular displays for wayfinding and internal communication areas

Navigating large corporate areas can be a common challenge for visitors and new employees. Digital wayfinding displays such as the 13" and 32" EMDX Series Color E-Paper QHD Smart Signage, provide maps and directional guidance throughout the space in a lightweight frame, helping visitors locate meeting rooms, departments and building entrances.

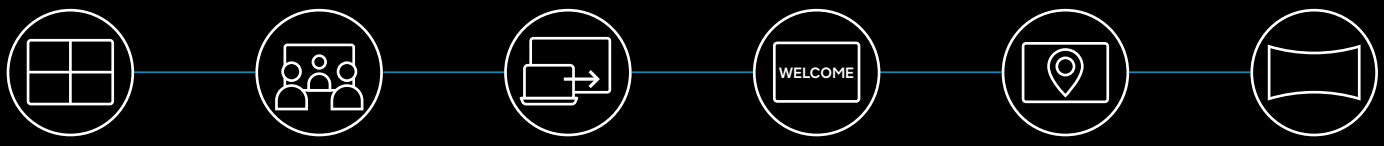
Employee common areas, including hallways, break rooms and collaboration zones, function as communication touchpoints throughout the day. Displays in these locations, such as The Wall: MMF-A (All-In-One) Large LED Display, can feature company announcements, operational updates and internal news that employees can quickly absorb.

Widescreen and curved monitors for employee workstations

Much of the workday still happens at individual desks. Displays at the workstation directly influence how efficiently employees interact with information and complete tasks.

Ultra-wide and curved monitors, including the 40" Odyssey G7 G75F and 49" Odyssey OLED G9 G95SC, make it easier to work across multiple applications and data sources at the same time. They reduce the need to switch between windows, helping employees maintain focus during analytical and creative work. That's particularly useful for professionals in fields like finance, engineering and design, who frequently depend on multiple screens to manage complex tasks.

Displays across the enterprise



Boardrooms: Large-format displays for executive presentations and strategic reviews

Conference rooms: Interactive collaboration screens supporting hybrid meetings

Huddle spaces: Plug-and-play displays for quick discussions and idea sharing

Lobbies and public spaces: LED walls for visitor experience and corporate messaging

Wayfinding areas: Displays with navigation that guide employees and guests

Employee workstations: Widescreen and curved monitors for multitasking and productivity

The importance of a flexible enterprise infrastructure

Workplace technology must support constant change without forcing costly rebuilds every few years. Enterprise environments rarely stay static for long. Teams grow, departments shift and office layouts evolve as organizations refine how people work together.

Modular display systems are built for this flexible reality. Large-format LED installations can scale in size or change configuration as spaces take on new roles. A boardroom designed for executive briefings today can transition into a large collaboration space or internal event space tomorrow without replacing the entire infrastructure. The same meeting room can host a strategic planning session in the morning and a company-wide session in the afternoon.

Software extends that flexibility further. Interactive displays regularly gain new capabilities through platform updates, expanded collaboration tools and improved conferencing integrations. This means the value of the hardware grows over time.

For IT and operations leaders, this matters beyond convenience. A display infrastructure designed with modularity and scalability in mind reduces long-term capital expenditure, simplifies future upgrades and keeps the enterprise better positioned to adopt new technology as it emerges, all without starting from scratch.



How to build a unified display strategy: A practical roadmap

A unified display strategy doesn't happen all at once. It develops through a sequence of deliberate decisions that gradually bring screens, software and management platforms into alignment. For most enterprises, four steps define that journey:



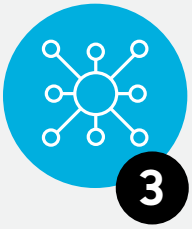
Audit existing display inventory and usage

Start with a clear picture of what exists. What type of display is it? How is it managed? Which teams control the content? A thorough audit typically surfaces overlapping platforms, aging hardware, outdated software and fragmented networks that have developed over time without a coordinated plan.



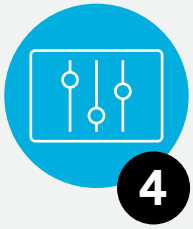
Standardize platforms and operations

With a clear inventory in hand, technology leaders begin aligning display platforms across conference rooms, signage networks and collaboration spaces. Standardizing hardware and software reduces operational friction and creates a more consistent, predictable experience for employees moving between environments.



Establish a central management hub

Through systems like Samsung VXT, IT builds a centralized management infrastructure that connects the entire enterprise display network. Device updates, content scheduling and system monitoring all flow through a single hub, which simplifies day-to-day management and enables IT to develop a clear lifecycle strategy for the long term.



Optimize displays for specific environments and needs

With the foundation in place, attention shifts to how displays contribute to the broader workplace experience. Internal communications teams shape more deliberate messaging across common areas and digital signage. Workspace designers incorporate large-format displays into collaboration zones, briefing centers and visitor environments. Content managers tailor messaging for specific departments and audiences.

From fragmented to unified: The path forward

That path becomes significantly shorter when built on hardware and software designed to work together from the start.

Samsung's enterprise display ecosystem, spanning interactive displays, large-format signage, modular LED installations and the VXT content management system, is engineered for this kind of deployment. Every component is built to integrate, scale and simplify management across the enterprise, reducing the time and effort required to move from complexity to control.

For IT and operations leaders, a unified display strategy isn't just a technology decision. It's an investment in how the enterprise communicates, collaborates and operates.



Your roadmap, simplified



1. **Audit**
   Identify where displays exist and how they are currently managed.
2. **Standardize**
   Align display hardware and platforms across meeting rooms and signage networks.
3. **Centralize**
   Adopt a unified management platform to control devices and content.
4. **Optimize**
   Refine messaging, workplace design and lifecycle management across the display network.

Ready to build your unified display strategy? Explore the range of Samsung displays to best fit your business needs.

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