

# BBC Worldwide



**BBC Worldwide has implemented innovative self-service kiosk technology from NEC to modernize and automate its visitor experience.**

BBC Worldwide, the commercial arm of the BBC, has partnered with NEC IT Solutions to implement a new self-service kiosk solution which facilitates its visitor experience, allowing visitors to sign themselves into its Media Centre building. As the system is fully integrated with BBC Worldwide's Microsoft Unified Communications system, it also alerts staff to their guest's arrival via their computer, mobile phone or tablet device.

Martin Oliver, Infrastructure Communications Team Leader, at BBC Worldwide explains, "The self-service kiosk technology enables us to automate our signing in process and allows visitors to sign in more quickly and get through our mandatory security controls without any complications.

## At a Glance

- **Vertical:** Media
- **Solution:** Kiosk
- **Project drivers:**
  - Modernisation
  - Customer experience
  - Process automation
- **Solution components:**
  - Integrated Kiosk application with Microsoft Office Communications

The new system lets us process visitors more efficiently, reducing time spent on manually signing in guests while also providing a more compliant audit trail of who has been accepted in to the building and by whom. We are pleased with the response to the kiosks so far and proof of their success has been the growing number of people using them."

The Kiosk solution has built-in workflow rules to ensure an efficient process. On completing the short registration process, which includes a photograph, a message is sent to the host via email or instant messenger. The host then has the ability to accept or reject the visitor by a simple click of a button. The host also gets a digital copy of the visitor pass complete with photograph, making unknown guests easily recognisable.

## Kiosk

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The receptionist gets copies of all the registrations so that they can track who is waiting in reception and offer a personal touch when needed, for example if a visitor has been kept waiting for any reason. Other rules have also been written into the system to cater for senior management where their personal assistants are included in the email alerts, allowing them to handle visitors and take any necessary action.

The new self-service kiosks also provide the additional benefit of being used for promotional advertising. NEC has provided the latest 3D screens, which do not require 3D glasses. These have been installed on both the new self-service kiosks located in the reception area of BBC Worldwide. These are primarily used to promote the BBC TV shows that BBC Worldwide is currently marketing worldwide.

Jeremy Sneller, Business Development Director at NEC IT Solutions comments, “There are so many different options we can offer with the self-service kiosk technology, including the ability to implement NEC’s facial recognition technology – so those who regularly visit the offices will not have to keep re-entering their personal information, as the kiosk will recognise their face and automatically pull up their contact details. This could also be used as a staff access management solution too. RFID can also be built into the security pass for those sites that are highly secure and need to keep track of all visitors whilst on the site.”

Sneller continues, “We can also build in NEC’s analyser software into the Kiosk solution to trigger certain promotional material depending on demographic and numerical information of people in the vicinity. Kiosks can be wrapped with the with the customers branding or choice of livery to either further promote a message or even to simply blend into the surrounding area where the screens will come into action when the motion sensors are alerted to a visitor approaching. The potential of how the kiosks can develop and integrate into an organisation are endless and continually evolving. Plus it is not only limited to reception areas. It is very exciting.”

### *About NEC IT Solutions:*

NEC IT Solutions, the European IT services arm of NEC Corporation\*, is a provider of intelligent IT solutions designed to enhance business processes and empower technology customers within the public and private sectors. NEC IT Solutions engages directly with medium and large enterprises on a national and multinational basis, delivering customized solutions utilizing innovative IT, voice, data, mobile, video and networking technologies, from within NEC and from best-in-class industry vendors.

NEC IT Solutions designs intelligent solutions to improve business processes within five key areas:

- Communications and collaboration – Increase efficiency, improve productivity and reduce costs by integrating and embedding communications into business processes and applications, and facilitating flexible working strategies
- Security – Protect people and assets in the organization with data and IT infrastructure security, biometrics and intelligent video analysis
- Resource optimization – Locate, coordinate and manage resources effectively through the integration of applications and the use of intelligent track-and-trace technology, helping to improve productivity, customer service and reducing costs
- Knowledge management – Empower users to make quick and informed decisions by providing intelligent search and analytical capability with access to real-time information, anytime, anyplace, anywhere
- Intelligent interfaces – Integrate, consolidate and present information to be consumed and displayed in different ways, supporting the varied needs of users and business processes

These solutions areas are underpinned by a portfolio of network and infrastructure technologies and supported by a comprehensive suite of professional services support using on-premise, managed, outsourced and cloud-based delivery models. Professional services expertise includes project and program management, solution design, assessment & readiness audits, consultancy, deployment, management & monitoring, support & maintenance, integration and software development services.

*\*A Global Fortune 500 company, NEC Corporation is one of the leading providers of Internet, broadband network and enterprise business solutions, dedicated to meeting the specialized needs of its diverse global customer base.*

*NEC Corporation was founded in 1889 and employs over 140,000 people around the globe, with customers in over 150 countries and millions of users consuming NEC technology daily. NEC has a rich heritage of technology innovation across the areas of IT, electronic devices and networking, and is committed to using its extensive experience in building highly reliable systems backed by state-of-the-art IT and network technologies, to realize an information society friendly to humans and the Earth.*

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