



Case Study

Chartered accountants firm, Sedulo innovates with interactive touch screen technology from Sharp.

Chartered accountants firm, The Sedulo Group has completely transformed the way it works by integrating Sharp interactive BIG PAD touchscreen technology into its new Leeds satellite office. Due to unprecedented growth, Sedulo opened the purposely renovated space to expand on its delivery of accounting and auditing, bookkeeping, corporate finance, tax planning, and wealth management services, but needed modern equipment to streamline and innovate. Sharp's challenge was installing the right devices, all whilst ensuring the technology was in-keeping with the offices engaging new décor.

SEDULO
Financial Consultants to Entrepreneurs

SHARP
Be Original.



The challenge

Selecting innovative solutions that drive growth

The first problem for Sedulo was their presentations. PR and Events Manager at Sedulo, Zeriozha Burt-Skeete says: “Our staff know how to deliver an effective presentation, but what was really becoming a burden was the archaic methods.” Resorting to flipcharts and projectors, the firm had no facility for conveying presentations the way they wanted or needed.



“We were having to get visitors gathered around a small laptop screen” says Zeriozha, “which did not look professional when trying to impress potential clients!”

Dated business processes were also slowing down the firm’s service provision. Zeriozha says: “Staff had to take minutes from presentations and meetings, which then had to be typed up and emailed to everyone that needed them or moved to various pieces of software. As with anything, this could have led to inaccuracies or people could have had slightly different notes.” This process was therefore time consuming, susceptible to human error, and a very inefficient way of working.

Lastly, Zeriozha says: “As an extension of our head office in Manchester, we really took the time and effort to make our Leeds office impressive and modern. We wanted any new technologies to also reflect that.” Sedulo’s brand new office was meticulously designed with deliberate details and finishes, so Sharp’s solution had to integrate into the environment as a considered piece of technology, and not an after-thought.

The challenge

- No facility for delivering impressive presentation content.
- Simple processes needlessly slowed.
- Selecting suitable technology for a new site with a high standard of modern décor.

The solution

- Innovative touch screen technology to improve client-facing presentations.
- Simplifying and streamlining simple tasks and processes.
- Sleek equipment that enhances its surroundings.

The result

- Grand opening augmented by modern, impressive-looking touchscreen technology.
- Staff now able to deliver memorable presentations to prospective clients.
- Quicker client work turnaround from streamlined processes and communication.



The solution

Interactive touchscreen technology

Sharp's solution was to install two PN-65SC1 BIG PADS in Sedulo's two brand-new meeting spaces. With an almost instant start-up time, fast and responsive infrared 10-point touch, VGA, DisplayPort, and HDMI connectivity, these highly intuitive touchscreens were proposed to make single or group presentations much more cohesive and professional, allowing staff to plug-in and go.

With generous 65" displays, the devices would also provide an outlet for staff to show engaging video and photograph content in full HD, and carry out immersive presentations by putting an end to gathering prospective clients around a tiny laptop screen.

Fully integrated into the touchscreens, Sharp Pen Software would further streamline the firm's processes. The pen-on-paper experience offered would let staff annotate directly onto their work and save it ready for emailing, which would ensure all staff notes were uniform. It was additionally proposed to use Intel Compute Sticks to provide users with their familiar Windows operating system, all to make the new interactive screens easy to use, and processes quicker.

When considering Sedulo's new Cadbury and Bartfields themed meeting spaces, one with its recognisable purple branding, and the other with an oak and brown leather finish, the proposed Sharp BIG PADS were chosen as the perfect solution to blend seamlessly into both rooms.

"The screens look absolutely fantastic. Both screens are the same and work in exactly the same way, so staff only have to learn how to use one piece of technology!"

Zeriozha Burt-Skeete, PR & Events Manager, The Sedulo Group



"Sharp's service has been incredible. They came in, found out our exact requirements, and matched the right products to our needs."

Zeriozha Burt-Skeete, PR & Events Manager, The Sedulo Group



The result

Versatile touchscreens beneficial for all

The Sharp BIG PAD interactive touchscreens played a pivotal role in the grand opening of Sedulo's Leeds office. Zeriozha says: "We've already seen such a huge return on the investment. The screens were perfect for showing content during our Leeds office launch, in the Cadbury's room we showed funny Cadbury videos, and in the Bartfield's meeting space we kept attendees engaged in our business' CSR initiatives."

Furthermore, the devices look and feel like a considered, deliberate feature in their respective meeting spaces. "Their sleek appearance has helped to highlight the new office as a forward-thinking, progressive hub in Leeds" says Zeriozha.

The screens have also made meetings much more impressive, fluid, and collaborative. Freeze frame functions built into Sharp's Pen software now give staff complete control over displayed content during presentations. Zeriozha says: "The ability to send annotations we make on-screen has improved our post-meeting process so much! It ensures everyone's notes are the same, and they can be instantly sent to everyone that needs them, which empowers them to action meeting discussion points right away."

As a multi-site organisation, video conferencing software gives Sedulo's Leeds office another modern avenue for remaining connected with the Manchester office.

Zeriozha concludes: "Sharp's screens let staff from our respective sites see and communicate with each other, whilst seeing and amending work on-screen in real time. It lets us collaborate by integrating new simple to use tools that streamlined processes, staff are able to turn client work around quicker helping the company achieve positive growth.." By integrating simplistic tools that make processes quicker, staff can turn work around quicker for clients, and growth can be maintained.



"Our staff can now manipulate spreadsheets like using a tablet, and the pen software lets us annotate directly onto our work, letting us turn work around quicker for clients."

Zeriozha Burt-Skeete, PR & Events Manager, The Sedulo Group