



Deutsche Bank



NEC DISPLAY SOLUTIONS IS THE CHOSEN STANDARD FOR DEUTSCHE BANK'S DESKTOP DISPLAYS WORLD-WIDE

Deutsche Bank is one of the leading international financial service providers. With more than 95,000 employees serving over 12 million customers, a space efficient, ergonomically friendly work environment that gives individuals easy access to a clear display of the latest market information is vital to the bank's success. These were the considerations at the top of Deutsche Bank's Global Markets IT Director, Mike Wilson's priority list three years ago, when the bank took the decision to consolidate its UK operations into a new flagship HQ in London's Winchester House. A key part of Mike's role was to provide employees with the desktop technology they needed while at the same time maximising the space available and providing a solution that was state of the art but cost efficient for the long term. The result was a decision to move away from Deutsche Bank's traditional CRT approach in favour of a LCD solution that promised space saving, reduced power consumption and an extended product lifecycle.

Stepping up to the challenge - 500 18-inch panels installed over one weekend.

Expertise, a reputation for quality and a real understanding of the procurement needs of a global organisation, were the key factors that set NEC Display Solutions apart in a highly competitive LCD panel tender for the bank. The installation of 500 NEC Display Solutions 18 inch LCD display units across the bank's trading floor over just one weekend was an immediate testament to the fact that Deutsche Bank had made the right decision.

Tailoring the application to the customer - a flexible offering enabled the bank to roll out more than 10,000 NEC Display Solutions panels to suit every individual need.

LCD benefits such as space saving, the flexibility to place the panels individually or in a stack, excellent screen



clarity and better viewing angles coupled with a reduction in power consumption and heat emissions were highly persuasive to Deutsche Bank. Once tried they did not turn back. Three years later, over 10,000 screens, used by traders to backoffice have been deployed throughout Deutsche Bank's London offices ranging from 15 inch LCD to NEC Display Solutions' latest state of the art 18 inch Multisync® 80series.

Desktop Product Manager Chris Griffiths explains: "The NEC Multisync® LCD 80series really raises the quality bar for the 18-inch LCD monitor market. Our environment demands flexibility and this panel's extremely thin bezel is able to satisfy our need for both stand-alone and multiple screen applications. The long cable capability, analogue-digital functionality and remote asset management are also major benefits to an IT department trying to satisfy multiple users needs especially across a hectic trading floor."

Exceeding expectations - NEC Display Solutions is now recognised as the standard for desktop displays across Deutsche Bank world-wide.

And it is not just the bank's UK operation that has recognised the benefits of NEC Display Solutions. The company has recently been awarded a global contract and is now recognised as the standard for desktop displays across Deutsche Bank worldwide. Offices such as New York and Frankfurt have been swift to take advantage of the contract and NEC Display Solutions has already installed an additional 6,000 panels outside the UK.

"LCD displays were a new entity to the bank and we needed to work with a partner that could give us the understanding, quality assurance and service support we needed to ensure a smooth transition that would gain immediate buy-in from employees." Mike Wilson, Global Marketing IT Director

NEC Display Solutions' sector expertise was a major advantage. They talked tailored solutions while others talked product and when they won the contract NEC Display Solutions used their experience to deliver exactly what we needed in a very short timeframe."

Mike Wilson, Global Marketing IT Director

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