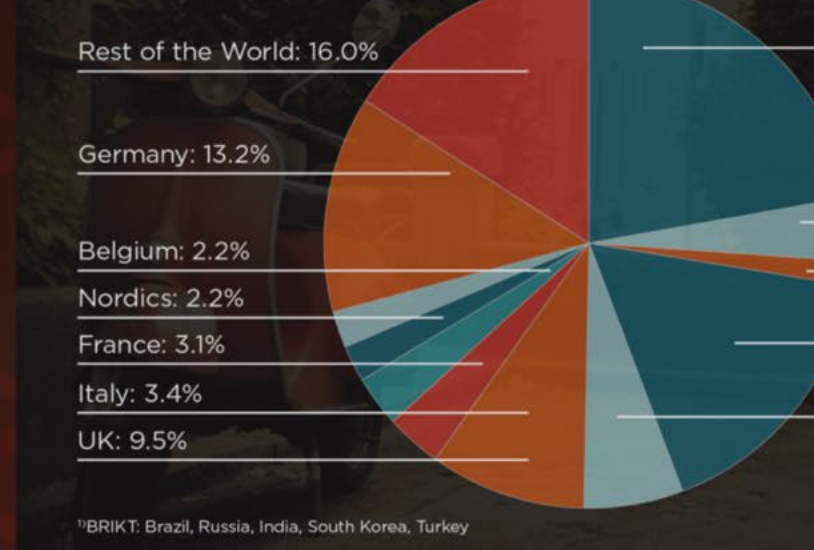
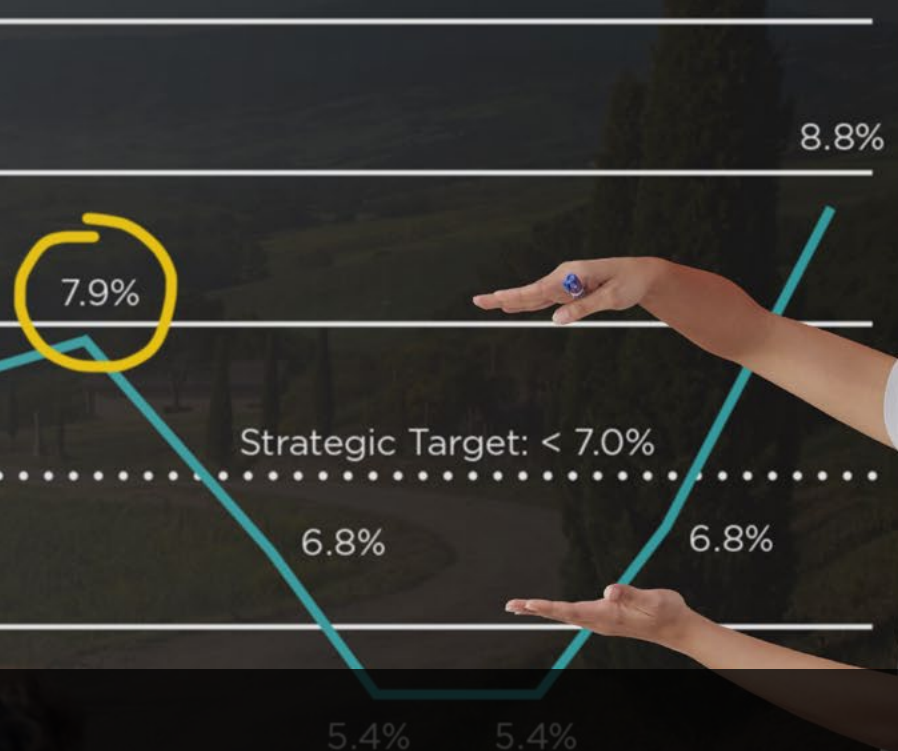


# EXPERIENCE CENTERS THAT DELIVER RESULTS

7 CUSTOMER PERSPECTIVES



In high-value B2B sales, a customer experience center (CEC) plays a critical role in the conversion and close, which is why it is rapidly becoming the forum of choice by marketing and sales leaders to close deals and deepen key relationships.

Whether it is called a briefing center, experience center, showroom, or innovation center, a well-designed space embodies the complex priorities and preferences of a diverse group of stakeholders. This eBook will distill the experiences and expertise of seven individual perspectives to provide a 360-degree set of insights and best practices critical to the creation of a world class facility. Each perspective also highlights how Prysm large format displays and visual collaboration software is leveraged to deliver each distinct objective.

#### The selected perspectives:

- ① The Practitioner
- ② The Innovator
- ③ The Seller
- ④ The Storyteller
- ⑤ The CEC Manager
- ⑥ The Chief Executive
- ⑦ The Most Important People in the Room



# The Practitioner

Standard Process makes high-quality and nutrient-dense therapeutic supplements. More than 80 percent of the raw plant ingredients used in the company's products are grown on its certified organic farm in Palmyra, Wisconsin. It sells its products through other medical practitioners, so educating this audience about different ways to treat patients is critical for growth.

Insights from Dr. John Troup, vice president of clinical science, innovation and education at Standard Process:

*"We use our center to educate, encourage, engage and influence practitioners to help accelerate awareness around the use of nutrition to drive medical solutions."*

The human brain doesn't think, or process information, in a rigid, serial, one-dimensional progression — we shouldn't insist on communicating like this! It is imperative to be able to emulate the tangents, the reaffirmations and the need for supportive information that characterize an audience's thought process as they digest what they are seeing, hearing and touching.

## The Practitioner's Experience with a Prysm-Powered CEC:

*"We almost have to reprogram people not to expect a one-dimensional presentation; with Prysm we can plunge practitioners into a three-dimensional learning experience. Rather than sitting back and trying to be attentive, we find attendees are fully engaged from the outset and inspired to absorb everything they possibly can. People are doing back flips down here seeing the Prysm LPD 6K! We consistently hear people exclaim, 'Wow!' and see them become empowered, motivated learners."*

*"We use augmented reality to create three-dimensional views of the human anatomy. We break down key functions in the human body and use these to visually demonstrate how nutrition plays a role in supporting each system. Practitioners come up to the screen and can twist and turn the virtual body around, examining it from multiple perspectives as if it were a real, live patient."*

*"Not only do people want to learn while they're here, they want to know when they can come back and absorb even more."*

*"We view ourselves as innovators and the Prysm LPD 6K display is a tangible extension of that mentality."*

**"Prysm has transformed our ability to recoup a higher rate of return on the information that we've invested in and it accelerates the use of those solutions in the clinic. So ultimately our business can achieve double digit growth whereas otherwise it wouldn't have had that stimulus."**

## BEST PRACTICES FOR THE PRACTITIONER

**Get the audience physically involved in the session**

**Bring the subject matter to life with varied and interactive content — make it real!**

**Leverage new modes of engagement, like augmented reality**

**Walk the talk — show that you really are an innovator!**

## PRYSM CHARACTERISTICS THAT SUPPORT THE BEST PRACTICES:

**Massive-scale**

**Immersive**

**Interactive/tactile**

**Stunning image quality**





# The Innovator

Dr. Douglas K. Hartman, professor of technology and human learning at Michigan State University (MSU), is at the forefront of research on utilizing collaboration and communication — both virtual and physical — to enrich how individuals acquire, process, and use information. His ground-breaking work uses technology to enhance, accelerate and deepen learning.

**“Leveraging different ways of presenting and manipulating information enables our research and development team to push the boundaries of teaching and technology in many ways and study the effects.”**

Innovators like Dr. Hartman are creating toolkits of capabilities — known as “affordances” — that dramatically impact the way humans acquire, process, and use information. CECs are leveraging the affordances to create experiences that were not previously possible using conventional methods of delivery. Participants retain more information, they feel involved and invested in the process, and they have fun doing it!

## The Innovator’s Experience with a Prysm-Powered CEC:

**“Prysm’s innovative digital workplace creates a whole new arena for us to think about the way humans teach and learn with information. We’re pushing into areas that have not yet been explored.”**

*“One affordance of the large Prysm screen is ‘adjacency,’ where many information sources can be displayed in close proximity to each other, all at once. There’s no toggling among tabs, clicking through windows, or opening and closing of applications. Every source of information — whether print, video, photo, numeric, graphic, or audio — is immediately visible and ready for use. With a pinch any source can be resized from a postage stamp to a large poster, then back again. This is just not possible on smaller screens.”*

## BEST PRACTICES FOR THE INNOVATOR

**Commit to sharing information in multimodal ways — this embraces many learning styles**

**Lighten the load on working memory by ‘parking’ information so it’s easily accessible when needed**


## PRYSM CHARACTERISTICS THAT SUPPORT THE BEST PRACTICES:

**Ability to physically manipulate and interact with on-screen data artifacts**

**Accessibility of display encourages audience participation**

**No restrictions on source or format of information that can be summoned**

**Persistence of data both during and after session**



# The Seller

The single biggest barrier to success is still the age-old challenge of efficiently converting sales prospects into closed business. California-based Apttus Corporation has created a category-defining Quote-to-Cash software solution that has captured the attention of some of the biggest, and most well-known companies in the world.

Insights from Kent Perkocha, Co-Founder and Chief Customer Officer, and Nick McCoy, Vice President of Sales Engineering, Apttus Corporation:

*"We are extremely client-focused and leverage cutting-edge tools to help in really communicating our company vision and roadmap. We're at the forefront of innovation; hiring creative and passionate individuals that love what they do."*

*"We want to leave the audience with absolutely no doubt that Apttus is a high-growth, innovative, and transformational application provider that will empower them to change the way they do business."*

A well-designed CEC amplifies the traits of a great salesperson – it should be an enabler and an extension of the qualities that personify highly successful sales people. A great sales person is a good listener and observer; they can quickly pick up on the clues and adapt their content and delivery to resonate with their audience. They are highly adaptive and able to accommodate where people want to go. They understand what creates excitement and how to emphasize the positive in a way that is distinct and enduring.

## The Seller's Experience with a Prysm-Powered CEC:

*"I sometimes over dramatize the interactive-touch capabilities; zooming in on some supporting content, flinging it to the side when I'm done, only to enlarge the next piece. Like a maestro creating a masterpiece, Prysm helps deliver a unique experience that sticks with the audience, encouraging them to become totally immersed and engaged in the discussion."*

*"The Prysm wall is a fantastic way for me to kick things off with prospective customers because it's so visually stunning; immediately grabbing their attention and conveying that we are a different type of company, totally focused on customers receiving value from our solutions."*

*"Customers and prospects that attend our interactive discussions using the Prysm Visual Workplace come away very impressed, both with our application of technology and our people. They clearly receive the message that Apttus is a high-growth, innovative and transformational application provider that will empower them to change the way they do business. The energy and excitement that the Prysm wall helps us deliver gives visitors a very warm, cozy feeling — the Danish word "Hygge" — is really the best description!"*

A global consulting firm leverages Prysm large format displays and visual collaboration software for its training center and executive-level client engagements. The firm attributes \$250M in new business to the advancements it is able to deliver with the Prysm technology.

## BEST PRACTICES FOR THE SELLER

Instantly hook participants with something that appeals to their style of learning

Cement memories by encouraging people to collaborate during the learning process

Inspire creativity among the participants by conveying forward-thinking and innovation

Be dramatic! Be memorable! Use your skills and tools to continually reinforce your message

## PRYSM CHARACTERISTICS THAT SUPPORT THE BEST PRACTICES:

Display multiple data sources simultaneously

Dynamically incorporate content on-the-fly

Rearrange flow to suit audience, 'parking' key content snippets and screen captures in full view

Record session and distribute it afterwards for follow-on activities, etc.

# The Storyteller

Under Armour is credited as being the originator of performance apparel: clothing, footwear and sports equipment designed to enhance the accomplishments of every athlete. Under Armour clients include some of the world's most famous athletes and entertainers, such as Michael Phelps, Tom Brady, Stephen Curry, Dwayne "The Rock" Johnson, and Lindsey Vonn. Visitors to the company's Maryland headquarters also include high-profile business leaders, influencers and politicians.

Insights from Kevin McDermond, program director for the company's Brand Creative Team and host for visitors to Under Armour's legendary Wall of Fame:

*"When our campus was being remodeled, our CEO wanted one central location where we could bring an athlete on our roster – or one we were recruiting – to show them exactly how Under Armour is making them famous ... Each curated experience allows our brand to convey emotion in a very real way and our athletes immediately connect with us on a personal level. It's not uncommon for our visitors to become completely immersed by the whole experience — it's just so unique and impactful."*

In addition to being a forum to accelerate sales-related activities, CECs are frequently used to deepen and nurture key relationships, and Under Armour delivers intensely personalized experiences in theirs.

## The Storyteller's Experience with a Prysm-Powered CEC:

*"The Prysm wall is an incredible story-telling tool that invokes emotion and enables us to deliver on the power of the brand. Each curated experience allows our brand to convey emotion in a very real way and our athletes immediately connect with us on a personal level. It's not uncommon for our visitors to become completely immersed by the whole experience — it's just so unique and impactful."*

*"The wall gives the space a real energy and is always in high demand for meetings as the Prysm Visual Workplace really does add significantly to what gets accomplished."*

*"We consider ourselves to be great story tellers and the Prysm wall is an incredible tool to help us deliver our message with passion and pride."*

*"Without exception, everyone who sees the wall is amazed — the impact is immediate and dramatic."*

*"We'll get the visitor to use the touch capability to actually sign the wall. We can then share a clip of the signing on social media to express our appreciation to the athlete for stopping by."*

## BEST PRACTICES FOR THE STORYTELLER

**Choreograph each experience and ensure that every story strikes a personal chord**

**Be a great storyteller**

**Deliver a message with passion and pride**

**Look to invoke emotion in your audience**

## PRYSM CHARACTERISTICS THAT SUPPORT THE BEST PRACTICES:

**Realism of images brings a story to life**

**Ability to be spontaneous and tailor the story to the audience in real-time**

**Build on the immediate 'wow factor' — sheer size of display gives notice to expect something out of the ordinary**

**Intuitive interface makes it extremely easy for audience to get involved in the story-telling and become part of the experience**



# The Chief Executive

Schlesinger Associates has worked to perfect the science of qualitative and quantitative data collection. The company is a major provider of data collection and focus group services to clients all over the world.

Insights from Steve Schlesinger, chief executive officer for the Schlesinger Group.

*"We have working extremely hard to establish the Schlesinger brand and are very proud of the partnerships we've created. Our customer centers provide the perfect opportunity to further deepen these relationships and powerfully communicate what our company is all about."*

*"High-impact visualization has enabled our moderators to experience increased engagement in qualitative studies; witnessing reactions in real-time just as subjects interact with the stimulus — not just hearing what they are saying but also seeing the physical responses."*

*"We engage clients, improve communication and collaboration, and display data in a way that drives better business insights and outcomes."*

Ensuring that the core company values and messaging are effectively communicated — both explicitly and subliminally — is an obsessive focus most CEOs. For many prospects, the CEC represents one of the first opportunities to understand what a company is all about. The atmosphere, the messaging and the application of technology provide tangible insights into the mentality of a CEC's owners.

## The Chief Executive's Experience with a Prysm-Powered CEC:

*"We are able to gauge our research subjects in a way that we have never had in the past. We're witnessing clients working together with customers in the Prysm Application Suite; giving them the ability to have first-hand insights into how to improve, modify, or build and develop new offerings. It's very exciting and invigorating for all the participants."*

**"The Prysm walls have shown increased speed and quality of data collection; leading to our clients reporting clearer and faster insights to action."**

*"The ability to react and swiftly travel to cover different geographic areas, as well as to attract and gain the participation of many participants globally, has become more and more challenging. By utilizing the Prysm platform for worldwide collaboration, we've seen clients get excited about the opportunity to use this type of technology for research or creative stimuli; the opportunities are endless."*

*"High-impact visualization has enabled moderators to experience increased engagement in qualitative studies; witnessing reactions in real-time just as subjects interact with the stimulus — not just hearing what they are saying but also seeing the physical responses."*

*"New possibilities with the Prysm platform are being dreamed up as we work with it every day; it is a core foundation for our future."*

## BEST PRACTICES FOR THE CHIEF EXECUTIVE

**Make the CEC embody the DNA of your company**

**Ignite innovative thinking and transform meetings into experiences**

**Develop and co-create solutions in a much more meaningful way**

**Deliver faster insights to action by bringing your data to life and presenting it in a way that really resonates with your target audience**

## PRYSM CHARACTERISTICS THAT SUPPORT THE BEST PRACTICES:

**Opportunity to create break-through approaches to presenting data from multiple sources**

**Ability to enthrall audience with crisp, high-resolution graphics and hands-on manipulation of data**

**Multi-modal delivery of information embraces all learning modes — all audience members can participate in the experience**





# The CEC Manager

The traditional role of executive briefing centers around the world is changing. Innovative leaders like John Heiman are displacing the monologue of yesterday with a powerful new focus on collaboration and co-creation. A core mission of the company is to help people gain efficiency — consumers or businesses — through the delivery of innovative solutions, and the EBC now conveys that message in a very compelling format.

Insights from John Heiman, Sprint's director of experiential marketing.

*"We wanted a new space that would wow every visitor and provide an experience that really knocked the ball out of the park. The room has a constructive energy and purpose that make visitors excited to engage. Our account teams can really see the positive impact the EBC is having and they keep coming back for more."*

*"We looked for state-of-the-art solutions that we could bring together to craft a truly compelling experience for our guests."*

## The CEC Manager's Experience with a Prysm-Powered CEC:

*"The Prysm video wall makes products come to life in a real way for our visitors; they get very excited and enthusiastic to engage. Our original goal was to wow every visitor and I think we've done just that."*

*"We frequently hear guests exclaiming 'this is the coolest room I've ever been in!'"*

**"Prysm's content management solution — the ability to move things around, dive into details, and pull in new materials, all without showing the desktop — is nirvana for me. We can now use information to fuel our creativity; it's become an enabler not an interruption."**

*"The Prysm solution is technically superior to anything else on the market, but what's really compelling for me is how these advantages come together to enhance the overall visitor experience. Prysm really understands it's all about the experience, not the technology."*

## BEST PRACTICES FOR THE CEC MANAGER

Promote peer-to-peer collaboration

Make it about the experience, not the technology

Fuel an ambience of constructive energy

Engage the audience: strive to make it real, relevant and truly personal experience

## PRYSM CHARACTERISTICS THAT SUPPORT THE BEST PRACTICES:

Support for hands-on participation, creation and collaboration

Ability to display in ultra-high levels of resolution make content come alive

Data sources not restricted — information can be pulled from anywhere

Industry-leading placement flexibility completely removes traditional installation limitations



# The Most Important People in the Room

In the end it all comes down to the participants — the single most critical factor in determining if a CEC is destined to be a success or a failure. All the effort and investments are completely wasted if the people attending a session don't have a compelling experience.

The vast majority of companies still cling to traditional, outmoded methods to impart information and build relationships with their clients and prospects: Relying on giving a linear, rigid presentation, delivered using a monolog that predictably concludes with a feeble “any questions?” attempt to solicit even the most modest level of audience interaction.

Audience members today expect more, and they deserve more. A state of the art customer experience center needs to cater to all learning types and deliver an experience that truly engages participants.

A participant at a Belgium-based Prysm-powered CEC noted:

*For any technology to be properly embraced it has to be accessible. With its sheer size and visual impact, the Prysm wall can initially feel overwhelming but the instant you touch the surface — the gestures, the menus, moving content — everything quickly becomes really intuitive and very natural. It takes no time at all to become 100% comfortable.”*

*“The ability of remote participants to fully engage right there on the screen is excellent; it opens up the opportunity for distance collaboration and involving guest speakers from outside of the local area.”*

A neutral observer at a recent presentation at the North Carolina research center of Standard Process witnessed first-hand the power of Prysm:

*“It was absolutely incredible: The instant members of the audience walked into the space housing the massive 190-inch Prysm LPD 6K display I heard repeated exclamations of ‘wow!’ and ‘amazing!’ The presenter, Dr. John Troup, acknowledged the reactions, and then proceeded to take the session to an even higher level by deftly demonstrating the LPD 6K’s interactive capabilities by resizing and moving windows around the screen and enlarging a high-definition video clip of his company’s Wisconsin farming operation. I am not exaggerating when I say I saw people’s mouths drop open!”*

Dr. Troup showed participants three-dimensional views of the human anatomy, breaking down key internal functions to visually demonstrate how nutrition plays a role in supporting each system. Practitioners came up to the screen and moved the virtual body around, examining it from multiple perspectives to fully understand the impact of the different dietary supplements.

*“The audience comprised of many medical professionals, including Doctors, nurse practitioners and clinicians. Initially exemplifying the expected traits of intellect, professionalism and composure, it was absolutely fascinating to observe one gentleman — before even getting the invitation from Dr. Troup — run to the front of the room and excitedly start interacting with the screen himself! Other audience members quickly followed.”*

***“When the session was formally concluded, it was clearly evident that nobody wanted to leave, each person was enthusiastically engaging with the content themselves and wanting to prolong the experience. It was an amazing thing to witness.”***

## BEST PRACTICES TO ENGAGE YOUR AUDIENCE

Banish traditional, linear presentations — monologs are obsolete and ineffective

Cater to all learning styles — make sure to use a combination of visual, audible and tactile methods to deliver your message

Create content that inspires participation and interaction

Pull data in real-time from multiple sources — make it real and alive!

Dynamically tune content delivery so that participants feel the session is uniquely tailored to their own needs and expectations — eradicate any notion of using a ‘canned’ presentation

## PRYSM CHARACTERISTICS THAT SUPPORT THE BEST PRACTICES:

32 simultaneous touchpoints enable mass audience participation

High contrast, rich colors create “being there” realism

Bezel-less construction enhances immersive experience

Enablement with the comprehensive data manipulation and management capabilities — as well as remote access — provided by the Prysm Application Suite



Life is multimodal — we learn through a complex combination of senses and faculties, and so do your customers.

Prysm-powered customer experience centers are igniting imaginations around the world and building customer relationships as a result. We've shared insights from thought-leaders across multiple industries to help your business identify how it can leverage a modern experience center to deliver measurable business outcomes for a number of stakeholders.

**Contact us now to learn how you can inspire your own clients with Prysm solutions »**

#### About Prysm:

Prysm is a leading provider of large-format Laser Phosphor Displays (LPD), known as the LPD 6K Series, and Prysm Application Suite, a cloud-based, visual collaboration solution. Prysm solutions enable individuals and teams to see and interact with all their data, content, and applications on displays of all sizes. By providing these always-on digital canvases, Prysm engages audiences, ignites innovative thinking, drives decisions, and transforms content into experiences. Customers using the LPD 6K Series benefit from interactive large-format single panel displays that offer a panoramic image uninterrupted by seams or bezels. Customers using the Prysm Application Suite software benefit from an open, enterprise-grade collaboration solution that integrates with existing tools and scales to hundreds or thousands of users.

Prysm was founded in 2005 in the Silicon Valley and has offices worldwide. Learn more at [prysm.com](https://prysm.com).

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