Scottish National Party takes campaigning into high definition with new desktop monitors

**OBJECTIVE**
The Scottish National Party is Scotland’s largest political party. The ability to create media-rich, high quality content for sharing on social media is a must for the party to make an impact on potential voters. To produce such materials, its users must be equipped with the right technologies, including screens that are capable of supporting large format projects.

**SOLUTION**
The party worked with Computacenter to select, procure and deploy new monitors. Following an evaluation exercise, the organisation selected 32” Eizo monitors that combine excellent visuals and connectivity with advanced features and a five-year warranty. The devices were sourced and deployed under tight timescales.

**OUTCOME**
Equipped with high-definition monitors, users can produce striking multi-media content, which will help the SNP create a strong brand and drive election campaigns. The monitors also help reduce BYOD and the associated risks around data security, as users are less tempted to work from their own devices.

"Computacenter helped us procure the best screen technologies, which will enable users to create the rich multi-media content we need to drive campaigns."

Christian Jones, IT Manager, Scottish National Party