

The logo for the Scottish National Party (SNP), featuring the letters 'SNP' in a bold, black, sans-serif font, followed by a stylized 'X' symbol, all set against a yellow rectangular background.

SERVICES

- Smart Supply,
 - Supply Chain Services
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USER EXPERIENCE

- Better quality screens
- Richer multi-media content

BUSINESS IMPACT

- Enhanced connectivity
- Reduced data security risks

BUSINESS OUTCOME

- Stronger brand
 - Sharper election campaigns
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A NEW HIGH

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**

