

Tabcorp - Keno Rebrand Program

SignManager's flexible approach enables us to scale our resources to suit the most demanding projects

In June 2015, Tabcorp appointed SignManager to replace their signage with a new KENO brand throughout 2,600 venues in New South Wales, Queensland and Victoria.

Tabcorp believed SignManager was a logical choice for this program as they had successfully completed the previous KENO rebrand in 2002. The old KENO signage was in service for 13 years, yet still in relatively good condition and has required minimal maintenance. Tabcorp understands that this is no coincidence, and that using an independent specialist like SignManager has ensured their old signage was designed and manufactured to meet the long term demands of the brand.

So when the time came to refresh the brand, Tabcorp's Business Program Manager, Jason Charbi, had no reservations in appointing SignManager for the challenging program. A number of innovative strategies were adopted to enable the tight deadline to be achieved. SignManager's IT engineer's created iPad software that empowered Tabcorp's Area Managers to accurately carry out their own site audits and capture Lessors' digital signatures, which were instantly uploaded from their mobile devices. This initiative alone delivered considerable savings to Tabcorp. A dedicated "multi-task" web portal was created to accommodate the intensive

Experience SignManager's significant advantage

Signmanager can deliver a more intelligent approach to sign management, and a significant advantage to your business.

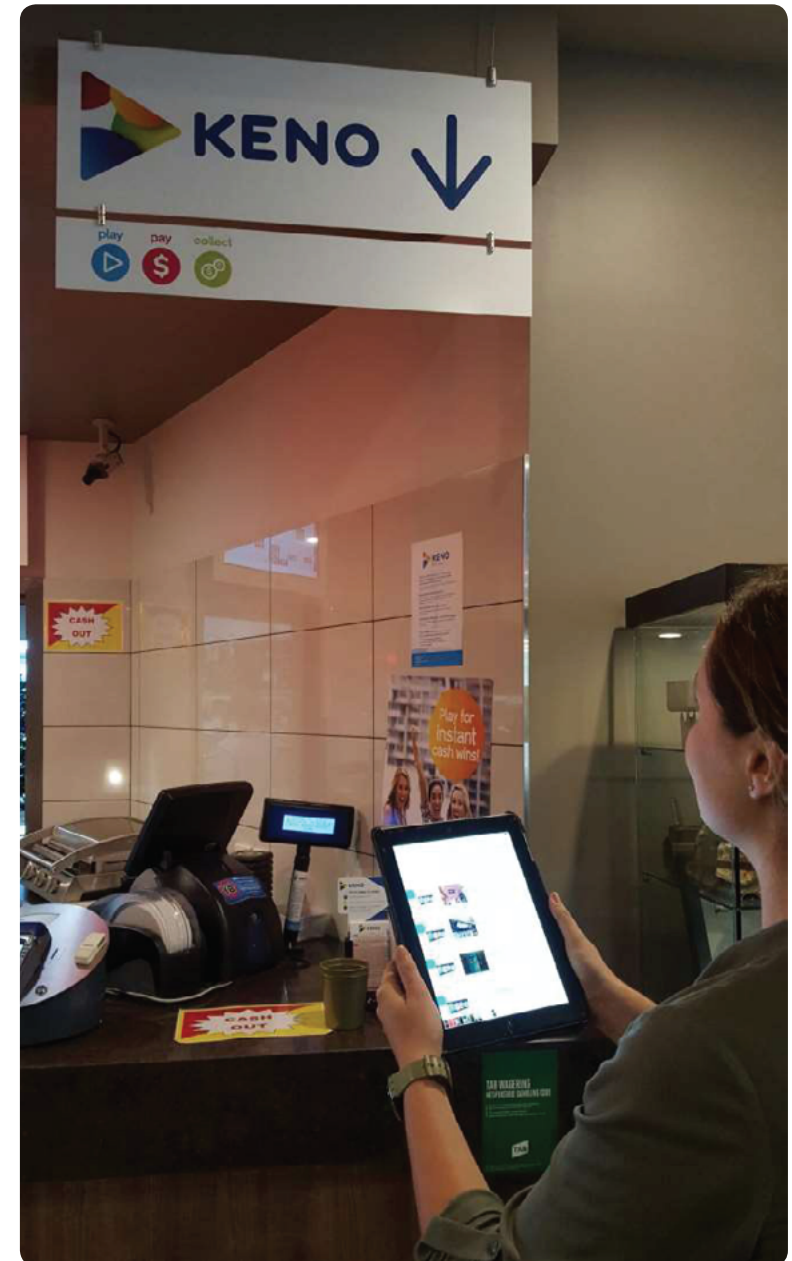
flow of audit data and efficiently manage stock, logistics and installation across a multitude of different locations and contractors. The web portal also delivered real time job tracking and reporting to measure progress against the agreed KPIs. Tabcorp set an initial goal of completing 700 venues prior to Christmas 2015 with the remaining 1,900 venues due for completion in the first half of 2016. By September, most of the audits, prototyping, budgets and IT technology had been established and sufficient contractors were engaged to meet the deadline.

Tabcorp then made a significant change and requested SignManager upscale the program to complete 1,400 venues in the three remaining months prior to Christmas rather than the initial 700. SignManager considered its resources and accepted the challenge by drawing on its national contractor network to increase the number of contractors to over 50 and allocated additional internal project managers. As challenging as the increased target looked, and much to the delight of Tabcorp, SignManager completed 1,700 venues by Christmas 2015 instead of the revised target of 1,400.

This could not have been achieved without SignManager's customised software to drive efficiencies, a co-operative and talented contractor network and extraordinary teamwork.

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