



Cross-border Corporate Messaging: TerraPay and Pickcel Collaboration

The Client

TerraPay is a global payment infrastructure company dedicated to delivering financial inclusion through interoperability. With a robust digital platform, TerraPay facilitates seamless cross-border payments and is a leader in the fin-tech space.

Their network spans across key financial hubs in India, Singapore, Dubai, and London, providing a reliable and secure financial transaction avenue for individuals and businesses alike.

The Challenge

TerraPay faced the challenge of effectively disseminating company announcements and information across its various international office locations. Each office, situated in India, Singapore, Dubai, and London, required a tailored approach due to the differing types of screens used for display. The content needed to be consistent, high-quality, and easily updatable to reflect the dynamic nature of TerraPay's operations.

The Solution

TerraPay's challenge of disseminating timely and consistent company information across its global offices was adeptly met by the implementation of Pickcel's cloud based digital signage solution. To address the challenge,

1. Cloud based solution: TerraPay implemented Pickcel's cloud-based digital signage solution that allowed for the centralized management of content across all locations.
2. Hardware agnostic: In India, the Pickcel media player was the device of choice, while the Singapore, Dubai, and London offices were equipped with Amazon Fire TV Sticks.

The primary deployment areas for these screens were the reception areas of TerraPay's offices, where the impact on visitors and employees would be maximized. The cloud solution facilitated real-time updates and synchronization of content across the different geographies, ensuring that all employees and visitors received the same information regardless of their location

Key Benefits

The cloud-based solution provided TerraPay with several key benefits:

Consistency in Communication: Uniform content across all screens ensured that the company's messaging was consistent, fostering a cohesive corporate identity.

Real-time Updates: The ability to update content in real-time allowed TerraPay to keep employees and visitors informed with the latest development.

Scalability: The cloud platform offered scalability, making it easy to add more screens or locations into the network as TerraPay grows.

Cost-Effectiveness: By using a cloud solution, TerraPay avoided the need for on premise hardware, reducing the overall cost of the system.

Ease of Management: Centralized content management simplified the process of updating and maintaining the screens, saving time and resources.

The Result

TerraPay's implementation of digital signage in their reception areas across the four international offices now boasts dynamic screens that display high-quality images and videos for company announcements, creating an engaging environment for both employees and visitors

The cloud-based system has proven to be reliable, easy to manage, and effective in keeping everyone at TerraPay informed and aligned with the company's vision and updates. This technological enhancement has not only improved internal communication but has also reinforced TerraPay's reputation as a forward-thinking player in the fin-tech industry.