CASE STUDY

Krones Transforms Internal Communication with MagicInfo Services

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Krones, a world leader in beverage and packaging technology, needed a modern way to manage communications across its global network of 20,000 employees and over 100 locations.

Their old system relied on PowerPoint presentations and local management, which limited flexibility and created extra workload for IT.

By partnering with MagicInfo Services, the company found a centralised solution that streamlined internal communication, reduced IT strain, and provided reliable, scalable signage management.

Since adopting MagicINFO Premium, the client now enjoys greater efficiency, stronger employee engagement, and consistent communication across international teams.

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www.krones.com

About Krones
Company's Story

The company designs and delivers everything from turnkey factories and beverage production lines to packaging, recycling, and digitalisation solutions.

With customers including major household names such as Coca-Cola, Krones plays a vital role in the global liquid food industry.

The company has 27 production sites, 15 technology centres, and a presence in over 100 cities. Beyond equipment, the enterprise supports clients with consultancy, packaging design and training, ensuring it remains a one-stop partner for the liquid food sector.

To maintain its global leadership, Krones needed a modern communication system that could keep employees connected, informed and aligned with business goals.

Managing Internal Communications Challenges at Scale (Pt. 1)

Before working with MagicInfo Services, digital signage at Krones was basic and fragmented. Screens were often connected to individual Windows PCs and used to run simple PowerPoint presentations or looped videos. Each department managed their own displays in isolation, without a central system to coordinate content.

For a multinational company with 20,000 employees spread over 100 locations, this approach was not sustainable. Communication needed to be fast, reliable and scalable. Without a modern solution, Krones risked slowing down operations, losing efficiency and increasing pressure on already busy IT teams.

KRONES' CHALLENGE

Managing Internal Communications Challenges at Scale (Pt. 2)

While this setup worked on a small scale, it quickly became a problem for a global enterprise like Krones. The lack of structure created several challenges:

- **Dependence on IT**

Whenever something went wrong or a department needed a change, IT had to step in. Instead of focusing on strategic projects, the IT team was often pulled into solving day-to-day signage issues.

- **Inefficient workflows**

Updating content meant plugging in files manually or asking IT for support. This wasted valuable time across departments and slowed down internal communication.

- **No scheduling flexibility**

With no central platform, it was impossible to plan content in advance or manage screens remotely. Simple tasks like showing weekly room schedules or production KPIs became time-consuming.

- **Scalability limits**

The system was not designed to grow. Rolling out new screens across different sites would have multiplied the inefficiencies and made consistency across locations impossible.

How did MagicInfo Services Respond to the Challenge? (Pt. 1)

The implementation journey at Krones was gradual, strategic and always guided by their evolving needs.

It began with the free trial and after a few weeks of testing, the results were promising. The system was easy to manage, flexible and already a clear improvement over the fragmented PowerPoint-based setup.

Encouraged by this, Krones expanded the rollout to less than a dozen screens, using both Lite and Premium licences to test different features, including those for outdoor displays.

This phase gave them a chance to explore what the platform could do and build confidence in its reliability.

How did MagicInfo Services Respond to the Challenge? (Pt. 2)

After a year, our customer decided to take the next step and move to a <u>Private Cloud setup</u>. The main trigger was the company's requirement for Single Sign-On (SSO).

With thousands of employees across different departments, managing multiple accounts was inefficient and a security risk.

By integrating MagicINFO with SSO, employees could access the system with their existing corporate login.

This not only improved compliance and security but also saved valuable time by removing the need for additional usernames and passwords.

It also allowed our customer to build a structured hierarchy, giving different teams and departments the right level of access to manage their own content.

How did MagicInfo Services Respond to the Challenge? (Pt. 3)

The final step was moving fully to Premium across more than 80 screens. While Lite licences worked for initial testing, Premium unlocked the advanced features Krones needed at scale.

These included centralised updates for all screens, enhanced device management, and the ability to design and schedule content directly through the web authoring tool.

This meant departments could handle their own signage independently, while IT was free to focus on more strategic priorities.

Throughout each stage, the MagicInfo Services team was there to ensure a smooth transition. From MagicINFO onboarding and setup to timely software upgrades and hands-on troubleshooting, support was always fast, reliable and tailored to Krones' needs.

This gave the company confidence at every step of the journey, knowing they had a partner that could scale alongside their ambitions.

Digital Signage Results for Global Enterprises

Since adopting MagicINFO, our customer has seen notable improvements across its global operations.

What began as a simple trial has now become a central part of how the company communicates internally and shares critical information with employees worldwide.

- Stronger Internal Communication
- Reduced IT Workload
- Global Flexibility
- Improved Efficiency
- Reliable Operations

Future Krones Projects with MagicINFO

The success of MagicINFO has sparked interest from more subsidiaries, who see the potential to use digital signage to streamline their own processes.

As the company continues its digital transformation journey, MagicINFO will remain a long-term solution which provides the tools needed to maintain efficient, secure and engaging communication across its global network.

Improve Your Internal Comms

Get In Touch Today

MagicInfo Services is a trusted partner for businesses that want to get the most out of their Samsung digital signage.

From cloud-based solutions to advanced premium deployments, our expert team delivers reliable support, smooth implementation and tailored consultancy.

We help enterprises like Krones improve internal communication, reduce IT strain, and run more efficient operations across global teams.

Get in touch with one of our experts

Ready to level up your digital signage game?

Then, schedule a meeting with our MagicINFO experts.

SCHEDULE A MEETING