



## Charles Schwab Corporation

Charles Schwab Corporation is one of the nation's largest financial services firms engaged, through its subsidiaries, in providing securities brokerage and related financial services for over 7 million active accounts. Clients include domestic and international individual investors, independent investment managers, institutions, broker-dealers and 401(k) plan sponsors.

### the challenge

Schwab continually reviews its operations to ensure the firm receives maximum benefits from their investments. When the finance office kept receiving costly monthly bills for Schwab's installed electronic information display system, executives began to think there might be a more cost-effective solution.

The marketing team agreed. The scrolling financial data they installed in hundreds of stores was expensive to maintain, and fairly one-dimensional in content with its scrolling financial market data.

The firm needed an innovative large area display solution to promote the Charles Schwab brand, and educate their captive in-store audience of prospects and customers about its expansive portfolio of financial service offerings.

The current electronic information display system needed to be replaced with a more cutting-edge, vibrant and versatile solution in nearly 250 stores immediately, and eventually to all 285 Charles Schwab retail locations throughout North America and Hawaii.

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## the solution

After an analysis of numerous solutions and companies, Charles Schwab chose NEC's 42 VP series commercial plasmas as the display technology to promote their firm to their customers. Paired with a Bloomberg market data feed via satellite or cable, the 42 inch plasmas continually deliver comprehensive, timely and accurate real-time global financial news.

"Schwab decided on NEC plasmas due to their performance, image quality and brightness, which is easily readable - even in our stores with a lot of ambient light," said Michael Herzog, senior technologist at Schwab. "NEC also has a lot of experience in digital signage and we were confident that together we could create an inspirational and educational customer showpiece."

The NEC plasmas feature totally silent operation, and a sleek new design with a cable management system, programmable timer and portrait capability. The plasmas have garnered NEC numerous industry awards and accolades for image and picture quality in an amazingly thin unit.

## the benefits

Charles Schwab has saved \$1.2 million with the new NEC commercial plasma displays. NEC's industry-leading warranty, service and support programs also ensure Schwab doesn't need to worry about costly monthly fees or ongoing maintenance and repair.

In addition, Schwab can now take advantage of the opportunity to cross-sell their services to a captive customer audience, and promote their brand and other lines of business.

"The display solution we developed with NEC is educational, captivating, entertaining, and it paints a picture that inspires people to inquire about how our services can help them meet their financial goals," said Herzog.

Working with world-class partners. Always innovating. That's what separates Charles Schwab from all of the other firms and makes them a world-class financial services company.



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