

## Case Study: Nationwide Insurance

# Employees Enjoy Rich and Vibrant Colors with Samsung LED Monitors



## Overview

### Customer Need

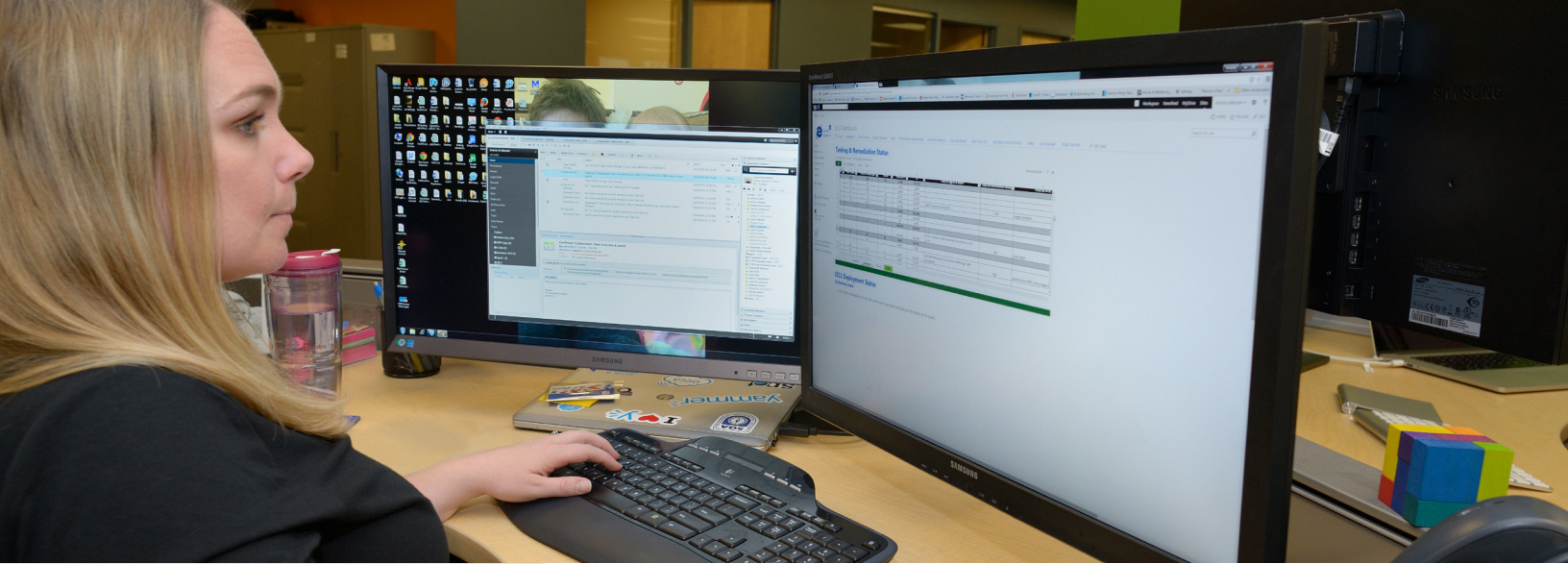
Nationwide Insurance needed to refresh its LCD monitors with a solution that its employees would want and IT could support. To help select the winner from three finalists, the company surveyed employees through a blind preference test. In the process, Nationwide learned employees preferred a step up to 24-inch displays from the current 22-inch displays in use. The larger screen size had to be done without sacrificing quality or increasing the budget.

### Samsung Solution

In the blind preference test, 74% of employees chose the Samsung SC450 LED monitor over the other two finalists. Employees preferred the Samsung monitor for its ability to render the sharpest black and white colors for word documents and emails, in addition to having the truest colors.

### Results

Nationwide was able to meet the needs of 46,000 employees and IT by choosing Samsung commercial-grade displays. Employees got a 16% larger monitor size, truer colors and improved ergonomics while IT was able to provide employees their preferred choice without breaking the budget.



For 85 years, Nationwide Insurance has helped people through a broad portfolio of insurance and financial products.

The Fortune 100 company's products include car, motorcycle, boat, homeowners, pet, farm, life and commercial insurance. Nationwide also offers financial services products like annuities, mortgages, and mutual funds. Based in Columbus Ohio, the company has 46,000 employees.

Among the company's core values is a strong focus on employee culture that recognizes their diversity of skill, talent and experience. This is also reflected in Nationwide's approach to IT.

While many companies limit their employees' considerations and preference for technology at work, Nationwide has developed a culture of choice by giving employees a voice in the types of notebooks, keyboards, mice and monitors to conduct their work.

## The Customer Need: Commercial Grade Monitors with the Truest Blues and Whitest Whites

Chad Wolfe, PC systems engineer for Nationwide, leads the company's efforts to select all computers and computer peripherals. Wolfe and his colleagues were instrumental in understanding and responding to employee preferences for their everyday use technology.

"At Nationwide, we have a wide diversity of jobs and people, from people visiting houses to get estimates to office workers going over claims at their desks," Wolfe says. "So, as someone who sits in IT, it isn't appropriate for me to assume that I know what technology they need to do their job. That's why our CIO and executive staff let the people doing the work have a say in what technology they need to be successful."

So when it came time to refresh the aging 19" LCD monitors, Nationwide provided employees an opportunity to review, rate and vote for a preferred monitor.

Wolfe and his team used a formal RFQ (Request for Quote) that narrowed the list to three LED monitor vendors. These vendors would be judged on the usual criteria such as pricing, availability, warranty, power use and quality. However, there was one

additional selection criteria.

As part of its commitment to give employees a say in the selection process, Nationwide's IT would survey employees on their experiences with a blind preference test of the three finalists.

"A key aspect of our decision was going to be around end user preference," says Wolfe. "Price of course was a consideration, but we realized the possibility of having to pay more for what the employees actually wanted. We hoped that wouldn't be the case, but it was something that might happen."

During the test, each of the three vendors' monitors, including Samsung, were placed on the same stands and covered with tape to hide any markings that would identify the manufacturer. Each monitor was presented with its out-of-the-box factory settings.

The test was set up in two locations at company's headquarters in Columbus, Ohio. After reviewing a presentation that included high-definition videos, photos, emails and word documents, employees were asked to provide their preference in a 10-question survey. Nearly 1,000 employees responded.

# The Samsung Solution: Productivity, Efficiency Improved with Samsung Displays

The employee preferences survey showed that 74% of employees selected the Samsung SC series LED monitor over the other two finalists. The second-place vendor received just 13% of the vote, and the third place vendor with just 12% of the vote.

The commercial-grade SC series business monitor provides 1920 x 1080 resolution, with a highly adjustable stand and swivel capabilities to pivot the monitor from landscape to portrait mode.

“During the survey, we showed employees typical usage screens like email, spreadsheet and Powerpoint,” says Wolfe. Of the three finalists, only the Samsung monitor showed the truest shade of the Nationwide blue logo. And the lettering in the Word documents and emails was the clearest of all three.

“The overall selection factor was the clarity of the black text and the crisp whites in our Word documents and emails,” Wolfe says. “And the blue of the Nationwide logo, which everyone here knows, only looked right on the Samsung display. All settings for all three monitors were factory set, so there was no color adjusting.”

As part of the survey, Wolfe and his team also learned that respondents preferred a larger 24-inch screen. Wolfe and his team were happy to learn despite a 16% larger screen size, the 24” Samsung SC series monitor was within their budget.

“We really thought we were going to get our hats handed to us by letting the employees decide,” Wolfe says. “But we were very excited to learn that we would not have to pay more, which was huge for us to say we got all of this without hurting our bottom line.”

Nationwide also selected the 27-inch Samsung 850 series displays for its technical staff. With larger displays and 2560 x 1440 resolution for ultra-high quality images, the 850 series improves productivity and efficiency for Nationwide’s engineers, programmers and network designers.

The Samsung 850 series displays feature the Samsung LED PLS technology for more accurate colors and better viewing angles, and uses up to 50% less energy than traditional CCFL displays.

## Quick Profile:

As used by Nationwide Insurance

### Samsung SC450 24-inch LED Display



**Screen Size:** 24 inch

**Resolution:** 1920 x 1080

**Dimensions without Stand:** 22.3” x 13.1” x 2.2”

**Display Type:** LED Backlight

**Viewing Angle:** 170/160°

**Video Input Signal:** Analog/VGA, Digital/DVI

**Warranty:** 3 years

### Samsung 27” 850 Series Display



**Screen Size:** 27 inch

**Resolution:** 2560 x 1440

**Dimensions without Stand:** 25.3” x 15.3” x 1.6”

**Display Type:** LED PLS

**Viewing Angle:** 178/178°

**Video Input Signal:** Analog/VGA, Digital/DVI

**Warranty:** 3 years 280x800)



# The Results: Larger Displays, Better Ergonomics and Happy Employees

By selecting Samsung, Nationwide was able to meet the needs of its 46,000 employees while staying within the IT budget. Wolfe says the survey findings reinforced their decision and made for an easy case when presented to their CIO.

“Once our CIO saw the results of the user preference survey and the pricing, he didn’t require any additional selling,” Wolfe says. “It was the easiest pitch I’ve ever made.”

In addition to larger displays and better picture, the SC series LED monitors are winning over employees with its ergonomic advantages. Before switching to Samsung, employees lacked access to monitor stands that were height adjustable and could tilt. Those features were available only with high-end engineering monitors.

With the height adjustable stands and SC series 24-inch displays that

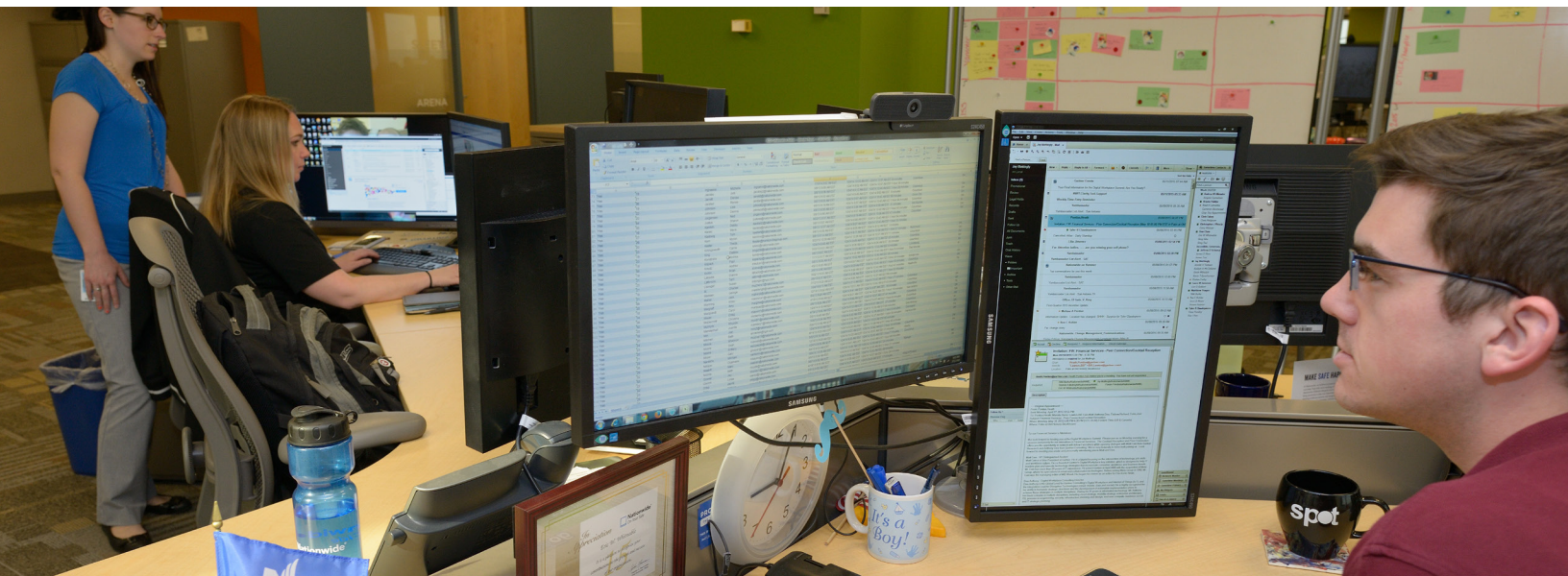
can pivot from landscape to portrait mode, employees of all sizes can work comfortably with the Samsung monitors. The higher resolution 27-inch Samsung 850 series gives Nationwide’s more technical employees the room to see more and do more. In many cases, the 27-inch displays are used in dual-monitor mode, providing even more work landscape for engineers and programmers to see more lines of code more clearly than before.

“For us, the ergonomics are what’s going to play long term for Nationwide,” Wolfe says. “The panels are better for their eyes. And less eyestrain means fewer health risks. By having this ergonomic flexibility, you don’t have to go out and buy a special arm or product to address the needs of an employee who is really short or really tall. All of our Samsung displays will do whatever we need them to do.”

“Samsung helps companies like Nationwide Insurance deliver the tools their employees need because of the display design and manufacturing expertise we’ve honed for more than 20 years,” said Ramseen Evazians, senior product manager, Samsung business displays. “The truest blues and whitest whites come from years of Samsung in-house innovations and advancements.”

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– Chad Wolfe,  
PC Systems Engineer,  
Nationwide Insurance



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