

## LifeWay Christian Resources Erases Traditional Whiteboards To Make Way For DTEN Interactive Whiteboards And Increased Productivity

The LifeWay Christian Resources organization were in the midst of a shift to a more dynamic work force and modern workplace. They went from the traditional whiteboards, flip charts, and easel pads to working with the modern technology offered in our DTEN Interactive Whiteboards. Being able to deliver more dynamic presentations and utilizing the easy to use features along with Zoom video conferencing, meetings are now more effective and productive.

Customer profile  
LifeWay Christian Resources



Website <http://www.lifeway.com>  
Industry Publishing  
Organization Size 5000+

### About

LifeWay Christian Resources is one of the world's largest providers of Christian products and services, including Bibles, church literature, books, music, audio and video recordings, church supplies, and internet services through LifeWay.com. The company also owns and operates 160 + LifeWay Christian Retail Stores across the nation. Our retail stores offer a broad selection of biblically based products. You'll find Bible studies, Bible reference tools, and church supplies, including a large selection of items you can't find anywhere else. Our desire is that LifeWay Christian Retail Stores will help you and your church by providing Biblical Solutions For Life! When you're supporting LifeWay, you're supporting ministry.



*"We are moving to a very dynamic work force that requires a tool that allows them to do whatever they want. We are loving DisplayTen because it allows our users to annotate over a presentation, to use it as a web browser, or use it as a digital whiteboard"*

*Tom Noble - AV Design Engineer*



## Modern technology paving the way to more productivity

The traditional whiteboards, flip charts and easels have been staples for organizations over the years. You'll find these in many meeting and conference rooms utilizing them for tasks such as presenting, brainstorming, and note-taking. These traditional methods are very limiting. They are confined to a specific room, people are forced to take pictures of their notes with a smartphone in order to share them with team members or you'll often see, "DO NOT ERASE!" written by team members.

LifeWay Christian Resources sought after a collaboration solution with great usability and something that was easy for users to figure out while being affordable, having great speed, sensitivity, and durability.

## Improved collaboration made easy

LifeWay Christian Resources were moving towards a dynamic work force seeking a more collaborative and productive environment. In order to do this they would need to make a change from the traditional brainstorming methods of using dry-erase whiteboards and flip chart boards to adopting the modern collaboration technology in the DTEN Interactive Whiteboards.

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With the organization's adoption of the DTEN Interactive Whiteboards, they have been able to achieve their goals in becoming more dynamic and building a more productive workplace. At LifeWay Christian Resources, collaborative meetings go beyond a conference room and are now able to be more effective with remote participants with the integration of Zoom.

"We are now easily annotating over presentations to make additional points to presentations that also allow our Zoom participants the ability to see what is going on. It adds that next level dynamic to make our meetings more fruitful."

The DTEN Interactive Whiteboards couldn't have been more perfect for solving the issues LifeWay Christian Resources were facing with traditional whiteboards. The simple DTEN platform has been ideal for their organization.

"By being an easy user friendly solution. Everyone tries to be a huge value add by doing tons of things that don't work well. I think DisplayTen has done a few things that we really needed extremely well and is building on those few things to continually improve the value of the product."



DisplayTen has taken much pride at being simple and easy to use by investing a lot of time into delivering a great user experience with a natural user interface people are accustomed to.

"We are all very excited about it. It has served very well for our users...I love that it is designed so easy that my boss's 6 year old daughter walked in and figured it out without instruction in 30 seconds...I think the product is great and the functionality is great!"

LifeWay Christian Resources embraced changing from a very traditional way of working to fully utilizing the modern technology in the affordable and extremely responsive DTEN Interactive Whiteboards along with utilizing the video conferencing solution of Zoom. This has led to an organization that has taken their productivity to the next level.

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**Q: Do you think the investment in the DisplayTen products were worthwhile?**

A: "Yes I do because I think that a solid working product that improves productivity is worth every cent...Since becoming a customer, I have only been more impressed with DisplayTen. The service level that I receive when I have a question is personal, quick, and effective. I love the customer service. I always receive prompt and accurate responses to all my questions."

**Q: What is your advice to others that might be considering our product?**

A: "Try it. When you get the product in your hands, you won't want to go with anything else."

