



While others  
are thinking  
about it,  
SIGNA has  
done it.



Customer Stories



### Headquarters

Vienna  
(Established 1999)



### Industry

Real Estate & Retail



### Location

Vienna, Innsbruck, Munich,  
Dusseldorf, Zurich  
and Luxembourg.

# SIGNA

## Solutions

- Use Cisco Spark, Cisco Spark Board and Cisco video systems for meeting rooms to bring teams together.
- Create Cisco Spark spaces for different projects to optimize workflows and knowledge exchange across time zones.
- Allow team members to meet from anywhere in the world – simply.



If you think big, you can make something new, something special. That is what SIGNA is

Franz Hillebrand  
CTO  
Signa Group



## SIGNA group

Headquartered in Vienna, SIGNA is as impressive as the beauty and drama of the city it calls home.

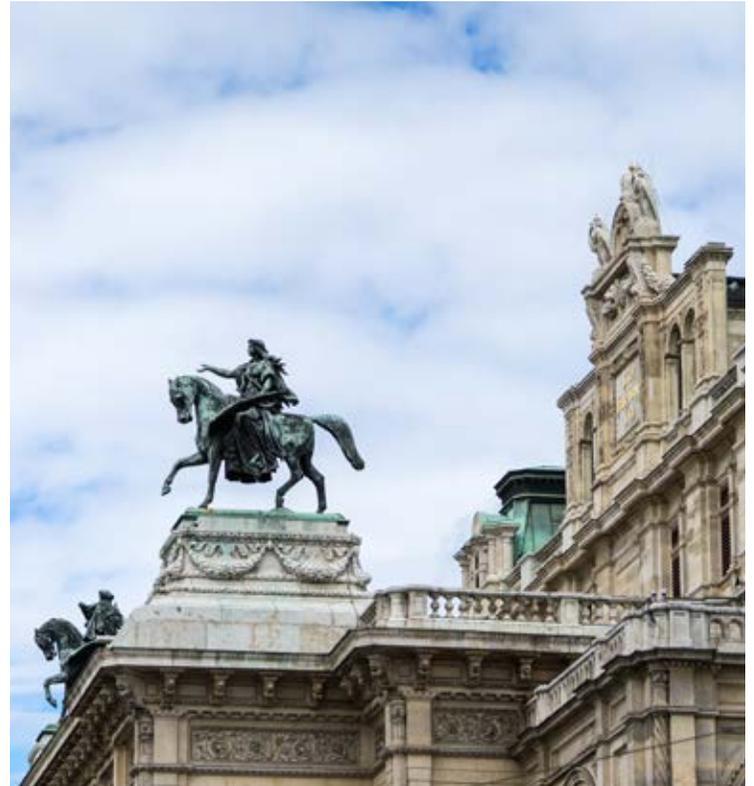
Founded in 1999, this privately owned real estate business has grown to become one of Europe's leading companies in the fields of real estate and retail, cultivating a portfolio of assets in excess of €5.5bn.

The Group comprises two core businesses: SIGNA Real Estate and SIGNA Retail.

### SIGNA Real Estate

SIGNA Real Estate operates a broad, long-term portfolio of exceptional properties and is regarded as an expert partner in fund management and real estate management services.

Today the business has over 160 employees across several separate companies; SIGNA Development Selection, SIGNA Funds, property services provider, SIGNA Real Estate Management and SIGNA Prime Selection which focuses on long-term buy-and-hold investments in properties in prime European city centre locations.



### SIGNA Retail

SIGNA Retail comprises a number of high profile independent retail companies including the KaDeWe Group, Karstadt Sports, Karstadt Warehaus GmbH, outfitter.de, dress-for-less, internetstores, Tennis-Point as well as the Joint Venture with EATALY. These eight companies have a total of over 20,000 staff at more than 100 locations and a combined annual revenue of more than €3.5 billion, making SIGNA Retail one of Germany's largest retailers.



## Working in the 'NOW'

There are few businesses that can boast such impressive growth from a start-up position like SIGNA. But from its early days in 1999, the founders knew that to succeed, they needed to be first; First to spot an opportunity. First to act.

Some 17 years on, it's clear they got it right.

When a business is located across Europe, communication is paramount. But like all international organisations, obvious barriers such as distance and travel can get in the way of communication and decisions. After all, time is money.

SIGNA needed a way to break down these barriers and enable their teams to operate at their optimum. In other words, operate in the 'now'. No time to wait for emails and no time for inferior technology.

But here lay the problem. SIGNA tried the available technology on the market and while they could message one another, it was disjointed and inadequate and when they wanted to hold video conferences, set up times would often be an issue along with sound and picture quality.





# Technology that's human



SIGNA required an integrated collaboration platform that brought people together and broke down the barriers normally associated with technology. One that was robust, simple, clear, flexible, provided 24-hour support, but above all, one that worked.

With the assistance of Frink, a boutique Cisco partner based in Vienna, SIGNA were introduced to Cisco Spark, a revolutionary communication system.

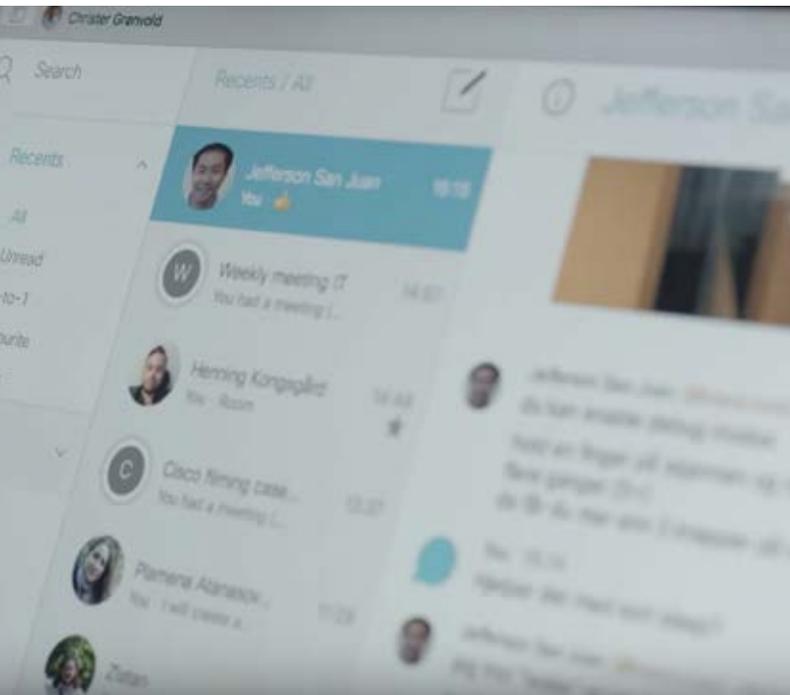
For the first time, SIGNA felt that no matter where they were in the world, they could be in the room when it mattered.

“ In Spark, SIGNA suddenly had a tool that not only matched but enhanced the speed of their business.

Claudia Kaefer  
Founder  
Frink Advanced Services



## Changing how people work, travel, meet.



Overnight SIGNA had a communications tool that worked at the same speed as the business. In one fell swoop, Cisco Spark placed SIGNA two steps ahead of the competition.

With buildings and teams spread across Europe, collaboration became seamless.

Via laptop, tablet or smart phone, the ease of use was remarkable and collaboration became instant. Teams could join a meeting from anywhere in the world, be it from their office or on the road.

The connection was strong and clarity of sound and vision perfect. For the first time, body language played its part. Expressions could be read. Vital for critical decisions.

Cisco Spark enables SIGNA to create specific Spark spaces for each project. Those associated with a particular project could then be added to that space. This meant people can message and share files relating to that project instantly, and they knew when everyone had received and read a communication.

All conversations and files then remain within that room and are accessible through the cloud, creating a timeline and record of progress.

This meant that all those concerned stay up to speed with the job and everything happens much quicker. Importantly, relationships grow. Critical for a highly intricate job.

Cisco Spark also offers unrivalled 24 hours security and support. Not only crucial to a fast-flowing modern business, but also to one that could deal with sensitive information.



# Cisco Spark Board – The global team tablet



The Cisco Spark Board has been an ingenious addition to SIGNA. Cisco has taken the familiar tablet format and turned it into a global brainstorming tool.

It is so intelligent, it recognizes who is in the room and it's 4k resolution means that you'd better have pressed your shirt!

Moreover, while having a video call, it allows the SIGNA team to draw or take meeting notes on the screen just like a white board. The Cisco Spark Board recognizes Cisco Spark users when they

enter the room, and also recognizes which participants in a session are drawing or writing on the board.

All participants, wherever they are in the world, whatever the device they use, can view the drawing or writing on the Cisco Spark Board in real time. When the meeting ends, users can save and archive the white boarding session in the Spark space and access it again in the cloud whenever they need it.



# Ahead of the competition



Today, SIGNA see the ‘rise of the team’ as vital to its future success. Put simply, while others are thinking about it, SIGNA is doing it.

Their approach and use of tools such as Cisco Spark is a demonstration of their intent and a wake up call for the competition.

SIGNA is a rare breed of business. Its rise and success is testament to its ability to see the world around it differently. Phones, emails, instant messaging and planes have played their role but

they have their limitations. In SIGNA’s mindset, to operate successfully you need to use everything at your disposal.



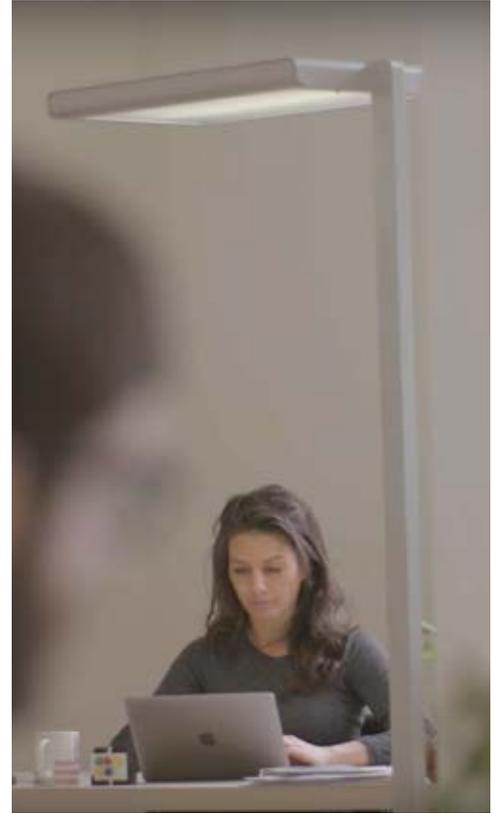
To be number one,  
you need to be first.

Ulrike Morak-Kohl

Employee Training & Coaching, SIGNA Group.



# SIGNA



## For more information

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