

CORE USE CASE

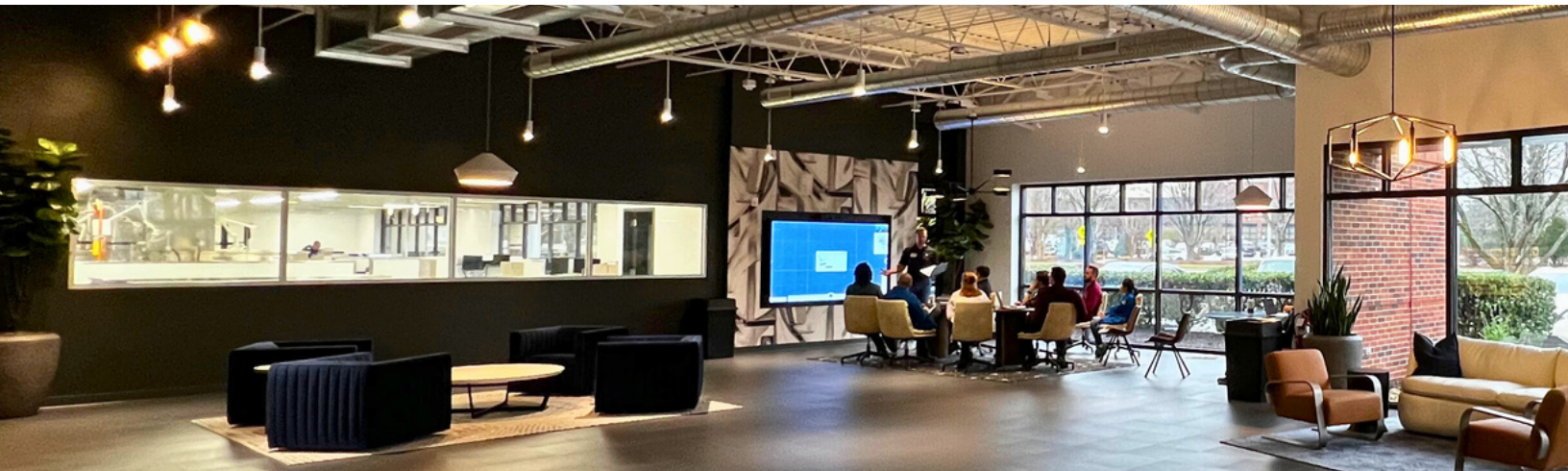
The ThinkHub + T1V Story duo drives talent recruitment, customer engagement, and global team collaboration at the RPM Innovation Center of Excellence.

LOCATION

Greensboro, NC

INDUSTRY

Materials



DESCRIPTION

The state-of-the-art RPM Innovation Center of Excellence (ICE) research and development facility was designed to foster collaboration and harness the collective expertise found across their businesses. RPM was searching for a way to separate innovation from their day-to-day manufacturing activity in an emerging city to bring in young, bright talent, while also making RPM's ICE a destination point for their customers.

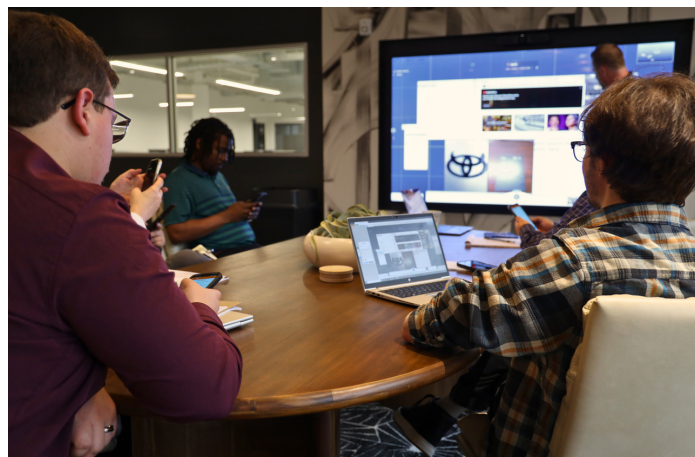
With ThinkHub and T1V Story powering this cutting-edge facility, engineers and chemists are able to innovate and communicate with the RPM home labs for collaborative product development and introduce guests and customers to their brand family.

ThinkHub visual collaboration

- + 98" interactive touch display in ICE welcome lobby + 85" interactive display in conference room
- + (2) 65" interactive display on mobile cart in satellite lab (Hudson, NC; Americas, GA) with ThinkHub MultiSite
- + Remote chemists within RPM's brand family stream IP camera feeds in the ICE Applications Lab to run panels in real-time on the ThinkHub Canvas
- + Engineers and chemists prep for meetings by building out their planned content on a ThinkHub Cloud Canvas, share that Canvas to the in-room ThinkHub for a collaborative session; connect from anywhere with the T1V app
- + Real-time annotation on video streams and screen-grabs on the ThinkHub Canvas during meetings with integrated video conferencing apps

T1V Story brand storytelling

- + Tell the RPM "Who We Are" story to guests and customers upon entering the ICE lobby area
- + Tailor T1V Story Interactive Applications to meet RPM brand: **Meet Our Companies; Tour Our Building; Discover Our History; Explore Our Locations**
- + Flexibility to update Story content with the Story Editor tool



BACKGROUND

RPM International Inc. is a \$7.3 billion, multinational company with subsidiaries that are world leaders in specialty coatings, sealants, building materials and related services. From homes and workplaces, to infrastructure and precious landmarks, RPM's market-leading brands are trusted by consumers and professionals alike to help build a better world.

The RPM Industrial Coatings Group is home to 11 industry-leading coatings and finishing brands. Their dynamic portfolio includes liquid coatings, powder coatings, touch-up and repair products, sundries, adjuvants, and much more. You'll find their products around the globe in industries from architecture and automotive to farming, forestry, marine, and more.

TESTIMONIALS

"T1V Story allows us to keep digital branding so that we can bring customers in, our sister companies can bring customers in, and we can skin it however to make it much more versatile than static branding."

“

When using ThinkHub — it's like the chemists are here. We can work in real time.

"Having the ability to keep your branding and your Story digital adds a lot of flexibility."



Johnny Green

President of
RPM Industrial Coatings Group



"This is a group of coding professionals, marketing professionals — and we're all here under the RPM umbrella to collaborate with each other, innovate with each other, and learn from each other."

“

ThinkHub is an excellent piece of technology.

One way we're utilizing ThinkHub is to connect through the app, build Canvases, share information, and it's a way to — when you're far apart from each other — keep everyone close together."



Doug Hiltz

Analytical Group Leader
RPM Industrial Coatings Group

