

A Unique and Powerful Canvas for Educational Curriculum



CASE STUDY

AppDirect is helping Sahara bring educational apps to the classroom by providing a centralized, online showcase for their line of Clevertouch displays.

About Sahara

Sahara Presentation Systems PLC is a trade-only distributor and manufacturer of Audio Visual (AV) products. These products include major brands, as well as their own brands of audio solutions, mounting products, and more traditional presentation products, including rail systems, dry wipe boards and notice boards. Sahara's large format wall-mounted interactive display, Clevertouch launched in January 2008 and is the first education-focused touchscreen of its kind. The touchscreen offers a unique and powerful canvas for educational curriculum, content, and forums. Clevertouch was also named the number one selling Interactive Panel within the UK.

"From initial planning to the launch of our app store back in 2014, to the recent upgrades and enhancements improving discovery, categorization, and analytics as our platform continues to onboard more apps and partners, AppDirect has been with us every step of the way in facilitating the development of our app store and providing a true market advantage."

ROB XENOS,
BUSINESS & MARKETING MANAGER
AT SAHARA PRESENTATION SYSTEMS, PLC

EXECUTIVE SUMMARY

COMPANY NAME:

Sahara Presentation Systems, PLC

INDUSTRY:

Education Interactive Displays, Audio Visual Equipment Supplier

HEADQUARTERED:

London, United Kingdom

CORPORATE AWARDS:

- > London Stock Exchange 1000 Companies to Inspire Britain 2015
- > AV Awards 2015 Winner: Outstanding Contribution to the Industry 2015 & Manufacturer of the Year (Clevertouch)
- > AV Awards 2015 Finalist: Distributor of the Year & Display Product of the Year (Clevertouch Plus) *Highly commended.*

CHALLENGE

- > Create a showcase of educational apps that was to be used in conjunction with Clevertouch smart devices in classrooms
- > Provided a high level of security & control for teachers & administration
- > Deploy a suite of back office tools that allowed for the complete management of the Cleverstore & its applications & users

SOLUTION

- > Delivered a centralized online marketplace for the discovery & download of relevant, high-quality educational apps
- > Provided a secure environment with authentication & comprehensive back office tools
- > Provided app catalog & app lifecycle management for the Cleverstore

RESULTS

- > Grew to over 2,000 resellers
- > Allowed Sahara to provide new reach, new app developers, distribution & monetization opportunities in the educational market



Challenge

Sahara PLC, makers of Clevertouch, the first education-focused touchscreen for classrooms, needed to deploy a highly curated app store for classroom. The marketplace needed to be centralized and highly secure, while still intuitive for teachers and students alike to discover and download relevant, high-quality educational apps. Essential to this marketplace was the need for a comprehensive back office tools allowing for the management of apps and content in the storefront as well as the management of app lifecycles. In addition, Sahara needed a partner that could support the app catalog with the on-boarding of developers and content partners globally.



CASE STUDY

Solution

AppDirect was chosen by Sahara to implement and operate their Cleverstore branded marketplace. Working closely with Sahara, AppDirect delivered a tightly integrated and secure marketplace experience tailored to the range of Clevertouch displays. The marketplace also came with back office support tools allowing for the full management and support of the entire app store and its app catalog. AppDirect quickly became an extension of Sahara, helping to on-board developers and content partners ensuring that the Cleverstore became a competitive differentiator and value-added service for teachers and students alike. The Cleverstore is now in its second generation, offering even more capabilities and functionality, exemplifying Sahara's values of evolving how teachers teach and students learn in the classroom.

"By working closely with AppDirect throughout the Cleverstore planning stages, we were able to better personalize the features needed to ensure that the Clevertouch range of displays delivered a compelling customer experience. We chose to work with AppDirect because of their flexible approach and in-depth experience managing app ecosystems."

SHAUN MARKLEW,
SALES AND MARKETING
DIRECTOR OF SAHARA.

Results

The Cleverstore has been a resounding success for Sahara as they continue to be the number #1 Interactive Education Display provider globally. Now with more than 2,000 resellers, Sahara is able to provide new reach and customers to app developers looking for new distribution and monetization opportunities in the educational market. Developers are invited to register for the developer program by visiting: developer.clevertouch.co.uk

ABOUT APPDIRECT

AppDirect is the cloud service commerce leader, making software and products accessible globally. The AppDirect cloud service commerce platform unites providers, developers and consumers of cloud services into a single ecosystem. This makes it easy to find, buy, manage and monitor apps and services from a central location and delivers new opportunities to distribute, sell, and market cloud services.

The AppDevices division of AppDirect powers the digital transformation of the world's most innovative companies by empowering them with agile business models, partner ecosystems, and new revenue streams. AppDevices pairs its expertise of device management with the critically acclaimed solutions portfolio of AppDirect to bring complete end-to-end software and service distribution, management, and monetization to connected devices and connected vehicle market.

Contact an AppDevices sales representative by emailing info-appdevices@appdirect.com or visit appdirect.com/appdevices.

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