

“Since we started working with CDS, we literally have one less thing to worry about”

This is how SMART Technologies talks about its partner for demo equipment management. Since March 2023, CDS has been ensuring that demo equipment arrives at customers and events on time and in a customized configuration.

As a SMART Board[®] pioneer, SMART Technologies has been leading the way for over 35 years in the development of solutions that enable virtually barrier-free interaction between people and digital content. The user is always at the center of the developments. As a result, solutions that are still unique on the market today enable interaction at the highest level with maximum intuitiveness.

Complex processes and high-quality products require a reliable partner

In the past, SMART Technologies worked with many different partners, which made coordination and the flow of information very difficult. For this reason, the company quickly realized that it needed a reliable and on-time service partner with the necessary knowledge and equipment to transport and commission the SMART Board Interactive Displays.

“We develop high-quality solutions for demanding customers and therefore needed



Tim Leisenberg
Regional Sales Manager SMART Technologies

a service provider that is aware of these values and acts at this level both in terms of its appearance at the customer and the handling of our goods,” says Tim Leisenberg, Regional Sales Manager at SMART Technologies.

Demo equipment management is one of the two main areas of business for the service provider CDS.



Paul Koch
Managing Director CDS Service GmbH

“Demo equipment management is a complex process in which the technical, logistical and administrative tasks must be handled reliably so that the customer can fully rely on the operational readiness of their products,” explains Paul Koch, Managing Director of CDS Service GmbH.

CDS’ many years of expertise in working with well-known IT manufacturers was also a positive factor during the initiation process. “CDS signaled a genuine interest in a long-term partnership right from the start and took our customers’ needs into account with tailor-made solutions,” says Leisenberg.

Customized solutions for demo equipment management

“With our LIMES software, we create a standard process that can be individually adapted to customer requirements. The individuality of our service relates not only to administrative processes but also to technical and logistical support through to commissioning at the customer’s premises. We are the extended workbench of our partners,” says Paul Koch.



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Satisfied customers and fewer worries

This makes the process easier for customers like SMART Technologies: “Since we started working with CDS, we literally have one less thing to worry about,” reveals Leisenberg. According to the Regional Sales Manager, the similarly informal working atmosphere at both companies also has a positive effect on the partnership; both employees and customers regularly give positive feedback on the reliability and friendliness of CDS employees.

SMART sees future potential to further intensify the partnership: “CDS’s wide range of services not only includes the management of demo equipment, but technical support and rollout services could also be of interest to us,” says Leisenberg. Just like the SMART Board® pioneer, CDS is also looking forward to continuing the collaboration.

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