



# Kingston and Signpost delivers products at speed with a customer-first mindset

## About Signpost

Signpost Belgie BVBA is a European market leader when it comes to providing total hardware and cloud solutions in the education sector.

Having supplied over 2,000 schools with over 1 million devices and 1,200 software solutions, their mission is to continue innovating new ways to make software and hardware more accessible for schools, teachers, and students. Many Signpost employees have worked in education including former principals, helping differentiate the business by offering experience across all sector levels.



Signpost takes a service-oriented approach combining connectivity, hardware, software, and training, which includes equipment supply, set-up, and repairs by their own in-house technicians. End-users are fully supported via their helpdesk, while students can access a full-service support when it comes to laptop maintenance and repairs.

# Challenge

**At a time of market shortages and supply chain delays**, Signpost need to deliver products to market faster than ever before. Rapidly advancing devices, software, applications, and peripherals demands the ability to move quickly, with a standardised format that supports products that have little space for new and additional hardware.

In order to speed up product delivery, continue providing the highest support levels, and expand their technology offering across Europe, Signpost needed to leverage their known and proven service model. **Because of the fast-paced environment they operate in, the ability to deliver products with little to no delays or errors was a**



**key priority.** The challenge was on to find a partner with the expertise to meet their goals. In addition, Signpost also wanted a partner that shared their customer-first values, could ensure open communication, and worked with a keen focus on sustainability.

# Solution

Signpost always endeavours to offer the best products at the most competitive prices, focusing much effort into building deep and sustainable relationships with technology suppliers. After learning about Kingston's award-winning portfolio of memory, SSD and flash products and proven track record in fast product delivery, selecting them as a trusted partner was an easy choice. Moreover, with [Kingston experts](#) standing by to help at every stage of their journey, Signpost felt confident they would be fully supported at all times.

**The Kingston product and service portfolio offered the depth and breadth needed to help Signpost with their day-to-day support model.** Kingston provides reliable flash-based solutions to increase the storage capacity of systems, both internally using solid-state drives and externally with USB and flash cards. Kingston also offers high quality memory modules such as [8GB DDR4 3200MT/s SODIMM](#), which delivered the notebook memory needed to upgrade their student laptops. As well as optimising performance, DDR4 uses less power, which helps prolongs notebook battery life - resulting in greener, low-cost computing.

[NV2 PCIe 4.0 NVMe SSD](#) was chosen as the upgraded storage solution, it has been optimised for the client applications and laptop systems. While its design expands storage by up to 2TB, NV2 saves space for other components, making it the ideal choice for Signpost's thinner student notebooks.

# Outcome

Given the future uncertainties that lie ahead, and the ever-growing landscape of distance-learning, Signpost need to continue getting products to market at speed. Due to a lot of changes in hardware supply possibilities, they also recognise that partnerships are becoming increasingly important. **Looking ahead, Signpost will partner with Kingston for their memory and storage solutions, confident in their proven ability to supply on time.** With this in mind, they look forward to having Kingston help advance their expansion beyond their home market, as a worldwide player with a good reputation - and one who shares the same mindset.

“ Looking for trustworthy partners for components that deliver is what a partnership between Kingston and Signpost is all about... For the day-to-day support, we cannot think about any other product than the SSD, memory or flash cards. Swift, quick, agile are not only words in fashion, but also important for us. Kingston was one of the main vendors on the market that could provide us the products we needed, on time and with the required service.

**Madlen Aslanyan, Hardware Marketing Manager, Signpost**

#KingstonIsWithYou

© 2023 Kingston Technology Europe Co LLP and Kingston Digital Europe Co LLP, Kingston Court, Brooklands Close, Sunbury-on-Thames, Middlesex, TW16 7EP, England. Tel: +44 (0) 1932 738888 Fax: +44 (0) 1932 785469 All rights reserved. All trademarks and registered trademarks are the property of their respective owners.

