

Digital Transformation

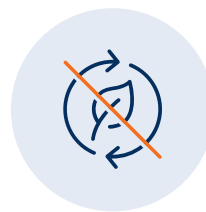
Smart Digital Business Card



Go Green. Embrace NEC Smart Digital Business Card

In this digital era, the mode of networking with clients, partners and co-workers has evolved and expanded into social platforms like LinkedIn, Twitter, etc. More contacts are shared by digital means but it can be overwhelming to share, manage, receive or use contacts across various platforms. There should be an efficient way to handle contacts in this digital era.

Physical business cards are a thing of the past



- Physical business cards become obsolete and meaningless quickly. Once shared, they cannot be updated easily without reprinting the cards.
- When an executive quits, customers may have difficulty contacting the organisation.
- Difficult to share contact details on the physical business card as one would have to take a picture of it or write down the details manually.
- Physical business cards need to be sorted and stored, which requires physical space.
- Communication can get disrupted when cards are misplaced or lost.
- Designing and printing business cards costs money.
- Business cards require a lot of paper to be used for printing, which is not eco-friendly.
- With the advent of the post-pandemic new normal, executives are cautious of sharing and/or receiving physical business cards so as to avoid contact.

Businesses need an innovative solution to digitise and digitalise business contact details while also being eco-friendly.

Why Choose NEC Smart Digital Business Card?



Centralised corporate dashboard



Integration with HR and CRM



Device-agnostic



Multiple methods to share contacts



Visibility and reporting



Web-based and customisable



Support corporate branding



Data protection



Digital Scan (Go Green)



Contacts Search

Company-Wide Deployment

- Web-based application allows ubiquitous access and usage with multiple digital devices
- Centralised corporate dashboard for visibility, usage and reporting. Possible to integrate with HR and CRM
- Data protection with end-to-end SSL encryption

Ease of Use

- Responsive application
- Device-agnostic. Allows quick call or map search from name card
- Easy sharing facilities. Can be shared using messaging, WhatsApp, email or QR code
- Digital scan allow you to digitalise contact information
- Fully customisable design, complete with accreditations

Opportunistic

- Supports corporate branding with links to social media handles, corporate website, promotion pages, among others
- Expand your business network and create new opportunities

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NEC Smart Digital Business Card makes for an ideal solution that can be used in multiple situations.

Use Case 1



During a meeting, an employee opens up the digital business card with a QR code from his mobile phone and shares with the customer. Using the mobile phone, the customer can scan the QR and receive the digital business card instantly.

- Customer can click to call, click for direction, click to email from the digital business card.
- Customer can immediately save the employee digital business card into his mobile phone.
- Customer can view information about company products or solutions from the digital business card.
- Customer can share the employee's digital business card with colleagues via social media platforms such as WhatsApp, LINE, Messenger and so forth.

Use Case 2



Management can review their employees' business card usage. For example, they can:

- Monitor the number of business cards the employees sent and their customers' engagement rate.
- Search who is the account manager of a particular customer before engaging the customer.

Digitalisation begins with this.

NEC APAC aims to help build a human-centered society, Society 5.0, facilitated by smart technologies and aligned to UN Sustainable Development Goals (SDGs).



Talk to us about your needs today to arrange a demo. Contact us at

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