

CASE STUDY

Gervasi Vineyard

From Hours to Minutes

How a destination winery resort transformed guest communications across a 55-acre estate with Wallboard.

Destination Winery Resort
Canton, Ohio

55-acre estate

Multi-venue digital signage

Powered by Wallboard

AT A GLANCE

55 Acres One Platform

Gervasi Vineyard is a destination winery resort in Canton, Ohio offering exceptional dining, luxury accommodations, crafted spirits, curated experiences, and event venues.

Digital signage plays a key role across their 55-acre estate — promoting events and specials, guiding visitors, highlighting offerings, and enhancing the overall guest experience.

Hours → Minutes

Time spent on signage tasks

1 Person

Now manages all signage

Zero

Scheduling errors

THE CHALLENGE

Slow Signs Slower Updates

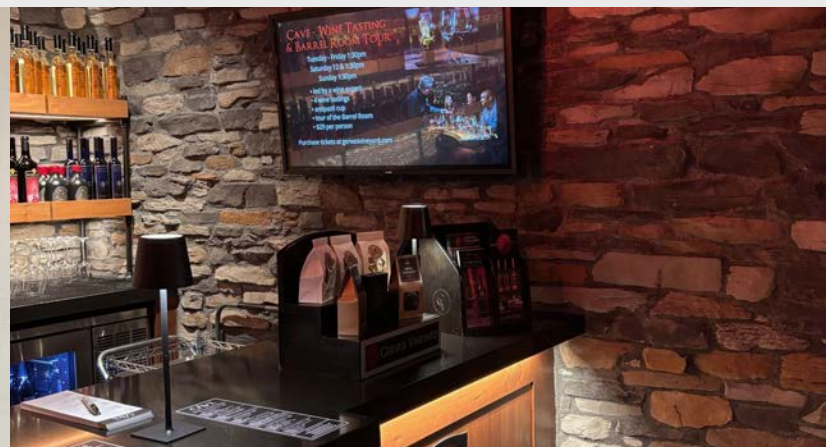
Before Wallboard, Gervasi's digital signage was slow, unintuitive, and painfully manual. Updating content meant multiple steps and physically walking the property to update and test each sign individually.

Even small changes took longer than they should have, making it nearly impossible to keep content fresh across a 55-acre estate with multiple dining venues, event spaces, and guest touchpoints.

“

Our previous system was slow, unintuitive, and very manual. Even small changes often took longer than necessary.

CHELSEY JUDY, GERVASI VINEYARD





THE SOLUTION

Drag Drop Done

Wallboard gave Gervasi's team what they'd been missing: a platform that's as intuitive as it is powerful. The drag-and-drop editor and streamlined workflow meant content updates that once took hours now happen in minutes.

The onboarding was smooth and hands-on. Gervasi was up and running quickly, with full confidence in the platform from day one.

- **Drag-and-Drop Editor**
 Custom layouts, interactive widgets, and real-time data – no code required.
- **Advanced Scheduling**
 Schedule content across multiple screens in seconds, not minutes.
- **Automated Expiration**
 Content stays fresh without constant oversight. Set it and forget it.
- **One-Person Management**
 What used to need a team now runs smoothly with one confident operator.



“

Seeing how quickly we could update and schedule content across multiple screens – without needing to jump through technical hoops – was the aha moment.

CHELSEY JUDY, GERVASI VINEYARD

THE RESULTS

Less Work Better Screens

The numbers tell the story. Wallboard didn't just replace a tool – it rewired how Gervasi thinks about guest communication.

Hours → Minutes

Monthly signage management time

1 Person

Now handles all signage operations

100%

Reduction in scheduling errors and formatting issues

TEAM IMPACT

One person now confidently manages all signage across the estate. Updates roll out faster, and the system's intuitive design has eliminated formatting issues and scheduling errors entirely.

Both the team and leadership have noted how much easier the system is to use. The signage looks cleaner, more cohesive, and updates happen at the speed the business actually needs.

WORKFLOW TRANSFORMATION

Uploading and organising content is faster. Scheduling takes seconds instead of minutes. Automations handle timely updates and expiration without constant oversight.

The team now manages signage proactively instead of reactively – a fundamental shift from firefighting to forward planning.

IN THEIR WORDS

“

Wallboard has completely transformed how we manage digital signage at Gervasi Vineyard. It's faster, cleaner, and far more intuitive than any system we've used before.

CHELSEY JUDY, GERVASI VINEYARD

WHY WALLBOARD

Enterprise Power Without the Enterprise Tax

Wallboard is incredibly intuitive, flexible, and efficient. It saves time, improves accuracy, and gives you full control over your digital signage — from design to scheduling to automation.

If you want a system that elevates your guest communication without adding workload, Wallboard is the clear choice.

Ready to Ditch the Enterprise Tax?

wallboard.us | Book a demo today

