

Client testimonial

Canon



Canon Nederland N.V.: *Over the course of its 70-year history, Canon has offered customers advanced image processing technology in the broadest sense possible. Canon is one of the most well-known companies worldwide with 131,000 employees at 239 locations.*

Challenge: *Gaining effective working hours additional to achieve savings in CO₂ emissions and fuel.*

Results: *Savings of 1,5 days per workingweek via videoconference.*

“Video conferencing makes it easier. Looking at my personal situation, I estimate that without video conferencing I would have to spend one and a half days a week more on this project than I do now.”

Ron Jong,
Country CBC Director Canon Nederland N.V.

Canon has been applying the Kyosei philosophy for many years. This Japanese concept for living and working together for the common good is the foundation of the company's socially responsible business policies. This approach has led to, amongst others, video conferencing. Video conferencing has been used for communications with headquarters and the Canon Europe management team for a number of years, in particular to decrease travel expenses and the CO₂ footprint. Sharing knowledge and transferring information are other important facets that can be communicated through video conferencing. Managing and keeping in close touch with the sales force is also essential. Canon Nederland, therefore, decided a few months ago to apply video conferencing more widely.

Country CBC Director Ron Jong, responsible for the Canon Business Center Sales channel for Canon Nederland, uses video conferencing regularly for meetings with the managers of the ten Canon Business Centers, spread throughout the Netherlands. Talk & Vision provided a video conferencing system for all Business Centers, as well as the Dutch headquarters. “For the last three months I have contacted the Sales Managers four or five times a week using the video conferencing system”, says Ron Jong.

The fact that Talk & Vision could take care of the technological details via the MAVIS concept, was the decisive factor. “From a virtual meeting room I can reach anyone,

even multiple contacts whenever I want, in the exact same way as using the telephone. The Sales managers can also communicate among themselves via this secure virtual meeting room. These changes in communications save me a lot of time and it also saves a lot of fuel”, states Ron Jong. I initiate contact more often because the system can be used at any moment. We discuss the follow-up activities for marketing campaigns, decide on targets and discuss our response to competitors’ actions immediately. Less important or more sensitive, personal issues can also be addressed now, while these were not in the past due to the long list of agenda items. Ron Jong’s assessment of the first three months is positive: “I like the hands-on management it provides. You create a common ground that makes it easier to initiate contact, concludes Jong. Issues are clear faster, which leads to better results.”



“For Sales, the added value of video conferencing is huge. The time savings are directly at the disposal of the customers.”

Ron Jong,
Country CBC Director Canon Nederland N.V.



About Talk & Vision

Since its inception 11 years ago in the Netherlands, Talk & Vision has shown healthy and promising growth. The company supplies video communication solutions to a large number of companies in a variety of sectors. As well as supplying the necessary hardware, it also focuses on a wide range of supplementary services, which include international service and support, consulting, training, web conferencing and video meeting services. Talk & Vision also offers Managed Video Services, MAVIS, which enables companies to outsource the purchase, management and maintenance of all of their videoconferencing activities to Talk & Vision. Talk & Vision is an authorised partner of TANDBERG, Polycom and Sony, enabling it to provide its customers with independent advice. Talk & Vision employs 35 people at offices across Europe. The company’s headquarters are in Linschoten. For more information, see www.talkandvision.com.

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