

# Client testimonial



**Customer** Clean Source Technologies (CST) is a globally operating, Dutch family business which develops and manufactures professional cleaning machines. Established in Eindhoven, the Netherlands, CST also has an office and a production plant in China.

**Challenge** To reduce the distance and time spent travelling back and forth to China, while also maintaining the sense of being a family business and complying with the cultural need for employees to meet regularly, despite the physical distance separating them.

**Result** A hands-on video communications solution for internal use, which also offers the possibility of external video communications with (key) accounts and partners.



With a workforce of 120 spread over three branches, Clean Source Technologies is a medium-sized enterprise which operates globally. CST operates primarily in China and the USA, and generates over ninety percent of its turnover outside the Netherlands.

*“A hands-on video communications solution for internal use, which also offers the possibility of external video communications with (key) accounts and partners.”*

*Frank van de Ven,  
Clean Source Technologies*

CST's Managing Director, Frank van de Ven, travels to China and the USA on a monthly basis, to ensure optimum cooperation, customer contact and management of the workforce in China. He also regularly visits partners in many other countries. These trips include expensive air travel, hotels costs etc but are also expensive in terms of lost time. As part of CST's People, Planet, Profit philosophy, (CST together with their partners have developed market strategies aimed at prolonging the life cycle of its products) Mr Van de Ven therefore was looking for a solution which would reduce travelling time and telephone bills, without diminishing the added value of remaining a family business. He was initially looking for a VoIP (Voice over Internet) solution, but realized visual communications would provide the face to face interaction he required. The solution needed



*Frank van de Ven,  
Clean Source Technologies*



*About Talk & Vision*

*Talk & Vision, a company of Dutch carrier KPN, offers visual communication solutions to large and medium-sized companies in different markets worldwide.*

*With MAVIS (Managed Video Services), customers can turn to Talk & Vision for the procurement, control and management of all video communication operations.*

*Talk & Vision has its head office in Linschoten (Netherlands). Other offices are located in the UK, Germany and Belgium.*

to should meet some critical requirements including non-failing connectivity, ease of use and independence in terms of use.

CST invested in two group solutions for videoconferencing with which to hold regular meetings. In addition, it purchased eighteen Cisco E20 video systems for individual use. These handy 'video telephones' were issued to CST employees and distributed among the firm's partners and key accounts.

CST uses MAVIS firewall traversal to ensure ideal operation of the video systems. A subscription to this service supplied by Talk & Vision offers businesses access to a secure central server and network.

"I can simply plug in the systems wherever I chose, then get straight to work. Given that the systems can be flexibly connected, I can now equip all my important contacts with a video system. And this applies not only to my staff in China, but also to major customers," Frank van de Ven enthused.