

Client testimonial



Customer Founded in 1864, Heineken is one of the world's biggest beer brewers. Heineken has more than 170 brands and produces international, regional and local special beers in 115 breweries in 65 countries. Heineken's products, which include a number of soft drinks, are available almost anywhere in the world. Heineken employs 65,000 people worldwide.

Challenge Improve the sharing of information throughout the organization regardless of the location or country and reduce travel costs and time.

Results Both the quantity and the quality of the communication have improved considerably, and is reflected in the different projects' results.



“People have to be able to find each other and communicate with each other easily. Videoconferencing provides an excellent opportunity to do just that. We also wanted to use this project to make videoconferencing a standard communication channel.”

*Ed Kroes,
Program Consultant Business Development*

Efficiently sharing information is very important for Heineken's operations. “As a global company, we're constantly discussing production processes, new products and operational issues,” explains Ed Kroes, Program Consultant Business Development. To improve communication between employees, offices and countries, Heineken started the project ‘New Ways of Team Working’.

Kroes: “Heineken is a 24-hour company that is active in almost every country. This means that the group's activities run around the clock. Heineken currently has one hundred Polycom videoconferencing systems in some 50 countries. Talk & Vision has been Heineken's service provider since 2003 and has installed more than 70 such systems around the world. Each installation is completed with a user training and regular onsite updates.

Kroes: “Employees around the world can set up point-to-point sessions themselves during which they can meet one-on-one with colleagues. For larger meetings involving several locations, Talk & Vision establishes



“The combination of Polycom’s expertise and equipment and their partner’s, Talk & Vision, technical knowledge, implementation support and 24x7 support, seemed to be the right choice.”

*Ed Kroes,
Program Consultant Business Development*



a multipoint session so that all the participants have to do is walk into the room. Talk & Vision manages and maintains all of the systems around the world.”

The videoconferencing environment is very successful. Each year, some 8,000 conferences are held around the world. Two thousand of these conferences originate in the Netherlands. Heineken benefits daily from videoconferencing. Meetings are shorter, more efficient, and better prepared.

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.

“This is a positive result of videoconferencing,” says Kroes. “You see the person at the other end of the line and that’s key to what’s happening. Experience shows that people prepare meetings better. The meetings are shorter and the follow up better.” Kroes doesn’t think that videoconferencing fully replaces face-to-face meetings. “It’s still important that Heineken employees have face-to-face meetings with their international colleagues,” emphasizes Kroes. The ‘New Ways of Team Working’ project is still in full swing. The migration to IP and the use of Live Meeting are in the planning. “And maybe we’ll involve Polycom and Talk & Vision in this project, too. We’re very happy with the videoconferencing environment, so who knows?” concludes Kroes.