

Client testimonial



Customer Vanderlande Industries is a global provider of automated material-handling systems that allow fast and reliable and less labour-intensive operations for warehouses, airports and distribution centres.

Challenge Reduce costs and improve operational efficiency.

Results The investment payback time was less than 18 months - even better than the estimated 2-year break-even period.



Driven by the economic downturn, Vanderlande Industries decided to introduce videoconferencing. Main objectives included a 50% reduction in travel costs, employee productivity improvements and the ability to communicate as one global team. In addition, green aspects like carbon reduction, sustainability and other corporate social responsibility issues played a role in the company's decision-making process. Meanwhile, 10 TANDBERG systems have been implemented for use across all layers of the organization, from board level to project management and customer service centres in Europe, North America and Asia.

*“With videoconferencing
we made a big step towards
flexible working.”*

*Robert van Ree,
Manager Marketing & Communications
Vanderlande Industries*

The internal roll-out went smoothly. In a coordinated communications initiative, the sustainability team informed all employees of the motives behind the videoconferencing deployment. Next, the technical and functional managers were trained and the successful first videoconferencing meetings were recorded on film. Employees can access the company's intranet for the ins and outs of the videoconferencing operations and turn to the functional managers for



*“Videoconferencing is a catalyst
for our internal and
external communications.”*

*Robert van Ree,
Manager Marketing & Communications
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further support. Meetings can be booked with Outlook. The current utilization rate of the systems is 30% and steadily increasing. Should usage growth fall back, however, Vanderlande Industries will stage a company-wide event to promote the use of videoconferencing.

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.

Acknowledging the expertise of Talk & Vision, Vanderlande Industries decided to outsource the purchasing and installation of all videoconferencing equipment, including the worldwide maintenance contracts, to Talk & Vision. Robert van Ree explains: “We greatly appreciated the smooth cooperation with Talk & Vision, which proved itself a pleasant, open organization. Especially their active role in organizing live demos resulted in the boosted adoption of video meetings.”

Videoconferencing perfectly fits the business strategy of Vanderlande Industries. It simplifies customer communication, stimulates new ways of working, provides increased flexibility and reduces demand for fixed workplaces.