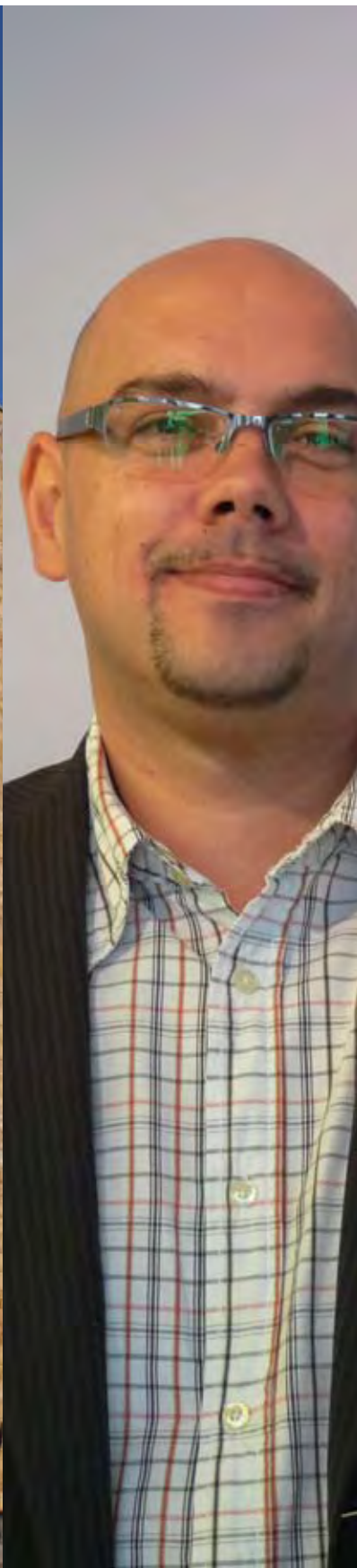


# visionary



**TALK&VISION**

a KPN company



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# Pro-active Service Delivery

*In the old days of video conferencing, everything was a question of best effort, from setting up the call to having your faulty unit replaced. Throughout the industry it was the same, manufacturers included.*

It did not really matter where you were in the world, everyone had the same service level: none. In those days there were happy faces when someone showed up. Although no one knew what it was about, because VC systems were hardly used.

A lot has changed since then. All the video conferencing evangelists, and that includes us, were hoping for more reliable codecs and IP networks. It is – almost – all here today. Nothing has changed dramatically, our systems are being used today to discuss mergers and acquisitions, announce annual figures and I believe many board meetings are being held nowadays thanks to video conferencing. Today, we help the world communicate better and faster with reliable technology.

Finally, we are where we always wanted to be, video conferencing will do to telephony what TV did to radio: it makes communication richer and better. And we all know that good communication is crucial and allows many companies to earn their money. However, the side effect is that video is moving rapidly towards the telephony / networking world. A world of 3 nines or 5 nines reliability.

The comfort factor is that we know what it takes to make things work and since last year we have been part of a telecoms company that knows how to deal with 5 nines. We are in a very strong position to help you in the next couple of years as well.

Our work has changed from selling and installing video conferencing units and an occasional replacement to pro-actively monitoring your communications network, ensuring your board meeting goes according to plan. Pro-active is the keyword today. In our Mavis portfolio, the pro-active part is the crucial element of our service delivery to you. We want you to be comfortable if we tell you we fixed a problem for you in the morning, so the CEO's speech is safe in the afternoon.

In a month's time our CSC in the Netherlands will move to a completely new operating centre; bigger, more advanced, with more tools to improve our MAVIS service delivery even further. This month, we have implemented an advanced tool to monitor our performance against SLA even better, to provide customer reporting and to increase efficiency during times of fast growth.



In a rapidly changing market, we want to be ahead of your problem. to serve you even better. Communication is crucial, isn't it?

Martijn Blokland  
 Sales Director  
 Talk & Vision



## Strict Event

**Working from home, chatting with colleagues, video conferencing for the primary process of a hospital for example, social networks in the workplace: The New Way of Working offers a range of possibilities.**

**The emphasis in organizations is often on ICT applications. During the Strict Event on March 18, a conference on experiences with the New Way of Working, a doctor and empirical expert talked about the improved efficiency that video conferencing has offered them. Doctors and consultants of the OLVG hospital in Amsterdam (Onze Lieve Vrouwe Gasthuis) and the Flevoziekenhuis hospital in Almere in the Netherlands have recently been enabled to communicate online and look at images of tissue via video conferencing. This is what a pathologist at the OLVG had to say: "In the hour and a half during which I might otherwise be stuck in a traffic jam, I may now diagnose some 10 to 15 cases instead."**

# Talk and Vision chosen by VCInsight as one of the 'Best Managed Conferencing Services Providers of the year 2009'

*Since its establishment over 12 years ago, Talk & Vision has created video communication solutions for a large number of national and international customers in a variety of sectors.*

Now its ambition is to become the largest provider of visual communications hardware and managed services in Europe.

The Talk & Vision managed video conferencing service is called MAVIS. The portfolio contains nine different MAVIS packages all tailored to the users' wishes and requirements. The main objective of MAVIS is to secure

trouble free and hassle free use of video conferencing.

Users should not have to worry about setting up the meeting and the quality of the meeting. They just walk into their meeting room and start meeting right away, with people at another location or at multiple locations. The Talk and Vision Customer Service Centre takes care of the users, before

and during the meeting, 24 hours a day, 7 days a week. As part of the MAVIS Total Care package, Talk & Vision will also report the usage and success rates of the video meetings.

MAVIS gives the users optimum convenience and enables them to spend their valuable meeting time on their core business instead of having to focus on the enabling technology.

That is why VCInsight has chosen Talk & Vision as one of 'The Best Managed Conferencing Services Providers of the year 2009'.

## TALK & VISION @ EVENTS



### Infonet workshop

On March 11, Talk & Vision hosted a workshop organized for Infonet/KPN international. On the agenda was Video as Communication tool and questions such as 'How can video communication add value to my company?', 'Which video services does my organization need?' and 'How can I make sure video conferencing is a success' were discussed. The user and adoption theme and the real case scenario presented by Heineken were also highly valued by the participants.



### IPON 2010

On March 10 and 11, Talk & Vision was present at the IPON 2010; an Education & ICT fair in the Jaarbeurs Trade Fair Centre in Utrecht. IPON 2010 focused on interactivity and a clear, practical transfer of knowledge and information. It had an extensive programme with activities, presentations, demonstrations, workshops, test labs, seminars and conferences aimed at school subjects for those interested who work in education.

Talk & Vision demonstrated the 'one-to-many' application (teacher - class(es) at a distance) and teaching via video conferencing to a house-bound pupil (for example, due to long-term illness) who can still attend classes remotely and 'normally'.



### Care & ICT

From March 30 until April 1, the Zorg & ICT (Care & ICT) fair takes place in the Jaarbeurs Trade Fair Centre in Utrecht; this is the annual point of calibration, so to speak, for ICT and innovation in health care. Using various video conferencing systems at the stand of its parent company KPN, Talk & Vision will demonstrate the applications for medical staff of a hospital.

Are you interested in this application of video conferencing in health care? Entry is free. Click here <http://www.kpnzorg.nl/home> for more information.



## Further professionalization of Talk & Vision Customer Services Centre

### ***The installation of the 'Remedy' IT Service Management application boosts Talk & Vision's ITIL aligned service management process.***

In March, Talk & Vision started using Remedy, the new incident management system, for its Customer Services Centre (CSC). It supports the ITIL process in detecting, managing, allocating and reporting of incidents. An incident is anything that has an impact on the video conferencing service. Whether it be hardware, software or network related. As soon as an incident is reported, the professional CSC creates a 'ticket'. The ticket is the collection point of everything to do with the incident. All data, from registration and status control to solution and reporting are integrated and managed here, as well

as incoming and outgoing e-mails relating to the incident. The advantage for CSC staff is the automatic focus on the crux of the problem, clear ownership of the incident and shorter communication lines.

Talk & Vision customers who opted for the MAVIS programmes Care or Total Care, can follow the exact progress of the ticket online via their Internet portal and have the most up-to-date incident management reports.

In introducing this new tool, the CSC provides an enhanced reporting service. This leads to a recognition

of recurring incidents and trends (in accordance with ITIL Problem Management) and the deepening of knowledge in the team, which ultimately helps reduce the time needed to resolve problems.

The implementation of Remedy is seen as the first stage, as there are many more features that ensure Talk & Vision is able to gear its service perfectly to the customer's requirements.



# MAVIS Managed Video Services

## What is MAVIS?

**Outsource your video conferencing operation. In the 12 years of experience in video conferencing, Talk & Vision has learned that more and more customers are interested in outsourcing video conferencing.**

This is for obvious reasons: higher success rates of meetings and fewer worries. This is why MAVIS (Managed Video Services) has been developed: all your video conferencing challenges can be managed by Talk & Vision.

### How it works

Talk & Vision's MAVIS manages your company's video conferencing network remotely. You simply log in via a customized web portal to book a video meeting. Talk & Vision sets up and monitors your video conferencing meeting. And in the

event of a fault, immediate action can be taken. Of course, regular proactive system checks will help minimize these occurrences.

### Reporting

Various statistical data, such as the number of your video meetings, the usage of a specific system per location and reported problems are at your disposal via an online management report.

### The benefits of MAVIS

The benefits of MAVIS are as follows:

- You have a single point of contact for

all video conferencing related topics.

- You have full access to Talk & Vision's expertise in visual communication technology.
- Your video conferencing operations are fully monitored and managed, so there is no need to use your own resources, and no need to invest in people and knowledge.
- Because Talk & Vision monitors your video conferencing operations proactively, the success rate of your meetings keeps increasing.
- MAVIS comes at a fixed fee per month per unit, enabling you to budget costs accurately.
- MAVIS also comes in different levels, so you can be assured of a tailor made package.

Check the benefits of MAVIS for Loyens & Loeff, page 6.





## Loyens & Loeff: Video conferencing makes us more flexible and saves us time

***Loyens & Loeff has been using video conferencing since November 2009. Loyens & Loeff gives high-quality legal and fiscal advice to international corporations, financial institutions and governments. It employs approximately 1,600 people worldwide. From six offices in the Benelux countries and eleven branches in the major international financial centres, both domestic and international issues are structured and addressed effectively.***

The boardrooms in Amsterdam and Rotterdam were the first to be equipped with TANDBERG systems. After 6 weeks, the offices in Eindhoven, Arnhem, Brussels and Luxembourg were added to the video network.

Loyens & Loeff opted for video communication primarily to save time. Michel Hartogsveld, ICT Manager at Loyens & Loeff explains: "There was an ISDN video conferencing network in place already, but that was obsolete and caused a lot of inconvenience among users on account of failing connections. That's why we upgraded to video conferencing over IP via the company's network. Our expectations with regard to saving time via video conferencing have already been met. The frequent 2 hour board meeting with participants from the Benelux does not take the whole day anymore. And when I look just at my own

working week, I estimate that I gain at least a day by having meetings with the other Dutch offices via video. And we have only just started, really."

Loyens & Loeff also chose MAVIS Total Care to ensure problem free and smooth-running video conferences. Precisely because the ISDN system was causing so many problems and a lot of time was wasted as a result. With MAVIS Total Care, Loyens & Loeff use proactive monitoring of all video conferencing activities. The equipment is always ready for use and the connection is monitored from start to finish. Additionally, Talk & Vision's Customer Services Centre is always stand-by, before and during the conference, if necessary 24 hours a day and 7 days a week.

*continue next page*



**Michel Hartogsveld, ICT Manager at Loyens & Loeff**

*continue from page 6*

As part of MAVIS Total Care, Loyens & Loeff also have access to a report feature that provides insight into the use and success rate of the video conferences. Michel Hartogsveld says: "Video conferencing is essentially a production tool that helps us do our work better. This Talk & Vision service offers maximum convenience and enables us to spend valuable time on core issues instead of technology."

The conference room in Amsterdam is in use almost continuously and video conferencing has quickly caught on. The video network is used in particular for internal meetings, but contact with customers and external advisers too is now maintained via video conference more often.

Michel Hartogsveld concludes: "Loyens & Loeff has become more flexible in planning conferences, simply because the right tools have become available. I would not be surprised if video conferencing is going to be available at every workplace within a couple of years."

**LOYENS & LOEFF**

ADVOCATEN • BELASTINGADVISEURS • NOTARISSSEN

# SOON IS TOO LATE...

## WHEN TIME IS MONEY.



That's why you need telepresence, a unique experience compared to traditional video conferencing.

- **Participants are full size. Every sound, gesture, and facial expression supports natural communication.**
- **Joining multiple telepresence calls creates a single, creative meeting space.**
- **Intuitive functionality like touch screen interfaces allows you to bring in other sites and presentations with ease.**

## WHY DOES IT MATTER?

The unparalleled experience of telepresence means higher user adoption, improved communication, better decision making, and increased cost savings.

According to Aberdeen Research, 70% of telepresence-using companies reduced their corporate travel last year, compared with 42% of companies that used traditional video conferencing. Learn more about how organizations are deploying telepresence for maximum ROI in "Telepresence vs. Video Conferencing."

Click [here](#) to download the "Telepresence vs. Video Conferencing," report from Aberdeen.

## SEEING IS BELIEVING!

That is why we would like to invite you for the Telepresence Roadshow (which will be hosted in 4 locations globally). Click [here](#) to reserve your chair for a 45 minutes demonstration on 28 April 2010.



## Mario Huijts

*In the series "Look Who's Talking" we are pleased to introduce the people behind Talk & Vision. This time we talk to: Mario Huijts (40).*

"I was born in The Hague, but have been living in Nootdorp with my partner and our 2 sons for 6 years. In 1991, I started in the Mobile telephony department at the Dutch telecommunications provider KPN, and that's my basis for visual communication. Within a small team, I was responsible for a new product line and I started 'video conferencing'. Initially, this was endpoint related, later it was based on providing services. And until this day, video conferencing is the thread that runs through my career."

### **What do you do at Talk & Vision?**

"I am Manager of the Customer Services Centre (CSC), where I supervise the Customer Service Engineers and

Technical Support Engineers on a daily basis. I also act as Service manager for key accounts."

### **What attracted you to Talk & Vision?**

"Ever since Talk & Vision started, about 12 years ago now, I have had a lot of respect for the company, in particular for the flexibility and speed at which Talk & Vision operates. I have been working for Talk & Vision for about 9 months now and I enjoy every minute of it."

### **What's your biggest challenge so far?**

"My biggest challenge is the continued professionalization of our Customer Services Centre, by offering our Managed Services among other things."

### **What's the beauty of your job?**

"To improve the Customer experience and to motivate the staff in their personal development."

### **Best advice ever given?**

"Still to come... (hopefully, the winning number in the National Lottery)."

### **Can't do without?**

"My family and humour."

### **In one year...**

"We will have made further improvements in service at Talk & Vision and we will be able to differentiate ourselves from our competitors even more."



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Don't miss the next Visionary Newsletter coming out in June 2010.