

## Heineken

### Industry

Manufacturing

### Daily Use

- Global Collaboration
- Executive meetings
- Management meetings

### Solution

- Create an efficient communication network to implement the 'New way of working' program. Where employees around the globe can share information and knowledge quickly and accurately

### Results and Benefits

- Efficient knowledge sharing across the company
- International projects management
- Implementation of project 'new ways of working'
- Significant cost reduction
- Streamlined project development

## Heineken® Revamps Communication Strategy by Incorporating Polycom® Collaboration Solution

### Overview

Heineken is a Dutch brewing company founded in 1864 and today has more than 75,000 worldwide employees. Heineken carries 200 brands including beer, cider and soft drinks in its portfolio and produces its international, premium, regional, and specialty beers in 140 breweries in 70 countries.

As one of the world's leading consumer and corporate brands for over 145 years, Heineken focuses on driving the organic growth of its brands, on improving financial performance, improving distribution strategies and pursuing acquisitions and partnerships. Heineken encourages all employees to use all their potential and has built a true performance-based culture.

### Sharing Information is Key

In 2002, a former CEO of Heineken recognised the need for a teleconferencing solution. He understood efficient information sharing was extremely important and implemented a company-wide improvement program named 'New Ways of Working' for both employees and subsidiaries.

Heineken initially outlined a number of program objectives. Management recognised they required a solution providing the means to share information in real-time throughout the organisation. Furthermore, they needed to improve the quality and the speed of the information being shared. This would automatically, reduce travel costs and limit the lost productivity associated with travel.

"As a global organisation we consult continuously on production processes, new products and operations," explained Ed Kroes, technology consultant of Heineken's Global Business Process and Technology department. "Heineken has a 24-hour activity around the world through every country where it operates."

In a more centralised culture such as Heineken, they discovered it was vital information was distributed with ease and accuracy. Initially they defined a voice conferencing solution and installed the Polycom® SoundStation® conference phones. With the need for face to face conversations to supplement the voice solution, they implemented video conferencing, and more recently upgraded to a telepresence solution.

*"Polycom understood our goals and translated them into the correct application and solution."*

*“We have achieved significant cost savings related to travel expenditures and as a result have increased employee productivity.”*

*Ed Kroes, Technology Consultant, Global Business process and technology, Heineken International*

## Why Polycom?

Heineken choose Polycom for the quality of the products. Kroes and his team compared a number of solutions and realised there was nothing comparable on the market. “Polycom understood our goals and translated them into the correct application and solution,” said Kroes.

Polycom partnered with Talk & Vision, one of Europe’s leading providers of worldwide visual communication services, and Polycom Platinum partner to provide the total solution. According to Kroes, the choice was simple. “The combination of the expertise and equipment from Polycom and the technical expertise, implementation support and 24x7 support of Talk & Vision was the perfect fit for our company.”

Talk & Vision manages and maintains the Polycom video conference systems. Kroes further explained, “People around the world are free to make either point-to-point calls or small multipoint session as they require. For larger meetings with multiple locations, users request through Talk & Vision access to multipoint sessions.”

## Moving Forward

With the support of the Talk & Vision, Heineken currently has over 100 video conferencing systems in about 50 countries. It is estimated that over 8000 worldwide video conferencing meetings are held with about 2000 of them either originating or involving the headquarters in the Netherlands.

The Polycom voice conferencing and telepresence solutions are now an everyday tool, creating more efficient and better

prepared meetings. “This is a positive result of voice and video conferencing,” said Kroes. “Meetings are shorter, while the efficiency has improved. There are countless examples where voice and video conferencing have proven their worth.”

Efficient knowledge sharing using voice and video conferencing is not a complete substitute for in person meetings. “It is still important for Heineken employees to meet in person with colleagues abroad,” Kroes stressed. “We have achieved significant cost savings related to travel expenditures and as a result have increased employee productivity.”

Heineken strongly believes in international projects which involve various employees from around the globe working together. The voice and video conferencing solution from Polycom has made this more efficient. Both the quantity and quality of communication has grown significantly which is reflected in the results of the numerous projects.

## Learn More

To find out how Polycom solutions can help your organisation, visit us at [www.polycom.eu](http://www.polycom.eu) or speak with a Polycom Account Representative.

## Partner

### Talk & Vision

[www.talkandvision.com](http://www.talkandvision.com)



## Product Listing

### Voice Conferencing

- Polycom® SoundStation® conference phones

### Telepresence and Video Conferencing

- Polycom HDX® 7000 room telepresence solutions
- Polycom HDX® 8000 room telepresence solutions
- Polycom HDX® 4000 personal telepresence solution
- Polycom VSX® 8800 video conferencing solutions

### Infrastructure

- Polycom Converged Management Application™ (CMA™) solution 5000
- Polycom RSS 2000

### Services and Support

- Polycom Professional Services network deployment assistance

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