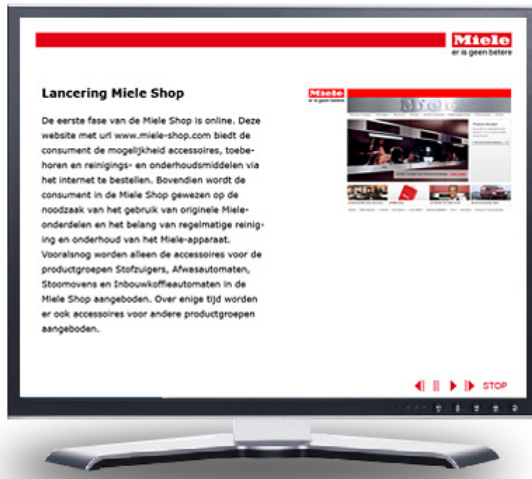


## User friendliness and future

Quality, durability, environmental friendliness, design and functionality. These five core values have been an important part of the Miele philosophy since the company's founding.

Obviously, when purchasing a product or service, the company looks for the same core values in its suppliers. That is how Miele Holland selected Netpresenter for her internal communication.



### “Communicating quickly with both office and field staff”

“The up march of the internet and email have made communication much faster. We used to publish a quarterly newsletter for our employees, but that no longer sufficed. We were looking for a method to relay news to our employees quickly. Especially our approximately 140 field staff whom we wanted to involve more in the company's goings on,” says Robert Bakker, marketing and PR manager at Miele Holland BV. “Furthermore it was our goal to increase the amount of visitors to the Miele intranet.”

### “Short, powerful and visual”

After a thorough evaluation, the Miele Holland IT and marketing department chose Netpresenter as their new internal communication medium. “The main condition was that this new communication tool had to be visually enticing. With every message in the same, attractive corporate lay-out, and lots of photographs. That is why email was not an option for us. Also emails are often not read due to overflowing inboxes. In opposition to that, Netpresenter messages are read. This is because the messages are short, powerful and visual,” says Bakker.

### “Stimulates pro-active reading”

Since 2005 Netpresenter has been running on over 200 PCs in the office and on 140 computers belonging to Miele Holland field staff. “When our field staff log in at the end of their working day to download their route and assignments for the following day, they simultaneously check the latest news on Netpresenter. This way, they are constantly up to date with the goings-on within the company,” says Bakker.

During the first couple of months after the implementation of the software there were some skeptical rumors going around within the organization. But Netpresenter won the hearts of the employees in no time at all. Bakker: “In general, Netpresenter only comes into view when a PC is not being used for a while. However, we are noticing that employees are more and more often reading the messages on their own initiative because they want to keep up to date with the goings-on within the company. To stimulate employees reading messages pro-actively, we are going to add weather and traffic information to the messages soon.”

As hoped, the new communication system has resulted in more visits to our intranet. “Netpresenter only contains the headlines of the news. All of the other information is filed per department on intranet. Every Netpresenter message has a link to the full article on the intranet. These links are used frequently,” says Bakker.

### “Most ideas come from the departments themselves”

Netpresenter is used to publish very diverse information at Miele Holland: from news concerning the building of the new office to product news, advertisements or test results. The marketing department has developed a lay-out and written guidelines for the content of the messages. For example, messages must always have a link with the commercial activities within the company. Bakker: “It does not seem to be a problem to find enough relevant news. Due to the growing enthusiasm for Netpresenter, most ideas for messages come from the departments themselves.” →

## “More room for Netpresenter in new office”

At the moment Miele communicates her internal news solely via PC monitors. After a positive test run on a plasma screen in the staff waiting room, Miele definitely wants to start using large screens in the future. “At the moment we are building a new office. We are certainly going to mount a number of large screens there, for example in the company’s restaurant. Furthermore we would also like have a number of screens for our visitors in the reception area. These would of course broadcast a revised news selection,” Bakker states.

### Miele

Miele is a manufacturer of high quality household devices, built-in appliances and machines for professional use. The head office of this family business is located in Germany. In Holland Miele has approximately 375 employees. This makes Miele Holland the second largest office.

[www.miele.nl](http://www.miele.nl)

### Sector

White goods and built-in kitchen appliances

### Challenge

Quickly communicating the most important news to the office and field staff and lure more employees to the intranet.

### Solution

Broadcasting the most important news on every desktop as interactive screensaver and desktop player. Visual and with links to the intranet.

### Benefits

It is a short, powerful and visual medium. The field staff are now even better involved with the company. The amount of intranet visitors has increased.



#### Headquarters

Adsteeg 10  
NL-6191 PX Beek-LB  
The Netherlands  
Tel. +31(0)46 4370886  
Fax. +31(0)46 4360188

#### Netpresenter USA

410 Park Avenue  
15th Floor, Suite 1530  
New York NY 10022  
Phone +1 (212) 710-5908  
Fax +1 (212) 710-5914

[www.netpresenter.com](http://www.netpresenter.com) | [info@netpresenter.com](mailto:info@netpresenter.com)

Netpresenter is a leading developer of innovative end-to-end visual broadcast solutions, such as emergency alert notification, enterprise communications and narrowcasting. It has offices in The Netherlands, US and UK. Its 1 million users can be found, among others, at Nokia, Sony, Jaguar and GE.