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Videoconferencing





Vraag & antwoord



Vraag

Hoe zorgen we ervoor dat er werkelijk wordt geprofiteerd van de inzet van samenwerkings-tools?

Antwoord

dit begint bij een NIET-technische benadering maar juist:
Wat zijn de exacte behoeften binnen de organisatie om op afstand samen te werken?

= InTouch



Evolutie samenwerking-technologie



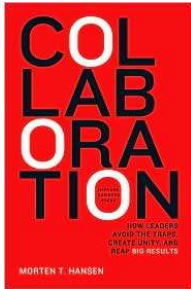
Kosten besparen

Verbeteren van de efficiency

Strategie realisatie



Strategie & samenwerking



Bepalende factoren:

- Organisatiestructuur
- Cultuur, managementstijl
- Inzet technologische ondersteuning

M. Hansen 2011



Voorbeeld

SONY



*Figure 9. Sony's NW-HD Network Walkman.
Source: <http://www.engadget.com/entry/9424208229807408/>*



*Figure 4. Apple's CEO Steve Jobs holding an iPod Mini. iPod mini is a hard drive based MP3 player and has 4GB storage space.
Source: http://msnbcmedia.msn.com/j/msnbc/Components/NewsweekPhotos/Web_Exclusives/040105_040111/040107_Mini_Ipod_hd.hmedium.jpg*



Samenwerken steeds belangrijker



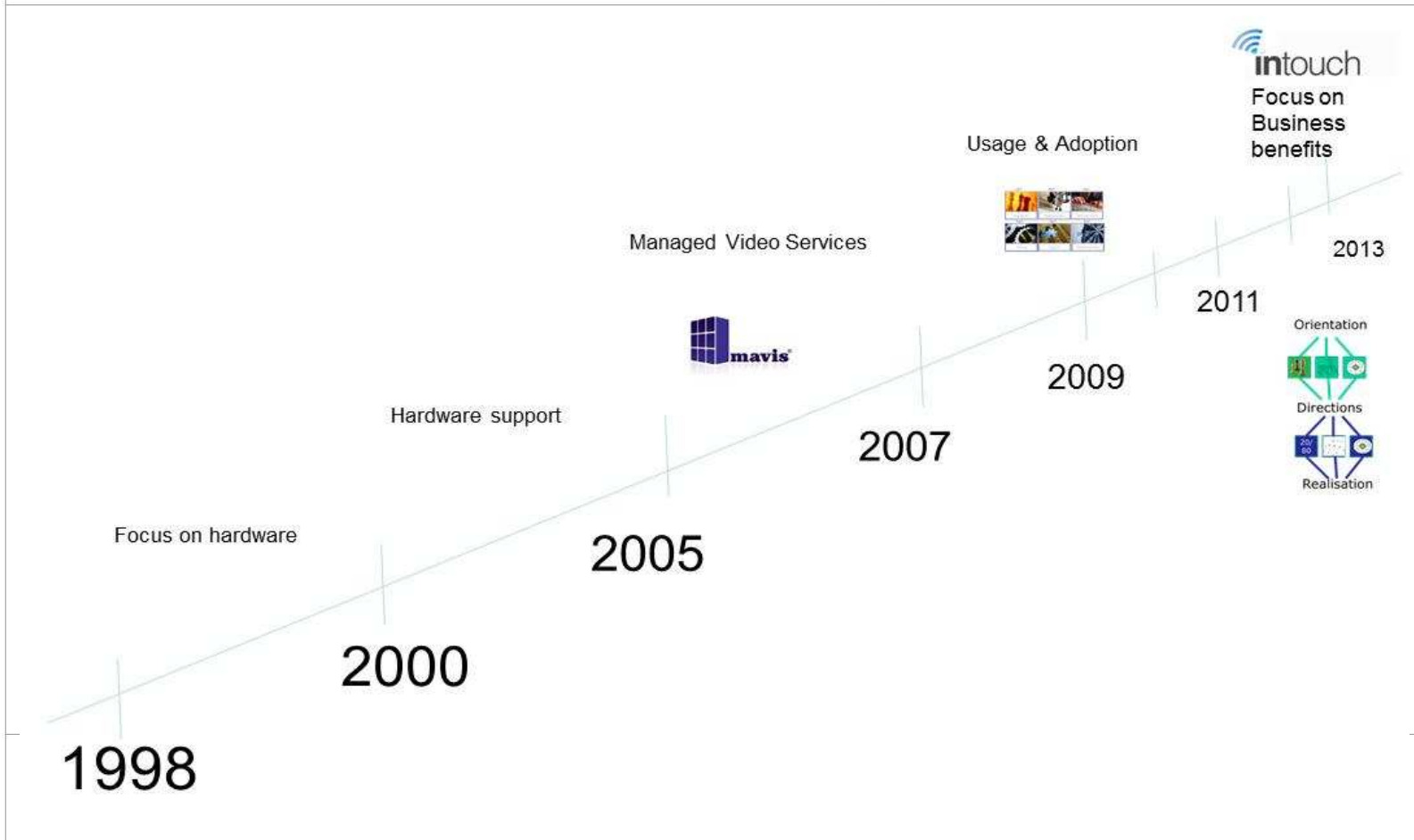


Samenwerken & technologie





Evolutie van Video

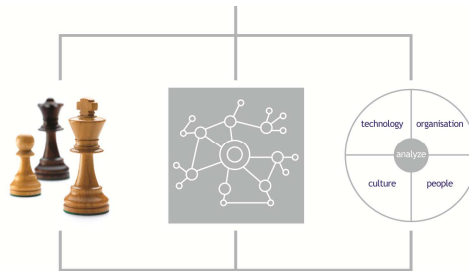




intouch

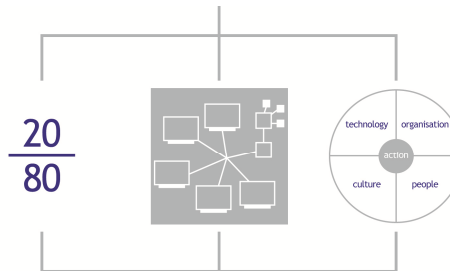


Orientation



- Strategy
- Collaboration DNA
- Organisation DNA

Directions



- Focus
- Integration ICT
- Usage and adoption

Realisation



Willen

85%

Weten

35%

Durven

40%

Kunnen

45%



Voorbeeld fase 2

Keep in touch! **NEW WAYS OF TEAMWORKING**

→ WEB CONFERENCING → VIDEO CONFERENCING

Web conferencing

→ INSTANT MESSAGING → TEAM WORKPLACES

Suddenly I realized I traveled 1,5 days for a 1,5 hour meeting...

Heineken New Ways of Team Working

People all over the world enjoy Heineken beer. To ensure that enjoyment, 60,000 Heineken people work together in more than 150 locations worldwide.

New Ways of Team Working program was initiated by the board. It aims to make (cross-)national teams and environments for effectively work together across time and space, by introducing groupware technology as well as Web Conferencing and environments for document management.

PRIVACY AND SECURITY

"Still trying to fit too many appointments into one week? Running all over the place to meet up with colleagues from other Heineken locations? Realizing you spend more time traveling, than on actually having a meeting?"

Times are about the change!

Heineken is set to introduce new communication tools to better facilitate international collaboration. These new collaboration tools offer effective and time-cost efficient alternatives for traveling the world to have a meeting.

Check out <http://keepintouch.heilway.net> for more information.

Keep in touch! **NEW WAYS OF TEAMWORKING**

Heineken; New Ways of Teamworking



Vodafone; Relaunch of Videoconferencing



Why not say goodbye to red-eye?

Meeting days that? Sign under your eyes? Why not take better care of yourself and have an easier time?

Red-eye free videoconferencing. It's time to stop being like the rest of the world. To find out more and why you should use our VC Class.

Travel VC Class now.

vodafone

Do you really need to fly?

Discover the new faster and the greenest way to get to work. It's time to stop being like the rest of the world. To find out more and why you should use our VC Class.

Travel VC Class.

vodafone

Are you feeling green?

It's time to meet up with your colleagues. Be in touch. And use you can do that only way and still keep the planet green.

Videoconferencing. It's time to stop being like the rest of the world. To find out more and why you should use our VC Class.

Travel VC Class now.

vodafone



Electrabel

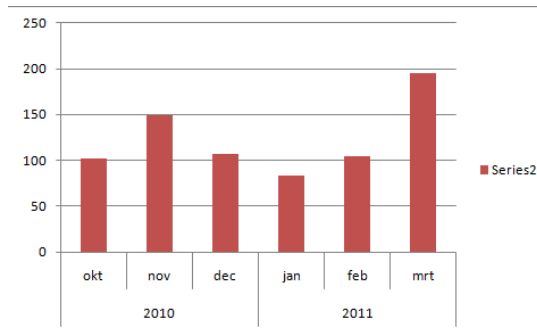
Case

- vergroten van gebruik videoconferencing

Aanpak

- interviews, communicatie campagne, trainingen, evaluatie
- looptijd: 2 maanden

Resultaat





Heineken

- Project: New Ways of Teamworking
- Uitdaging: onafhankelijk van locatie:
 - delen van informatie
 - Terugbrengen van reiskosten en tijd
 - Organisatie-breed
- Wereldwijde enquête (71% respons), focus op toegankelijkheid en beschikbaarheid, training & coaching
- Resultaat
 - 8000 conferences per jaar
 - VC is een manier van werken geworden
 - 15% minder reiskosten

