

visionary



TALK&VISION

a KPN company



September 2009

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Talk & Vision, stays Talk & Vision and more

Three months have gone by since the merger with KPN/Getronics was officially announced on July 1. Since then, a lot has happened and changed and stayed the same all at the same time.

The biggest changes are the considerable expansion of our sales and professional services departments and the addition of many KPN/Getronics customers to our MAVIS service. The planned large-scale roll-out of video conferencing, telepresence and managed video services within the KPN organization is an important step that fits in well with the collaboration chosen between Talk & Vision and KPN.

But the one thing that has not changed at all is the way we help our customers. The Talk & Vision Customer Service Center (CSC) in the Netherlands is still the first point of contact for all your video conferencing questions. Whether you call for support or to book a new video conference, our CSC staff is ready to help 24 hours a day, 7 days a week. And to ensure that our service remains at a high level and can respond to the expected growth in customers and number of meetings, the CSC team will be expanded in the coming months.

In short, as a relatively independent entity within the KPN/Getronics group, we will be able to continue offering our customers the flexibility they are used to and have appreciated to date. Should you have any questions about Talk & Vision and the changes that have taken place since July 1, please contact your account manager or send an e-mail to info@talkandvision.com. We will make sure you receive an answer as quickly as possible.

But for now, I hope you enjoy reading this issue of Visionary, which contains topics such as the implementation of a video conferencing system at Sanoma, the results of our customer satisfaction survey and an interview with our newest addition to the management team, Maarten van Heck.



Sven Lagerweij
Managing Director,
Talk & Vision

TALK & VISION @ EVENTS



Super Opkikker Day 2009

A number of Talk & Vision employees worked as volunteers on the Super Opkikkerdag that Stichting de Opkikker held on 19 September 2009. The foundation organizes special events for chronically ill children and their families.

It was a wonderful summer day with a special agenda. All of the volunteers contributed enthusiastically to a very intense and fun day that was organized especially for the children and their families. From riding in a helicopter to dressing up as a princess, everything was possible! At the end of the day, the smiling faces and dreamy eyes were a clear indication that the kids had had a wonderful time. Needless to say, Talk & Vision will be there again next year.





Talk & Vision Germany moves office

After several years of activity on the German market, Talk & Vision is moving its German office. The new Talk & Vision facilities will be in the heart of Frankfurt's financial district.

"It wasn't easy to find the perfect match," says Thomas Flüchter, Country Manager in Germany, "but with the new office 'we've got it'." The new office serves as a demo center and hosts the latest models of Tandberg's and Polycom's high definition and full high-definition video conferencing systems. The high-speed MPLS Internet connections allow us to host high-quality customer demos. "Video conferencing is like buying a car," says Flüchter. "You have to experience how it drives rather than just read and talk about it." The new office also has four conference rooms, allowing (potential) customers and interested parties to meet on a regular basis to discuss the latest developments in video

conferencing and managed services.

Flüchter: "We are moving really fast: merging forces with the internationally renowned Dutch telecommunications company, KPN, opening new demo facilities, expanding the sales force in Germany. These are all milestones on our way to becoming the leading VC specialist in Germany."



Thomas Flüchter

TALK & VISION @ EVENTS



Talk & Vision, Vodafone and TANDBERG Driving Event

On September 3, the Vodafone video conferencing team and the account managers of Talk & Vision and TANDBERG teamed up for a full day of racing at Bedford Autodrome in the UK. On this challenging day, the participants drove a selection of the world's greatest track-prepared road and racing cars. The team was encouraged to push themselves - and the machinery - harder than they imagined possible. They had the time of their life.

Results of the Customer Satisfaction Survey 2009

Like every year, Talk & Vision carried out the annual indicative customer satisfaction survey. Many of you took the time to complete the survey and take part in in-depth interviews. Your feedback is highly appreciated and is very important information for Talk & Vision.

The response of more than 22% is higher than in previous years, and it goes without saying that we will be giving you feedback on the research.

The overall score that you gave our organization as a service provider is 7.6 (on a scale of 1-10). We're not unhappy with this result, but there is always room for improvement. Steps that we will take based on the output of the study include improving our incident management system so we can monitor Service Level Agreements (SLAs) real-time and generate more detailed reports. We will also be putting more emphasis on project management both during the proposal process and the implementation of your video conferencing solution. And

we will also step up the training of our employees in the coming year to ensure their knowledge is up to par.

Respondents described Talk & Vision as a flexible organization that is pleasant to deal with because of our employees' personal approach. Many of you wondered what will happen to this identity following the acquisition of our company by KPN in July. Talk & Vision is doing everything it can to keep its current identity and ensure that you can continue to make optimal use of our services in the coming years.

If you would like to receive more information about the results of the study, feel free to contact marketing@talkandvision.com.



Sanoma Magazines creates flexible communication with video conferencing

Talk & Vision delivers and installs several end-points in Finland and the Netherlands.

Sanoma Magazines is one of the leading European media companies. Sanoma develops magazine brands and digital media that reach out to more than 290 million European consumers and has operating companies in 13 different countries. With the installation of several video conferencing systems, Sanoma has created a very flexible way of communicating and a more effective way of working.

“Communication is very important in our organization. The introduction of video conferencing enables us to

have more useful meetings (progress, reporting, etc.). With all the traveling, it was virtually impossible to get certain things or projects moving quickly, not to mention immediately. But now that we have video conferencing, we can set up meetings with the different countries on the fly. Projects are easier and quicker to get through,” explains Eduard Boezer, IT Manager at Sanoma Magazines. It also means that our organization has been able to reduce its travel costs, especially for regular meetings.

In 2006, Sanoma’s head office in Amsterdam voiced the wish to use video as a means of communication. Some 1.5 years later, Talk & Vision has installed four TANDBERG end-points in Finland (where the headquarters of the Sanoma Group is established of

which Sanoma Magazines is a division) and the Netherlands. The central infrastructure is in a data center in Amstelveen in the Netherlands, where an MCU also facilitates multipoint meetings.

Sanoma Magazines stumbled across Talk & Vision while looking for a good video communications partner. Eduard Boezer continues: “Thanks in part to the fact that Talk & Vision is a very internationally oriented company and has an international help desk, the choice for a partner wasn’t hard to make. Talk & Vision is a committed and driven video communications specialist that is always striving to do an excellent job.”

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Sanoma used a mixture of newsletters and e-mails to promote video conferencing internally. The staff quickly got used to this new form of communication. The success contributed to the staff's familiarization with video conferencing, which is now fully accepted. There's at least one video conference a day.

There are plans to expand video conferencing to the different Sanoma offices in Eastern Europe. Tests are also currently being run with Talk & Vision for video conferencing lines over the Internet.

"The network connections to Russia are very expensive, which is why we're looking at alternatives over the Internet. Technically, the connection is fine. The next big step is to show the quality of these connections to the senior managers working out of the different offices," concludes Eduard Boezer.





VIDEO CONFERENCING WITHOUT BOUNDARIES: NOW AVAILABLE TANDBERG PRECISIONHD USB CAMERA AND TANDBERG MOVI

TANDBERG EARLIER THIS MONTH ANNOUNCED ITS PRECISIONHD™ USB CAMERA IS GENERALLY AVAILABLE FOR PURCHASE THROUGH TANDBERG CHANNEL PARTNERS, LIKE TALK & VISION.

The **PRECISIONHD USB CAMERA** is optimized for **TANDBERG MOVI**, which was announced earlier this year and Microsoft Office Communicator R2 and is the first webcam to offer 720p high definition with 30 frames per second for business-quality video communications.

“The PrecisionHD USB Camera is the first and only high-definition camera designed to provide the optimal experience for mobile and PC video communications in a business environment,” said Fredrik Halvorsen, TANDBERG CEO. “When used with TANDBERG Movi or Microsoft OCS 2007 R2, it enables users to see each other in the best possible quality whether calling into a video conference or telepresence meeting. This superior performance is crucial for video solutions to be embraced by the business community.”

To experience yourself what Movi combined with the new PrecisionHD USB camera can do for you we have **10 BUNDLES AVAILABLE FREE OF CHARGE FOR THE 10 FIRST PEOPLE TO RESPOND TO:** marketing@talkandvision.com

DON'T MISS OUT ON THIS UNIQUE OPPORTUNITY, REACT NOW!





Maarten van Heck

In the series "Look Who's Talking" we are pleased to introduce the people behind Talk & Vision. This time we talk to: Maarten van Heck (43).

Maarten grew up in The Hague, where he obtained his degree in Information Systems from the School for Business Administration and Economics (HEAO). He lives with his wife and two daughters. In 1991, Maarten started working at KPN in the financial department as controller with a focus on the foreign subsidiaries. He had a great time, and got to see a lot of the world. After several sales jobs, Maarten joined Getronics ICS where, in 2007, he set up the video communications department that was merged with Talk & Vision on 1 July 2009.

What do you do at Talk & Vision?

"I head the Professional Services and Product Management department. And as Alliance Manager, it's my job

to ensure that we make optimal use of the sales and marketing organization of our parent company KPN/Getronics (30,000 customers and 600 sales reps!)."

What's the beauty of your job?

"Professional Services is a new department at Talk & Vision. The increasing complexity of some of the implementation paths means that we need to step up our consulting activities. It's our way of reducing the gap between sales and operations. Today's projects are more international and often come paired with network-related solutions. Video is "just" one part of the solution."

What will be your biggest challenge?

"Making sure KPN and Talk & Vision are successfully integrated. Talk & Vision's

and KPN's ambitious goals are achievable thanks to the quality of the people in the team and the opportunities in the video market."

What attracted you to Talk & Vision?

"Knowledge, focus and international dynamism were what incited me to have a first orientation meeting with Talk & Vision. In the short period following the meeting, it became clear that the synergy between the two companies was very interesting and could result in a unique proposition. And after a few months at Talk & Vision this impression only got stronger! "

Best advice ever given?

"Advising the Board of Directors of KPN to buy a share of Talk & Vision!"

Can't do without?

"My family and friends, of course ..."

In one year...

"...Talk & Vision will be number one in Europe in the video communications sector and everyone in the company will be happy."



Don't miss the next Visionary Newsletter coming out in December 2009.

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