



Video Conferencing

Driving collaboration

Chris.hazewinkel@easynet.com

#easynet

Who am I?

- ▶ **Chris Hazewinkel**
- ▶ **Sales & Marketing Director - Easynet Netherlands**
- ▶ **Industry experience:**
 - ▶ Over 18 years of business knowledge in Telecoms / IT
 - ▶ National and International experience
 - ▶ Ericsson, British Telecom, Easynet



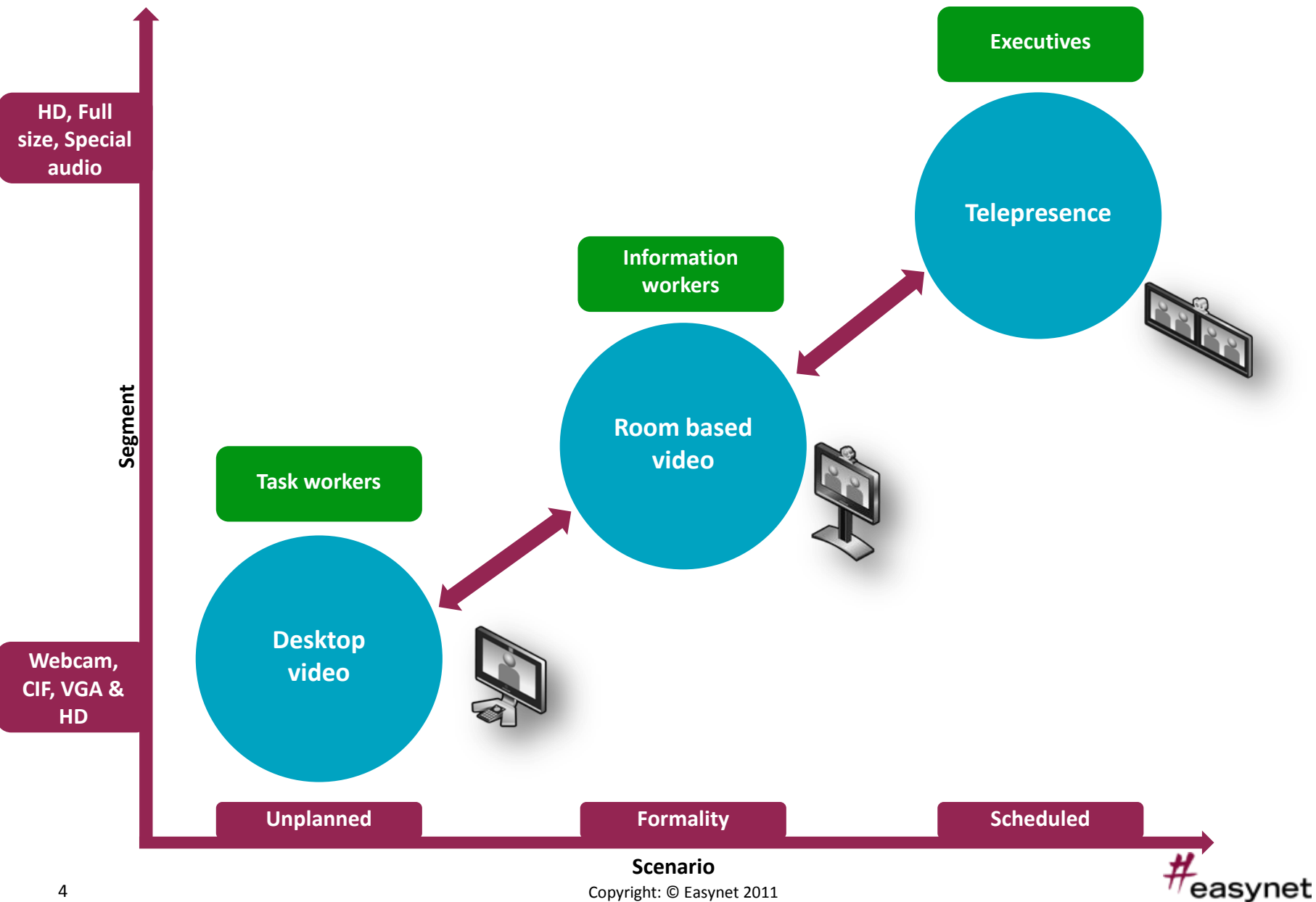
Who are we?

17 years

€1¼ Billion

Gartner®

Setting the scene



The challenges our customers face

We use Video Conferencing, but 30% of the time I am the one fixing the problems!

My Executive Team want Video Conferencing, but I don't have the (Capex) budget

How do I build a business case?

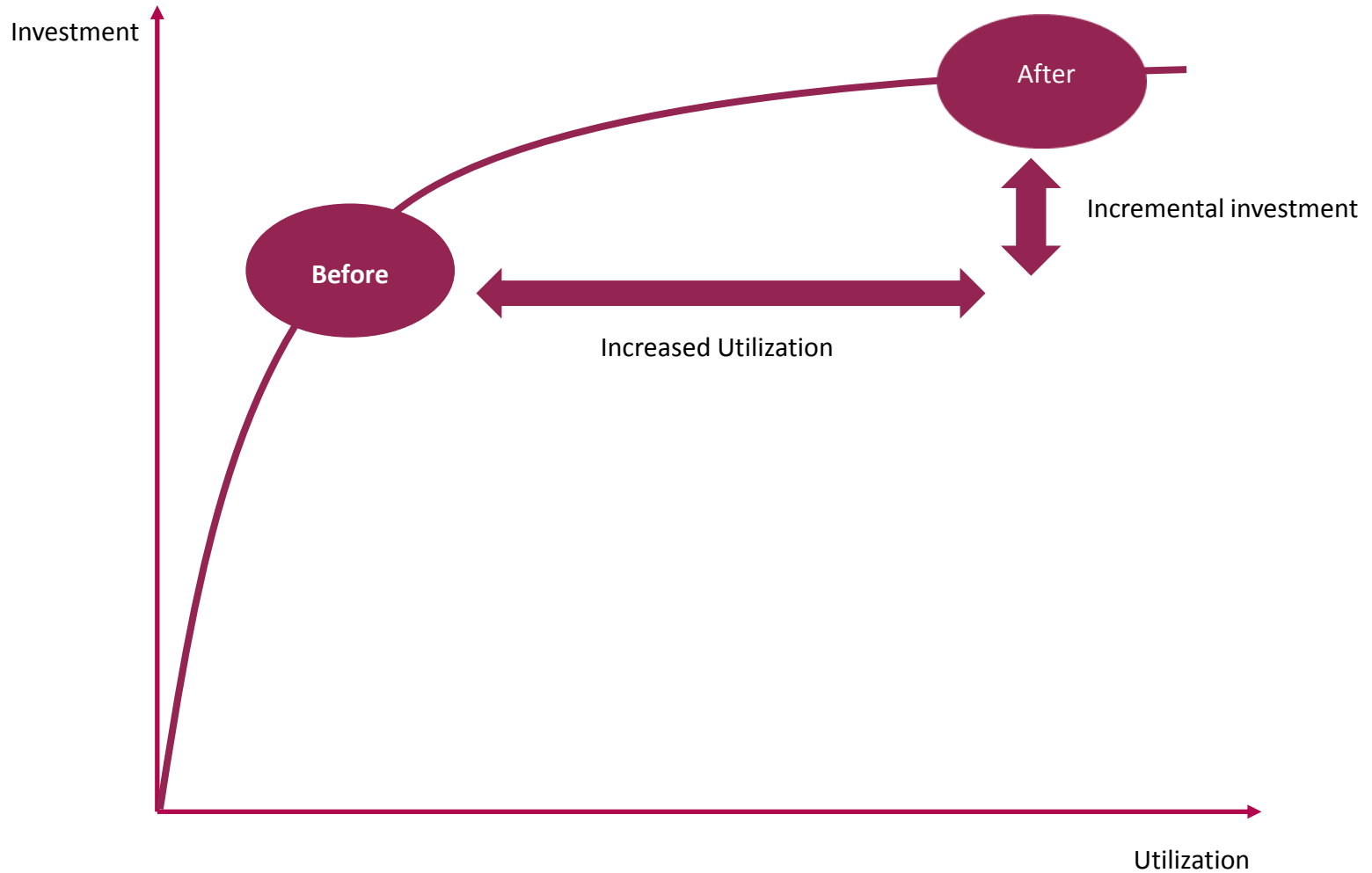


We have Video Conferencing units, but the rooms only have 10% occupation per day

Key business case drivers



Improving your Return on Investment



Toyota is one of the world's leading automakers. Today Toyota employs 317,000 people globally, and markets vehicles in over 170 countries.



- ▶ **Video conferencing frequently used for inter-company communication between Japan and Europe**

The challenge:

- ▶ Existing distributed model has resulted in poor quality perception internally of video (low utilisation)
- ▶ Frequent cancellation of calls due to software incompatibility
- ▶ Operational challenges with onsite staff during call setup

The solution:

- ▶ Installation / management of centralised bridge solution providing greater stability
- ▶ Mix of Managed, Monitored and Validated end points
- ▶ 24x7 VNOC support plus fault desk for reporting issues

Why We Won:

- ▶ Experience: 16,000 managed bookings a year
- ▶ Dedicated VNOC
- ▶ Offering (in)dependent of network infrastructure
- ▶ Professional and knowledgeable people
- ▶ Pay per use model

The Easynet service



High
quality

Vendor
agnostic

Fully
managed

Do you have existing video equipment?

1. Give us minimal three locations and we will validate this for you for free
2. We will connect this to our global Video Exchange for the duration of the pilot
3. We will integrate this with our Booking Portal and 24/7 service
4. We will offer you a trial pay-per-use basis



We can demonstrate how to significantly increase your utilisation. An improvement from 10% to 70% has been achieved with our reference customers.

Questions...

