



Financial Services

Daily use

- Internal communication
- Team collaboration
- National and international

Solution

- Polycom® HDX® 9000 room telepresence system
- Polycom® Converged
- Management Application™
- (CMA™) solution

Results and benefits

- Improved communications
- Greater business efficiencies
- Reduced travel costs

Polycom and Holland Financial Centre join forces to promote video conferencing within international business

The Holland Financial Centre (HFC) foundation is a public-private initiative established in 2007 by leading financial and government organizations with the goal of maintaining a strong, open and internationally competitive financial sector in the Netherlands. The organization currently has 70 non-governmental members including banks, insurance companies, trading firms, pension funds, and asset managers, as well as audit and law firms.

In order to achieve its objective, HFC collects and publishes relevant information and organises meetings between parties that play, or could play, a role in the development of the financial sector.

As an extension of its goal, HFC recently established the “HFC Plaza,” an initiative to help start-up businesses in the financial sector invest in the Netherlands. For financial newcomers, this centre is a wonderful resource that promotes entrepreneurial spirit—and technological innovation.

Complementing international business

HFC Plaza has been operational since the first of February 2010 and offers services to both Dutch start-up businesses as well as established market players that are investing in the Netherlands for the first time. HFC Plaza is located in the Symphony Tower in the Zuidas area of Amsterdam, at the heart of the city's financial district, an ideal location for international business and knowledge development.

In this ultra-modern office building, HFC and its start-up partners share a central reception area, ICT services, meeting rooms and other facilities. While sharing facilities, HFC explored video conferencing as the right tool to stimulate international business, since it offers start-up companies affordable and regular direct contact with businesses, customers, potential investors, and partners. HFC chose Polycom to provide collaboration solutions and together they quickly agreed that the Polycom HDX® 9000 room telepresence system was the obvious solution to deliver what the centre and its start-up partners required. Approximately one month after the HFC Plaza opened, the system was operational and became an immediate success.

Compatibility—the Polycom advantage

The use of video conferencing within The Netherlands' financial sector is relatively new, but it soon became clear to HFC Plaza that its interoperability with their existing infrastructure is one of the most significant advantages offered by Polycom video conferencing solutions.

“This system is beneficial for foreign organisations with a branch in the Netherlands. Video conferencing is an important addition to the services they offer.”

Robin Fransman, Assistant Manager, Holland Financial Centre

"Initial experience? It's just like walking into a meeting. It's amazing how close you are, and yet so far away. I'm impressed."

Robin Fransman, Assistant Manager, Holland Financial Centre

Because Polycom systems are open standards-based, they are compatible with a larger number of other platforms and UC systems. Thus, they enable organizations to protect their technology investments and integrate seamlessly with any environment. Polycom solutions also help ensure smooth presentations and efficient meetings, and their flexibility allow people in different locations and using different devices to connect with one another, quickly and easily.

Thanks to Polycom's video conferencing technology, start-up businesses not only are able to stay in contact with customers and partners; they also can stay in touch with colleagues in remote branch offices.

Fewer costs, less travel

Another important advantage of Polycom's video conferencing solution is that it results in lower operating costs and reduced travel time and travel-related expenses.

"This not only applies to international travel, but also to travel time within the Netherlands. Some employees need to travel from Heerlen to Amsterdam, which quickly adds up to a travel time of two and a half hours. With Polycom's video conferencing system, in most cases, you would reconsider the journey. It is a fast and valuable alternative," comments Robin Fransman, assistant manager of Holland Financial Centre.

Real-life experience

After an initial evaluation based on its users experiences, HFC has been very impressed with the quality of sound and video of the Polycom HDX telepresence solution.

The crystal-clear sound quality of the Polycom HDX 9000 systems is due to Polycom Siren™ 22 and Polycom StereoSurround™ technologies that enable speakers using only one microphone to be heard in stereo on two-way speakers. As a result, participants in video meetings feel as if they are actually in the same room.

In addition, Polycom video conferencing systems are powerful and sensitive enough to pick up and transmit even the slightest sounds, so communication is clear and misunderstandings are kept to a minimum.

Click and communicate

HFC is also interested in the Polycom Converged Management Application™ (CMA™) Desktop solution. CMA provides employees with the opportunity to meet with colleagues face to face, right from their personal computers with just the click of a mouse, regardless of the location or time.

What's more, desktop computers with built-in video conferencing solutions can be an important asset for start-up companies. Video meetings lead to better communication which leads to quicker decisions—especially when the power of "visual language" is available in all parts of the company.

Other Polycom advantages include faster and simpler software configurations, central management of video materials, and virtually automatic updates across the entire network.

"We are also extremely pleased with the availability of Polycom systems. I am confident that our start-up partners will really enjoy using them. From the start, the partnership has been first-rate," says Robin Fransman.

Learn more

To find out how Polycom solutions can help your organisation, visit us at www.polycom.eu or contact a Polycom Account Representative.

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