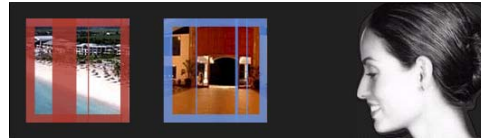


Le MERIDIEN

has chosen

NETPRESENTER

Internal Communication Software Solutions



To enhance and reinforce their internal branding strategy.

Richard McFarlin, Worldwide Reservations Director explains: "The challenge faced by our luxury hotel chain was how to maintain the optimum levels of brand and product awareness in the hearts and minds of our 500 reservation staff, in order to meet the high expectations of our very discerning clients".

Reservation staff are based worldwide, in offices in London, Dubai, Singapore and New Brunswick. "Keeping every one up to date with new hotels joining the brand, special offers, recent refurbishments, not to mention hotel suitability for specific customer requirements, is a mammoth never ending task". said Richard. "We provide excellent training at Le Meridien, but we knew we had to find a way to reinforce training after the event. The problem as always, in a very busy reservations department, ensuring that we constantly maintain the high standards of product knowledge and service we and our customers expect"

Richard said he was aware of Netpresenter from a previous company and its ability to constantly remind and update employees. Netpresenter allows organisations to replace their standard screensavers with interactive slide presentations to push the information they want their employees to most notice and remember. Richard says "It is almost like having our own in-house TV station" "The beauty is, that wherever you look in any open office environment the presentations are running on numerous machines that might be idle for a minute or for several hours. You couldn't possibly miss noticing the news and information even if you tried. We use the scheduling function of Netpresenter to have certain information change and reappear at different times of the day and week, which is a very easy and effective way to constantly reinforce our main brand messages. We then combine these, with stories of the latest hotel openings, special offers, customer excellence awards, product information etc."

"Netpresenter's interface also provides us with a pro-active front end to our intranet. By simply copying and pasting a file location, we can provide multiple links from the screensaver presentation, to the specific pages on our Intranet. This enables our staff to quickly and easily access further detailed information, with just one mouse click.

We have plans in the future to add messages from HR, Finance & IT to our presentations, but for the foreseeable future we will be adding content purely for internal branding and internal marketing purposes, as Netpresenter is proving to live up to all our hopes and expectations for these vital purposes.

Netpresenter was quick and simple to configure and remotely install. Editor training was also very quickly accomplished and as the solution does not require any additional hardware expenditure, costs were very easily and quickly justified.

Le Meridien is a global hotel group with a portfolio of over 135 luxury and upscale hotels (38,000 rooms) in 56 countries worldwide. The majority of its properties are located in the world's top cities and resorts throughout Europe, the Americas, Asia Pacific, Africa and the Middle East & Central Asia.

The company also enjoys a strategic alliance with JAL-owned Nikko Hotels, providing loyal guests access to an additional 42 properties around the world. Le Meridien Hotels and Resorts Ltd is headquartered in London. The majority of the economic interest in it is held by Terra Firma Capital Partners 1 LP which is managed by Terra Firma Capital Partners Limited.