



Userstory

Sabic

SABIC EuroPetrochemicals, previously known as DSM Petrochemicals, was acquired by Saudi Arab's SABIC in 2002. SABIC is a global petrochemical multinational with more than 16.000 employees. In Europe, it has two production sites with in total 2500 employees: at Geleen, The Netherlands and Gelsenkirchen, Germany. SABIC has been successfully using Netpresenter since 2002.



User-friendly is the magic word

"The implementation of Netpresenter at SABIC Europe immediately resulted in improved internal communications, which was especially crucial during the migration from DSM to SABIC", according to Ger Peerboom, Manager Corporate Communications Europe.

"It was quite a shock, as you can imagine for employees, to learn your company, the petrochemical branch of DSM, has been acquired by another company. Most employees couldn't comprehend it. That was our communication's finest hour. Speed is then of the essence in communications. During the acquisition negotiations, rumours were a problem. We had two local newspapers, with often totally different stories, with the readership equally divided between our employees. By putting the stories of both newspapers on our intranet, everybody could receive the same information and things calmed down.

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Prior to Netpresenter, we had started to put our news daily on the Intranet, which we still do today. However, it became clear quite quickly that we needed more intense communications, which resulted in the introduction of Netpresenter."

"The power of communicating with Netpresenter is repetition of the message," Peerboom assures us. "It makes Netpresenter an excellent and effective communication tool. When you start using screensavers to get your message across, your PCs are turned into a formal communication medium. You can now rest assured everybody receives your message, since every computer will eventually display the screensaver. Bulletin boards are now definably obsolete. For employees without PCs we've taken special precautions.

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During the acquisition negotiations, the importance of good employee communications became clear. Good communication is of course always important", say Peerboom.

"However it is only during turbulent times you become aware of how important it really is. The interest of the company comes first of course, but its interest is best served by keeping its employees well informed. In Europe we have our own Intranet. All PCs automatically boot up every morning with the latest WebNews. Factual news and organisation news, visible 24 hours a day, 365 days a year. Additionally, headlines, acting as teasers invite you to click for the full message, are displayed as a screensaver."

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"Both IT and Communications were delighted to find a solution that met all their combined requirements. Netpresenter proved to be user-friendly, easy to integrate in our network and very efficient," concludes Peerboom.



Netpresenter is a leading developer of innovative internal communication software and emergency alert software solutions. The company's software is in use at organizations such as Nokia, Amsterdam Airport Schiphol, Volkswagen, Ford, Pratt & Whitney, Philip Morris, Siemens, Unilever, Eastman, NATO, US Navy and police and government agencies worldwide.



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