

## **Integrated Internal Communications at Amsterdam Airport Successfully Delivers Promise of 'Right Tool at Right Moment'**

**Many organizations TALK about integrated internal communications and content management, but at Amsterdam Airport ([www.schiphol.com](http://www.schiphol.com)) it is already a reality. News is entered just once into a central database and is then selectively published to the Intranet, Netpresenter screensavers, public kiosks, TV screens and even paper newsletters.**

**This integrated system of content-management and distribution at Amsterdam Airport is a striking example of the power of internal news casting and marketing. It uses the right communication tool at the right moment. Netpresenter ([www.netpresenter.com](http://www.netpresenter.com)) is a vital component in the internal communication mix at Amsterdam Airport.**

Amsterdam Airport Schiphol Group ([www.schiphol.com](http://www.schiphol.com)) recently rolled out a corporate-wide internal communication system based on Netpresenter software. Netpresenter's internal communication software automatically displays the latest news as a screensaver that is preinstalled on all 1750 PC's and on several strategically positioned kiosks at Amsterdam Airport Schiphol Group.

The primary advantage of automatically displaying the latest news is that employees who do not regularly visit the corporate Intranet, or read their email, still automatically receive the latest news. For the first time, Schiphol Groups employees are more likely to see the latest news since it is displayed not only on their PC, but on all of their colleagues' PC's as well.

**"Netpresenter complements our internal communications perfectly,"** said Mrs. Marionna van der Goot who is responsible for internal communications. **"The problem with Intranet and email is that we just don't know if anyone reads it. With Netpresenter I know for a fact that it comes to their attention".**

**"Intranet and Netpresenter are highly integrated within Amsterdam Airport Schiphol Group,"** said Mr. Sjoerd Sipkema, site manager. "Messages and even complete news clippings are entered just once into our central database and thereafter automatically displayed on both our Intranet and Netpresenter. Additionally, employees can browse our online archive to see what happened during an absence."

"Netpresenter is mainly used for brief news messages and to bring attention to new background information on our Intranet. Recently we have even begun to display the headlines of scanned paper news clippings on Netpresenter."

"Employees don't have to do anything in order to view the latest headlines on the Netpresenter screensaver; the latest news is automatically displayed on their PC. And if they want to know more about a specific news item, with a simple click, background information becomes available on the Intranet," concludes Mr. Sipkema.

Amsterdam Airport Schiphol Group gets information to employees who don't have frequent access to PC's through the placement of several public kiosks at strategic locations within the company. Also under consideration is the use of TV screens at locations such as the central cafeteria in order to reach even more non-PC users.

Netpresenter is a worldwide leader of corporate push-based software for internal communication and internal marketing. Leading organizations such as Nokia, NATO, US NAVY, Getronics, Volkswagen and, of course, Amsterdam Airport, successfully use Netpresenter to distribute timely corporate news to their employees and customers. For information contact Netpresenter: phone 31 (0)46-4370886 [www.netpresenter.com](http://www.netpresenter.com) or [General inquiries](#)