

“Netpresenter ensures internal communications gets noticed”

For Sony Europe, effective internal communications is one of its competitive advantages. Within the technology industry, keeping one step ahead of the competition is paramount, so ensuring that employees are up-to-date with the latest products, prices and promotions is of critical importance.

Sony Europe uses Netpresenter as the front end to its internal communications systems and company intranet. “We wanted something that would signpost our employees to information and Netpresenter fitted this need,” says Jane Sparrow, General Manager, Communication and Change, Sony Europe. Today, Netpresenter is running on over 6,000 PCs in more than 25 locations. Sony also uses the software to run continuous video presentations on plasma screens located in public areas of the Sony Europe facilities.



Netpresenter on Sony plasma screens

“Employees can decide for themselves what they read and when”

Sony’s internal communications are branded @sony and are produced by an internal communications team that includes former journalists. “Ensuring our communications material gets noticed and read, is down to two factors: Using a professional team including expert writers, and using screensavers to alert them that new content has been published. The first ensures that texts are written in a way that resonates with our employees, the second puts our staff in control. They decide for themselves what news they read and when,” continues Sparrow.

Netpresenter is fully integrated into the suite of @sony communications tools – including email, weekly newsletter updates and the company intranet. When content is posted on the intranet, screensaver headlines can be created in a single mouse click. In turn, Netpresenter articles point to the intranet portal where users can find the full article or feature story, as well as links to other websites.

Netpresenter also enables the @sony team to make better use of video images. Screens with links to streaming video outputs on the intranet enable employees to watch videos at the most convenient time, not disturbing their colleagues. From a technical standpoint, this minimises network usage as not everybody watches the videos at the same time.

“Fundamental in communicating with our employees”

Sparrow believes that the secret to the Netpresenter success lies in the tightly controlled editorial process at Sony Europe. “The @sony team meets every two weeks to look at where the business is going and what the main strategic issues are. We then determine how we will cover these, go and interview the relevant people and write the stories. Apart from this, there are news stories that we publish on a regular basis – this may be internal announcements, press releases from our partners or other news such as quarterly earnings which we get from a series of external newsfeeds.”



Netpresenter screens can be tailored to individual teams and markets so that employees receive information and news that are most relevant to their job function and location in addition to company-wide announcements.

“Netpresenter is one of the fundamental means of communicating with our employees. The feedback we have received is that employees now remember news and product information better, which helps them in conversations with clients,” concludes Sparrow.

Sony

Sony is a global manufacturer of audio, video, communications and information technology products for consumer and professional markets.

<http://www.sony-europe.com/>

Sector

Technology

Challenge

Ensure staff sees and reads news on products, prices and promotions, as well as news on direction, success and market.

Solution

Interactive screensavers on over 6,000 PCs in more than 25 locations, combined with plasma screens in public areas of the Sony Europe facilities running continuous video presentations.

Benefits

System acts as a signpost, informing staff of the latest company-wide news as well as information specific to their role or location. Videos can be watched at the most convenient time, without disturbing co-workers.