



"Since switching, global information delivery and the use of local content have significantly improved."

Danny van Krimpen, Communications Advisor at Royal Van Leeuwen, shares his experiences with Netpresenter. Van Leeuwen employs approximately 2,400 people worldwide, many of whom are non-desk employees. Using Netpresenter, they have easily improved communication with their dispersed workforce.

"THE SYSTEM PROVED TOO COMPLEX FOR LOCAL CONTENT MANAGERS"

Before switching to Netpresenter, Van Leeuwen used another Digital Signage system. This system offered extensive possibilities but did not align well with Van Leeuwen's needs. Danny explains: "For us, the possibilities were too extensive, making it difficult for local content managers who didn't use the system intensively to master it properly. Additionally, the system was very expensive, especially since we didn't use all of its features." Ultimately, Van Leeuwen decided to switch to Netpresenter.



"Netpresenter is **easier** to use, **simpler** to scale, and also more **affordable**"

"WE PRIMARILY USE NETPRESENTER TO REACH EMPLOYEES WHO DON'T WORK AT A DESK DAILY"

Since implementing Netpresenter, the platform has mainly been used for employee communication: "Essentially, we target our communication at all Van Leeuwen employees worldwide. We've primarily set up the Netpresenter Digital Signage system to reach employees who don't work at a desk or sit behind a computer daily. Occasionally, we also use it at the reception to inform visitors. Additionally, intranet messages are automatically published on the Digital Signage screens."



"SINCE SWITCHING, THE USE OF LOCAL CONTENT HAS INCREASED"

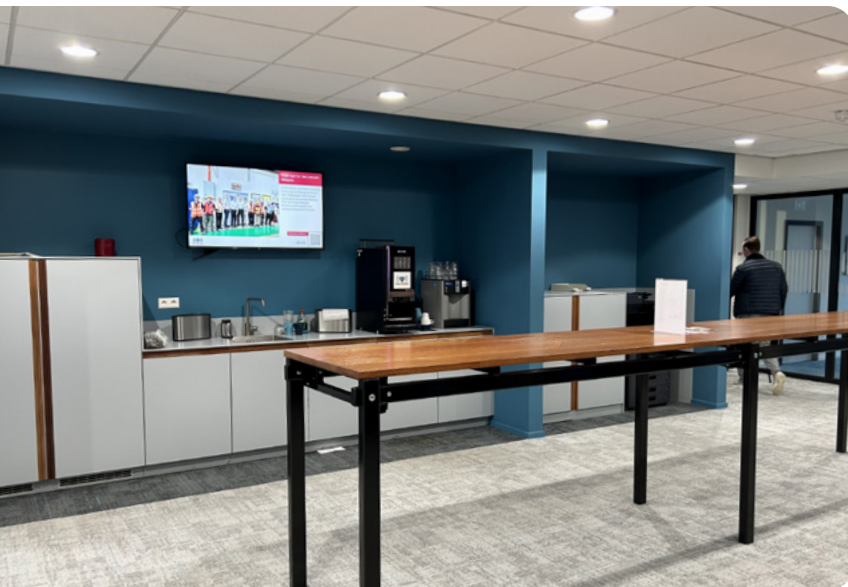
At Van Leeuwen, the switch to Netpresenter Digital Signage is viewed positively: "We implemented Netpresenter as a replacement for our previous Digital Signage solution. Since making the switch, global information delivery has improved significantly. The use of local content has also increased, thanks to the intuitive, easy-to-learn CMS that eliminates unnecessary complexity."

Although there are no exact data or figures available on Netpresenter's impact, the improvement within the organization is clearly noticeable. Danny: "I regularly hear conversations in the hallways like 'Did you see that on the screens?'. So, the information really resonates within the organization."

"WE ARE SATISFIED"

We were curious about Van Leeuwen's experience working with Netpresenter. Danny is clear: "We are satisfied, especially with the high level of customer service, flexibility, and responsiveness." He would therefore recommend Netpresenter to other organizations: "Absolutely. The support is excellent and fast, both in terms of account management and technical support."

For the future, Van Leeuwen is considering further expanding its communication tools: "We are looking into the possibility of reaching employees via smartphones." This way, the company can further optimize employee communication and ensure employees worldwide stay even better informed about the latest news.



About Royal van Leeuwen

Van Leeuwen is a globally operating specialist in steel pipes and tube applications, serving industries such as construction, manufacturing, and energy. Headquartered in Zwijndrecht, the Netherlands, the family-owned company has more than a century of expertise and operates in 32 countries with 70 offices and warehouses.

www.vanleeuwen.com

CHALLENGE

Before switching to Netpresenter, Van Leeuwen used a different Digital Signage system. Although this platform offered many features, it did not fully align with the organization's specific needs. Its extensive functionalities made it difficult for local content managers, who did not use the system daily, to work with it effectively. As a result, the use of local content lagged behind, leaving room for improvement in employee communication.

SOLUTION

To enhance employee communication, Van Leeuwen chose Netpresenter's Digital Signage solution. The platform is primarily used to reach non-desk employees. Additionally, intranet messages are automatically published on the Digital Signage screens, ensuring that important information is widely distributed. Lastly, the system is used in the reception area to effectively inform visitors.

BENEFITS

With Netpresenter, Van Leeuwen has optimized communication within the organization. The platform is described as more user-friendly, easier to scale, and more cost-effective. Since the transition, global information delivery has significantly improved. The use of local content has grown rapidly, thanks in part to the intuitive and easy-to-use CMS. As a result, there is a noticeable increase in employee engagement with internal communication.