



**DSM**

## Cutting travel costs and increasing productivity

“ We are acting in a quickly evolving business, with a continuous need to innovate, to become more agile and to reduce our time to market. Besides, we are rapidly growing our activities in the emerging economies, especially in China and India. IT needs to enable these needs and goals, and the solution Orange offers does exactly that by allowing our business units to focus on their core activities. ”

Aloys Kregting  
Chief Information Officer  
DSM

### Highlights

- Global Life Sciences and Materials Sciences company
- Goal to increase business agility, reduce time to market and improve global communication and collaboration
- Orange Telepresence-enabled network, hosted state-of-the-art bridge to support high-definition global videoconferencing virtual environment
- Range of TANDBERG systems: high-definition group systems and desktop video units
- Results: reduction in global travel costs, increased productivity through travel time saved, enhanced global communication and collaboration and reduced carbon footprint



**Business  
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**DSM**



## Issues and challenges

DSM is a global Life Sciences and Materials Sciences company with headquarters in the Netherlands. DSM operates from 200 sites in 49 countries on five continents and employs some 22,700 people worldwide.

The company's focus is on "sustainable innovations" and "providing solutions to global societal issues by manufacturing and selling sustainable products ... that create energy efficiency and help our customers to reduce greenhouse gas emissions, water consumption and/or waste." As a testimony to its commitment in this area, DSM has regained its leading position in the chemical industry sector of the Dow Jones Sustainability Index.

DSM has focused on increasing business agility, reducing time to market and building its presence in emerging markets. Improving global communication and collaboration is a priority as part of a drive to raise productivity and reduce costs. A number of business units had independently installed video endpoints that were unmanaged and not integrated into the DSM global network.

### The objective

Reduce travel costs and enhance global communication and collaboration to increase business agility and reduce time to market.

## The benefits

The deployment of a global, centralized, managed video-conferencing solution has made a significant contribution to DSM meeting its sustainability objectives, particularly by facilitating the world's largest ever global virtual meeting for 400 top managers – five locations, three continents, one virtual meeting!

### Major savings

- Substantial reduction in travel costs
- Integration of existing endpoints into the managed service, avoiding equipment write-down
- Reduced carbon footprint

### Increased productivity

- Employee time saved through not traveling and better work/life balance
- Very positive feedback that the high-definition team meeting solution aids global communication and collaboration
- IT now seen as a "value creation center"

### Enhanced safety

- Reduced opportunity for personal accidents and sickness
- Lower incidence of equipment damage and loss

## The Orange Business Services solution

- Fully managed global videoconferencing solution – audio/video/streaming content service – on the Orange Telepresence-enabled network
- Hosted state-of-the-art bridge to support high-definition environment
- Range of TANDBERG systems – high-definition group systems and desktop video units
- ITIL-based service management
- Program and partner management – TANDBERG, VisionsConnected and Dutchview

## The results

- Significant savings in worldwide travel budget as well as top managers' conference
- Increased productivity through less employee travel time
- Sustainability commitment supported with reduced carbon footprint
- Positive feedback from virtual meeting attendees around the world

“ We feel that Orange, in their position of global communications provider, was the best positioned partner to offer us this service, being able to guarantee end-to-end quality. ”

For more information about Orange Business Services, visit [www.orange-business.com](http://www.orange-business.com)  
For more information about DSM, visit [www.dsm.com](http://www.dsm.com)



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0216/CCS-DSM-011(3)