



## Case Study: Fluiconnecto by Manuli

# Real teamwork and faster business

Good communication is vital to achieving swift global exchange of information and providing customers with best-fit solutions on a local basis. So it was quite logical that when a new Manuli Fluiconnecto Holding was set up in the Netherlands at the end of 2008 management looked for solutions that would facilitate efficient communication and enable the new holding to operate effectively within the global service organisation.

### Supporting requirements

However, while international contacts were vital it was important that not all the time of the six managers in the holding was eaten up by travelling to meetings with colleagues in other countries. Manuli Fluiconnecto considered various ways of supporting communication between countries and first contacted Netviewer in 2008. During testing the Netviewer Benelux team was highly supportive and succeeded in building the right proposition for the global Manuli Fluiconnecto service organisation. And due to this excellent support, Netviewer's simple and intuitive handling and the fact that the programme works without installation, Manuli Fluiconnecto was able to get 50 employees started on Netviewer within days.

Daily contact between the head offices of the 12 countries in the Group and the holding in the Netherlands is now maintained using Netviewer Meet. Richard van den Dool, Commercial Manager of the Manuli Fluiconnecto Holding, explains: "Instead of emailing and calling regarding operational issues, management is much more effective in real-time meetings. Via secure Online meetings using Netviewer issues are solved within ten minutes which would take two days using traditional methods like email, telephone and travelling."



As a leading international distribution organization, Fluiconnecto by Manuli supplies end-users in all sectors with a complete range of high quality hydraulic components, supporting customers with its comprehensive offering of technical services backed by unique know-how which goes back more than 30 years. Headquartered in Amersfoort, The Netherlands the Group's Service Point retail network has constantly grown and there are currently more than 110 service points in 12 countries. Today the company employs 2000 people worldwide.



## Savings across the board

Netviewer solutions free up managers' time, leaving them with more time to concentrate on other tasks, and also save money as the expenses involved in travelling to international meetings are dramatically reduced. "As an industrial company we've always found it very important to actually meet our internal customers once or twice a year. Now we have the best of both worlds with our annual and bi-annual meetings supported by monthly online sessions."

Richard van den Dool points out: "Real-time communications via online meetings has dramatically increased the speed of our response. We can solve problems and correct errors very swiftly and regular, real-time contact has given us a much better understanding of our colleagues in other parts of the world."

Most important of all, with Netviewer it is possible to build a team and have it function in a way that previously was just not possible. "For us the real benefit of Netviewer has been to increase the ease and frequency of communication, and this has resulted in greater team spirit and co-operation on a world level. We could never have achieved this simply by travelling."

And within Manuli Fluiconnecto's marketing department Netviewer has a special role to play, since the Marketing Communications department has team members in different countries. All of them develop communication materials in house for the twelve countries and using Netviewer Meet they can share these materials on screen, and edit and adapt them quickly and easily.

## The way forward

Further developments are planned for the future. The next logical step is to use Netviewer between country head offices and the 120 local service centres. This will have the advantage of standardising operations and result in time savings for all service coordinators.

"Fluiconnecto by Manuli will continue to grow the global service organisation and Netviewer will be the main platform for communications," says Richard van den Dool. "We couldn't have achieved the global management we wanted for Fluiconnecto without a program like Netviewer. Netviewer is the tool we needed to make us a team. We now have a level of communication which was unthinkable in the past."

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**RICHARD VAN DEN DOOL**  
COMMERCIAL MANAGER

## Benefits at a glance

- Travel time becomes business time
- Swifter, real-time sharing of information and decision making
- Better and more meaningful contact between colleagues at different locations
- No installation necessary
- Simple, intuitive operation
- Works with nearly every firewall and nearly all bandwidths

**Benelux:** Amsterdam +31 (0) 20 708 970 0  
**France:** Paris +33 (0) 1 414 907 95  
**Nordics:** Stockholm +46 (0) 8 410 416 00  
**Österreich:** Wien +43 1 532 1612 0  
**Schweiz:** Thalwil +41 (0) 44 722 800 0  
**UK & Irland:** Guildford Surrey +44 (0) 1483 400 660

**Deutschland (Headquarters):** Karlsruhe +49 (0) 721 354 499 0

[www.netviewer.com](http://www.netviewer.com)

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