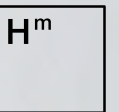


# Holzmedia @ Netcentric

## Multiple business locations

Referencereport 4 - 2016

Best Practice: Concept across multiple locations



Holzmedia

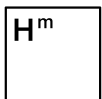


**Netcentric – a young company with an innovative approach**

More than 250 employees in multiple locations develop marketing solutions for big companies all over the world. Netcentric sees itself as a “re-sponsive organization”. The company is organized as a holacracy and empowers its employees to try out new directions.

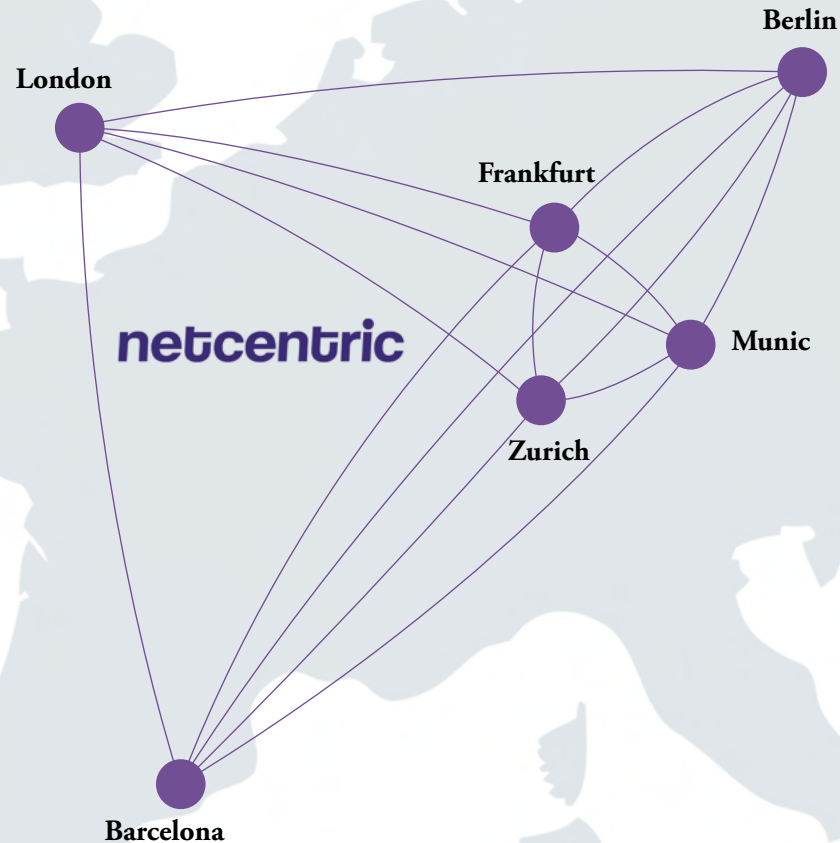
The key to their outstanding solutions is the easy and confident teamwork of top specialists across multiple locations.

*Conference rooms with Holzmedia conference table and mobile Media column with videoconference technology (Munich)*



**Holzmedia**

“ AT NETCENTRIC OUR BEST SPECIALISTS WORK TOGETHER ACROSS EUROPE – AT SIX DIFFERENT LOCATIONS THANKS TO HOLZMEDIA MULTIMEDIA FURNITURE ”



**Videoconference meetings are the most important communications tool at Netcentric**

Close communication with colleagues across multiple locations is made possible using video-conference as the main communications tool. Because multimedia technology and Holzmedia furniture make for a reliable and easy-to-use combination, it has become the go-to option for Netcentric staff in their daily work.

## ***Interview***

Elian Kool



**E**lian Kool, CEO of Netcentric, wants to create the best possible conditions for 250 employees to work together as an efficient network across multiple locations. He has been working together with Holzmedia since 2013 in order to design ideal conference room solutions. Together we worked out and implemented a concept, which we have been refining ever since.

In the following interview Elian Kool talks about the ideal room concept for a company like Netcentric in a rapidly changing digital environment.



*Lounge area at the Munich branch*

*Below: videoconference and Holzmedia controllers*

*Mr. Kool, at Netcentric employees work together in a particular way. Could you describe this?*

**Elian Kool:** There are two important points here: teamwork and the fact that we have different locations across Europe. To make this work we have to be able to have meetings between employees across different locations.

Because that is how we work together at Netcentric – across locations. So that we always have the best people for a particular project on one team.

### **Meetings are the main communications tool between staff members.**

That is why we have the same infrastructure everywhere: based on an open space concept, with open offices, lounge areas and meeting rooms.

So staff members feel at home at all locations. They can work anywhere and communicate via videoconference when necessary.



*How did this open space concept at Netcentric come about?*

**Elian Kool:** In our line of business there is a lot of competition for the best people. At Netcentric we can and want to work only with the best – so we have to offer them something.

## ***Interview***

Eliau Kool



*Left: open space workstations (Munich)*



*Right: conference room, start of a videoconference*

*Below: view of Frankfurt from the Netcentric office*



**Offices and meeting rooms where our staff feel at ease play an important role. And they need to be equipped with the necessary technology.**

Our offices may not be as playful as Google's. They are bright, modern offices, each location is easily recognized as belonging to Netcentric – so they foster identification with our company.

*How did you design the conference rooms so they allow working across different locations? Which aspects are important?*

**Eliau Kool:** Meetings across different locations require videoconferencing, so that the participants can see each other and share contents in real time. We rely on this kind of teamwork on a daily basis.

## ***Interview***

Elia Kool

**So two things are absolutely basic for us: user-friendliness and the certainty that the system will always work under any circumstances.**

*You have different kind of meeting rooms, big and small, with high tables, lounge suites and conference tables. How do you use these different spaces and elements?*

**Elia Kool:** Short meetings are usually held standing up, for the longer ones we are seated. For both types of meetings we have rooms for four to six participants in about equal number. We also have meeting rooms for more than eight people – these meetings are always held seated.

*Tell us about the development process that led to these rooms.*

**Elia Kool:** First we thought about what conditions were needed to be able to hold our kind of meetings across multiple locations via video-conference.

**And these conditions are simplicity of use and certainty that the technology will work.**



*Small meeting rooms, each with Holzmedia Media column and videoconference technology (Frankfurt / Barcelona)*

Then we started looking for a partner that could guarantee us these conditions. In 2013 we developed a concept together with Holzmedia and implemented it in our first rooms in Zurich, Barcelona and Munich.

After 18 months of experience we sat down with Holzmedia to further refine the concept and adapt it perfectly to our needs.

*What was improved during this second step and what effect did it have on existing furniture?*

**Elia Kool:** In some cases the multimedia technology was updated or adapted. We wanted a new videoconference system, for example, and Holzmedia were able to integrate it into the existing concept. Also Holzmedia developed data connector panels for us that were compatible

with Apple products, which we use. Further additions included a custom retractable cable feed and the installation of trays to hold the videoconference remote panels. So thanks to their flexibility for adding components all the Holzmedia furniture could be kept.

## *Interview*

Elian Kool



*Left: Großer, repräsentativer (Video-) Konferenzraum mit Holzmedia-Medienmöbeln (Frankfurt)*

*large, representative (video-) conference room with Holzmedia multi-media furniture (Frankfurt)*

*What can you tell us about the result?  
Will there be more changes in the future?*

**Elian Kool:** The most important thing for us is that our team use the conference room system and its integrated technology as a matter of course and that they have fun doing so.

**In that sense we can say: the concept has been a success. We have been working with it most efficiently for two years now. It is perfectly adapted to our working process.**

That is why I think that any future changes to our office rooms will be fruit of an evolutionary process, and not a revolution.

*Mr. Kool, we thank you for this interview.*



*Impressions from the Netcentric locations Frankfurt, Munich and Barcelona*



# 4 Countries, 6 Locations, 28 Rooms, 1 Furniture Specialist: Holzmedia

6 meeting rooms

2 meeting rooms

2 meeting rooms

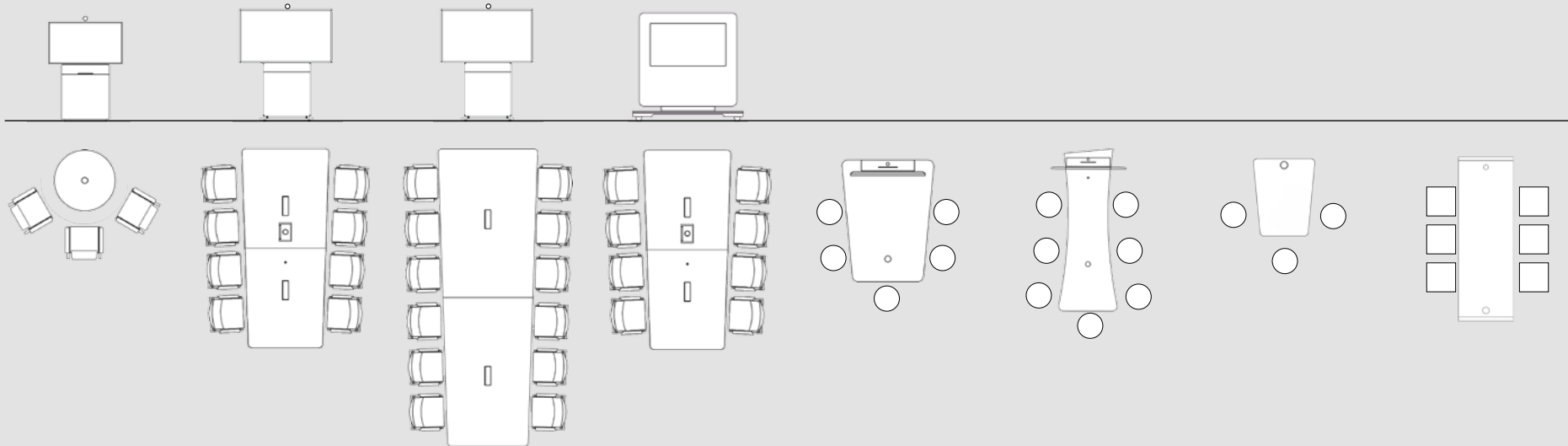
2 meeting rooms

9 meeting rooms

2 meeting rooms

2 meeting rooms

8 lounge tables



Round conference table, with column foot and cable feeds diameter 80 cm, height 74 cm

Conference table\_C12 trapezoid, for 9 people, 320 x 140/120 x 74 cm (W x D x H)

Conference table\_C12 trapezoid, for 13 people, 480 x 170/140 x 74 cm (W x D x H)

Conference table\_C12 trapezoid, for 9 people, 320x140/120x74 cm (W x D x H)

High table for meetings trapezoid, for 5 people, with integrated Plug & Play multimedia column (with 55" display, custom) 160 x 120/90 x 105 (W x D x H)

High table for meetings custom shape, for 5-7 people, with integrated Plug & Play multimedia column (with 55" display, custom) 160 x 120/90 x 105 (W x D x H)

Conference table wall oriented 105 x 85/66 x 74 cm (W x D x H)

Lounge table with cable feeds 240 x 80 x 74 cm (W x D x H)

Media column\_W8 with 55" display, wall mounted

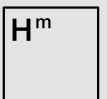
Media column\_W8 with 65" display, mobile

Media column\_W8 with 65" display, mobile

M6 Media cart with 55" display, mobile

3 meeting rooms: multimedia column\_W8 with 55"- display, wall mounted (see above)

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