


Case : Synaps

Seminar “Het Nieuwe Werken”

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Patrick Gubbelmans

Agenda

- Short presentation of SYNAPS
 - Specifics of SYNAPS
 - History of actual situation
 - Description of actual solution
 - Keys of success
 - Q & A
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SYNAPS

- Software training for end-users
 - Microsoft suite
 - Home made software
- Since 1987
- Team :
 - Sales, admin, planning, management... : 8 pers
 - Training : 50 pers
- TO : 2,3 M€ (15% growth on 3 last years)


Specifics

- Preparation of (new) courses need environment
- Not all trainers on the payroll
- Trainer is busy a whole day, usually on the customer's site
- Team's anciennity is more than 12y !
- Contact person on the customer side is familiar with e-communication
- Demand for training rooms are variable :
 - In quantity
 - In quality (workshop with 3 pers or presentation for 25 pers)

History

- Trainers asked to work @ home (2000-2005)
 - Sales did not like city centre (traffic increase)
 - Variability of demand (of training room) increased
 - 2003 decision to leave fixed infrastructure (no sub-contractors found)
 - 2005 decision to leave ANY common physical infrastructure
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Actual solution

- Virtual office @ Regus (city center – Central Station)
 - Reception with re-directing of incoming calls and post
 - Meeting rooms (expensive) on demand
 - Common space available for Regus' customers
 - Training rooms on demand
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Actual solution cont

➤ IT infrastructure

- One physical server with Hyper-V virtualisation hosted “somewhere”:
 - one mail-server (Exchange – Outlook)
 - one application-server (Sharepoint – CRM)
 - one data-server (SQL server)
 - one web-server

Actual solution cont 2

➤ Software

- CRM (Microsoft) : **structured** sharable information (commercial and operational)
- Sharepoint : **unstructured** not necessary sharable information (empty mailbox)
- On laptops :
 - Microsoft 2007 on laptops
 - Any application available via httpS
 - Skype : conferencing
 - (MindMapping)

Actual solution (detail)

➤ Sharepoint

- When an information come in via e-mail you must do one of the following things :
 - Put it on the right place
 - And if this doesn't exist, create it !
- Importance of sharing
- Importance of meta-data (experts !)

Keys of success

- Very coherent, efficient and reliable team members :
 - Less business support (like with juniors eg)
 - Very high confidence
 - Teamwork from remote sites is effective
- Good IT infrastructure (not that evident)



Software needs training, ...
... training needs specialist.

Thank you for your attention