



SUCCESS STORY



Terberg RosRoca Group oversee major communications overhaul using Sabercom technology

As one of the largest independent specialist vehicle manufacturers, the Terberg Group of companies have a lot of logistical and communications challenges. The Group, founded in 1869, with 2,500 employees spanning 28 companies in 11 countries, recently acquired several new enterprises and subsidiaries. This acquisition bolstered their environmental equipment division Terberg RosRoca Group, that acquired the high-profile Dennis Eagle - famous for their refuse collection lorries. Such a large and newly acquired workforce requires a centrally managed and universal communications solution: a technology challenge Sabercom was tasked with solving.

A CHALLENGING TASK: TAMING VARIED COMMUNICATION PLATFORMS

With such a variety of products that cover multiple territories, languages and markets, Terberg RosRoca Group approached Sabercom for a communications solution that would streamline all their existing technologies and IT systems. Terberg RosRoca Group presented a real challenge - the new system must be easy to use and completely configurable, allowing central and local control of all content. The further challenge was that all the new acquisitions presented differing and incompatible IT systems, difficulties in linking these systems together presented additional obstacles to progress through the Group as a whole. Working closely with Terberg's Communication and IT teams, Sabercom presented the solution: 75 screens that allow communication with 7 European countries which are home to 11 of Terberg Group's subsidiaries, including the UK Group HQ.



FASTER COMMUNICATION TRANSLATION: IT'S SIMPLE WITH THE SABERCOM CLOUD SERVER

Using Intel Compute Stick PCs to run Sabercom on a Sabercom Cloud Server, Terberg can now control all their content centrally as well as allowing local country access. Displaying vital information such as weekly newsfeeds from each subsidiary and export teams, product showcases, event video, local RSS news and weather forecasts, the screens are an easy way to get information to all stakeholders and employees instantly.

To foster a better sense of community and increase effective communication amongst disparate and new acquisitions, as well as bring Terberg RosRoca Group's company ethos to life, each subsidiary can also control their screens and content, allowing tailored and relevant local information. Many subsidiaries choose to display birthdays and friendly visitor welcomes, meaning the Terberg RosRoca Group brand shines through to everyone viewing the Sabercom screens.



INSTANT CONNECTIVITY: EFFICIENCY, PROGRESSION AND GLOBAL INNOVATION WITHIN DIFFERING CULTURES

The Sabercom Content Management Interface makes scheduling content seamless and content can be arranged and distributed by either country or subsidiary organisation. Administrators can even create and control screen groups from the UK Group HQ, ensuring all communication is as efficient and informative as possible for everyone involved.

Sabercom's system has far-reaching, progressive implications for the future success of Terberg RosRoca Group and all its new subsidiaries. The Sabercom solution makes the vast, global nature of the Group feel somehow more 'local' and neighbourly, as excellent communication becomes absolutely crucial due to the Group's exponential growth. Building on Terberg RosRoca Group's aims to make the entire business more modern, innovative and dynamic, Sabercom's clever yet simple, Cloud-based solution has allowed the Group to further flourish and thrive, as their below testimonial attests.





Sheldon Hall, Marketing Manager for Terberg RosRoca Group

Our continued growth and acquisitions presents unique challenges, in a short space of time we have built a much larger multi-national, multi-lingual team across the world than ever before. It is important that they feel part of our family, receive timely communication and have a platform from which to communicate.

It is also crucial that we can apply consistency in communications and branding across the group, both to our employee's but also to stakeholders such as visiting customers and suppliers.

The Sabercom communication system enables us to broadcast information effectively, consistently and in several target languages, in short it enables our marketing function to deliver on our promise to keep our whole group informed and make them feel involved.

We branded our system NEXUS, meaning "a connection or series of connections linking two or more things": for us our NEXUS system lives up to its name.

The superb online interface offered by Sabercom means we can schedule content to appear on one screen such as a reception screen, a group of screens such as one subsidiary or all screens in the Group. You just don't get that sort of targeted control with USB sticks and a TV.

This granular control allows us to make effective use of our 12-strong editing team scattered around our group, providing content that we all share. We have stories from subsidiaries and far flung corners of the world via our export team, we centralise a stored pipeline and our editors convert it to ensure availability in our current seven languages.

The Sabercom system allows us to synchronise broadcasting these versions so a visitor to our factory in Warwick, UK sees the exact same news that a visitor to our subsidiary in Poland does.

We use the system for a variety of content, local anniversary messages, visitor welcomes, exhibition news and sales orders. More recently we have begun to use it to promote awareness of our wide product range across the group.





To find out more about how Sabercom can help you improve your communications, please get in touch with Martin Brown



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