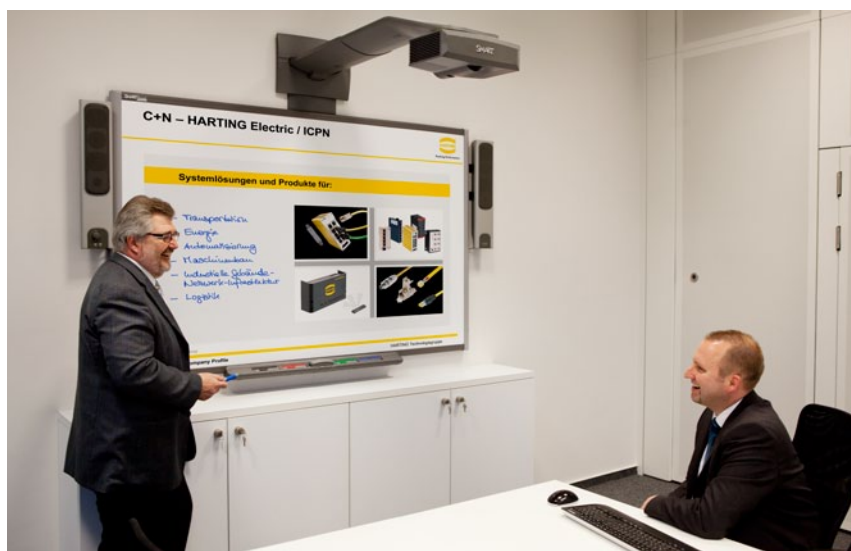


# Meetings For German Global Player Focused Using SMART Solutions

HARTING Technology Group, Espelkamp/Germany



SMART business solutions are used daily at HARTING to support its business processes.

The HARTING Technology Group is a world leader in industrial connector manufacturing. It offers a wide range of customized solutions and products for various applications in industry, with a portfolio spanning connectivity and networking, micro-engineering, enclosures and shop systems, tools and machine technology and automotive solutions. HARTING is supported, from product development to construction planning, by SMART solutions.

HARTING began nearly 70 years ago as a small family business. Today, still adhering to the principles of innovation, customer service and highest quality, the company is known globally as a leader in industrial connectors. Every day, the company's approximately 3,400 staff work to high standards so that their products will meet customers' current and future requirements. SMART business solutions are used daily at HARTING to support its business processes. Whether in presentation, planning, training or brainstorming sessions, products from SMART are in continual and effective use.

## The next generation of technology

"Information must circulate quickly, with ideas easily captured and presentations created to be informative and flexible," says Günter Behnke, Vice President, Technical Services and Plants. "At the Medienplaner-Fachtagung 2007 conference for audio, media and presentation technology and system integration, we experienced the next generation. Before that, we had used conventional projectors and flipcharts, followed by large-format screens. Only SMART solutions met all our requirements. These intuitive systems now offer us full interactivity and can be used anywhere."

During a test run, a mobile SMART Board® interactive whiteboard system was put through its paces in a real-world situation, and very quickly, a new HARTING

## Challenge

Find a tool that meets the high demands of complex product development, presentation, training and brainstorming sessions.

## Solution

The HARTING Technology Group increased the number of mobile and fixed SMART Board 685i interactive whiteboard systems from an initial seven to 17 within the last two years, using them mainly in meeting rooms. A SMART Board 6052i interactive display, which combines an LCD display with SMART's DVIT® (Digital Vision Touch) technology, is also installed in the management boardroom.

## Result

SMART solutions have become standard equipment in each meeting room and provide optimal cost-effectiveness.

building was planned – using only that system. Shortly after, the company's top management was convinced, and seven meeting rooms were equipped with integrated SMART solutions, some of them mobile. "Mobility is simply required in some areas, and we are glad that our authorized reseller had this solution down pat," says Behnke.

## Optimal cost-effectiveness

"There were many factors favoring the purchase of new technology. Of course, the cost factor played a major role, too," he continues. "For the calculation, we compared the costs of conventional technology, such as projectors, presentation space, cabling, panel table, ports, speakers and installation, with the new low-maintenance SMART technology. Overall, the SMART systems were much less expensive for us," says Behnke. "Of course, we also save time. We stopped photographing the flipchart and having someone manually copy all the writing. With the SMART Board, we're saving everything quickly and easily and forwarding it via e-mail. Time-consuming reproduction is no longer necessary."

## SMART solution now the standard

Behnke describes how SMART solutions were quickly adopted by the company. "Not only was company management visibly impressed by the easy-to-use technology," he says, "but the product development team asked for the systems because they appreciate the high interactivity. Even more convincing for them was the ability to archive all of the development steps in an uncomplicated way, with no change in format. Documents can, for example, be converted to PDF, printed or quickly and easily sent via e-mail." SMART solutions have become the standard for meeting technology at HARTING and have effortlessly become popular with staff. "The high acceptance results from the corresponding intelligent software. Now we have a consistent user interface in our company, and all employees benefit," explains Behnke.

## Meeting points

SMART solutions also act as meeting points for the company. During brainstorming, for example, comments, ideas and results can be captured on the interactive whiteboard or saved directly into applications such as those in the Microsoft® Office suite. Notes from meetings are distributed to the team via the network. During a presentation, key facts can easily be highlighted directly in the document, the audience can be more actively integrated in the discussion and feedback can be added simply by inserting a new page. "The SMART systems finally allow us to design dynamically, so they're always in use."

## The future with SMART

The need for new meeting rooms is rising steadily in the company. Starting with seven interactive whiteboard systems, another 10 have been purchased over the last two years. Behnke relates that, whenever a new meeting room is constructed or an existing one is renovated, the staff say, "But a SMART Board must be installed!" In the future, two SMART Board interactive whiteboard training sessions will be offered annually so that employees can achieve even better results.

"We also want to use Bridgit® conferencing software in the future to improve networking with our 30 subsidiaries worldwide. We can then work together in a document in any Microsoft Office program at the same time," says Behnke. He expects that regularly scheduled international meetings will increase the interest in SMART solutions across the company. "It may not be long before our other locations are purchasing these systems," he adds.



A new HARTING building was planned using only the SMART Board® interactive whiteboard system.

**"It's so simple. With only a single tool we can meet the company's requirements, from the simple archiving of product development steps to planning a new building."**

**Günter Behnke**, Vice President, Technical Services and Plants, HARTING Technology Group

### About SMART

SMART Technologies is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so collaborating and learning with digital resources are more natural.

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## SMART Technologies

Toll Free 1.888.42.SMART (U.S./Canada)  
or +1.403.228.5940  
[smartechnologies.com](http://smartechnologies.com)