

Rusch, Zwaag, the Netherlands

Award-winning crane builders revamp meetings, presentations



The SMART Board is used intensively in brainstorming sessions and team meetings.

"In addition to its practical advantages, Rusch also finds that the SMART Board adds credibility. It looks good and contributes to a positive impression of Rusch among (prospective) customers."

Ruud Schreijer, Rusch

Rusch is a company located in Zwaag, the Netherlands, specializing in lifting equipment.

Rusch is known for developing the world's tallest demolition crane, at over 295 feet and complete with a telescopic boom. In addition to the repair, development and construction of hoisting and lifting equipment, Rusch also offers certification and safety standards compliance, lifting equipment tests on fixed and mobile testing benches and a wide variety of lifting equipment and parts.

Rusch's strengths have been recognized with several awards, such as Popular Science magazine's Best of What's New 2009 award and the European Demolition Association Innovation Award 2009.

Rusch has recently experienced significant growth and expansion, necessitating an external consultant to analyze the organization's processes. One of the conclusions was that meeting and communications techniques needed to be adapted to meet the company's growth. So, earlier this year, Rusch purchased the building next to its existing premises and created a modern meeting room designed for a growing organization.

One of the consultant's first proposals was to equip the meeting room with a screen and projector, and Rusch's management felt this equipment should also enable a high degree of interactivity. Rusch's Managing Director and Owner, Ruud Schreijer, suggested implementing a SMART Board interactive whiteboard, because he had seen one in a meeting room in Scandinavia and was impressed that it provided the ability to write notes over documents and then save and e-mail them.

Rusch purchased a SMART Board 685ix interactive whiteboard system, which has a widescreen for displaying drawings during brainstorming sessions. The engineering department's computer is connected to the interactive whiteboard, enabling comments to be written directly on drawings. After the meetings, the comments are immediately available in everyone's e-mail inbox, and the

engineering department can then proceed to implement the changes.

The SMART Board interactive whiteboard is also used frequently in team meetings. Action lists and minutes are shown on the interactive whiteboard instead of on paper copies. Any notes added to the minutes can be immediately distributed to all attendees.

The SMART Board interactive whiteboard is also used for customer presentations. Presenting new brochures is especially effective on the interactive whiteboard because everyone can see the document and comments are added and saved so the desktop publishing agency can immediately see all the required changes.

Rusch intends to start using SMART Bridgit™ conferencing software, which will enable discussions about drawings with international customers, while saving on both travel expenses and time. Drawings can be discussed as soon as they are ready, without waiting for a face-to-face meeting. The company also hopes to reduce its environmental impact with less air travel.

Rusch is very satisfied with the SMART Board interactive whiteboard and its wide range of applications. The company expects to see more benefits in the future once the interactive whiteboard has been fully adopted

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