
SADC's Jeanet van Antwerpen:

'Digitalisation changes everything, but people are still key'

Amsterdam Internet Exchange:

every bit as sexy as Facebook or Google

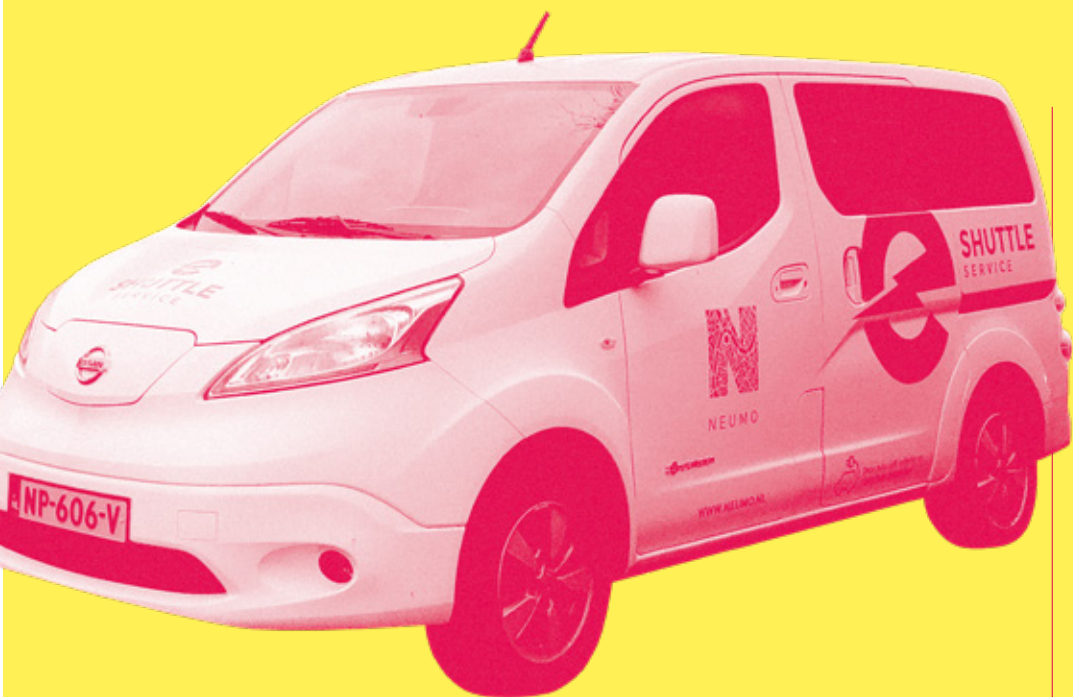
One app to manage all your travel

the success story of Tranzer

Digitalisation

FACE





Neumo
Where: C-Beta, Schiphol Trade Park
Location: Haarlemmermeer
Who: Erik-Jan van der Linden and Martin Zanders, oprichters
By: Isaac Roeterink, SADC
www.emobilityservices.com

Erik-Jan van der Linden



Martin Zanders



Meanwhile, at C-Bèta...

The centrepiece of Schiphol Trade Park is C-Bèta, the circular economy hotspot that's home to creative entrepreneurs with innovative ideas. In every issue of Faces, we check out one of the sustainable pioneers in this vibrant collective. This time: Neumo's *Erik-Jan van der Linden* and *Martin Zanders*

1 Neumo

Martin: 'Neumo stands for New Urban Mobility. And that's what we're going to offer: mobility services. This includes charging points and shared cars, but we also want to link workplaces and hospitality to a mobility hub. This would be an easily accessible spot where you can charge your car while you work, have meetings and do business over a good cup of coffee, with the option to have a nice lunch nearby. The hubs are located at the junctions of main roads and public transport. We have an app to link the mobility hubs and their facilities to the users. You use the app to arrange and pay for everything.'

2 C-Bèta

Martin: 'Business parks are normally not my thing, but Schiphol Trade Park is different. C-Bèta is housed in an old farmhouse surrounded by greenery,

which has a calming effect. There's a striking contrast between this old farmhouse and the innovative, circular nature of everything happening inside, and that gives it a playful quality and stimulates creativity. And we're surrounded by like-minded people, which is really beneficial.'

Erik-Jan: 'And that innovative C-Bèta vibe is reflected in our plans. Our first mobility hub will be in this area. It'll be the showcase site that's constantly at the forefront of innovative mobility services.'

3 Circular economy

Martin: 'Sustainability is the basis – it's what our entire concept is about. The design of our services is driven by sustainability: so those charging points supply sustainable energy, and the shared cars are electric. There's a market for that – we're certain of it.'

4 Apps

Martin:



Erik-Jan:



5 Trend-watchers

Erik-Jan: 'What digital developments do I expect? You talk to your phone and it then arranges everything for you.'

Martin: 'I'm looking forward to when what happens on your commute is linked to your smart home.'

6 Leisure

Martin: Skiing and water sports
Erik-Jan: Lots of travel, reading and visiting museums

Digitalisation changes everything, but people are still key



Jeanet van Antwerpen,
Director of SADC

Photo: Michel ter Wolbeek

Welcome to the second edition of Faces, in which SADC employees interview the people who work in our business parks. People who are passionate about their work, yet are about more than just work. An American-football coach, a proud grandfather who takes his granddaughter to swimming lessons, an art lover, a travel enthusiast, an avid listener of audiobooks.

It is so wonderful to see how different these people are. When you think about it, the 'communities' at our sites are like a microcosm of society. Not entirely, of course: we miss the people who are too young or too old to work, and those who have no work or cannot work. In my ideal world, these people would sometimes visit our business

parks, just while they're out for a bike ride or walking the dog. For a traineeship, to re-enter the labour market or to visit an event. We recently participated in 'Discover Hoofddorp' with our innovation hotspot C-Bèta. It was a sunny afternoon, and senior citizens, families and young people dropped by to see the circular economy start-ups in that beautiful old farmhouse. At the event, they learnt how to grow mushrooms on coffee grounds and made many other discoveries.

Digitalisation, the theme of this edition of Faces, has fundamentally changed the way we work, communicate and live. We can 'be' everywhere. Facetime with your great-aunt in New Zealand, close a deal with a company in Tokyo, order sweets from York – all without leaving the house. Like never before, we are constantly 'switched on'. Send a quick mail to a colleague in the evening, arrange a get-together for after your holiday in a Whatsapp group, check that tomorrow's flight is on time... And we can manage bigger processes than ever. A good example is the logistics sector, which is all about speed, volume and efficiency. And yet, despite the omnipresence of digitalisation, we still can't do without people. With all their motivation, passions, curiosity, knowledge and skills: people are still key. Enjoy!

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Chain
Where: Business Park Amsterdam Osdorp
Location: Amsterdam
Who: Paul Chamalaun, commercieel manager
By: Arnoud van der Wijk, SADC
www.chain.tv

It might seem like nit-picking, but in lighting, details really do matter

Chain specializes in lighting, audio and video. Its Commercial Manager Paul Chamalaun (34) gives us a tour through the company's enormous warehouse, which is filled with crates, cables and lights. A forklift drives back and forth and some men are testing lighting setups. Every item is tagged, from the smallest cable to the most expensive lamp. The speakers are pumping out beats. What a fun place to work! 'It's quieter up in the office, otherwise we wouldn't get much done.'

From Mysteryland to the EO Jongerendag: Chain takes care of lighting, audio and video. Commercial Manager Paul Chamalaun thrives on extremes. 'My job? Creative, a bit crazy and always doing new things.'

Sure enough, no house beats in the office. Instead, there's photos of TV programmes and events everywhere. 'Chain is involved in 80 per cent of the Dutch TV programmes recorded in a studio, including popular talk shows such as De wereld draait door, RTL Boulevard and Buitenhof' and major productions and events such as The Voice and the EO Jongerendag. And we do events, too: for example, we're a partner of TEDx Amsterdam. All that variety keeps me on my toes – it puts my creative energy to good use. To me, my work is like my favorite rap group, De Jeugd van Tegenwoordig: creative, a bit crazy and always doing new things.'

4 ‘Digitalisation is like self-driving cars: sometimes you still have to grab the steering wheel’



Tour du jour

Paul and I share a passion for cycling. Paul goes three times a week. For him, it's all about speed; there's no way he'd stop for a drink outside a café somewhere. 'I started cycling to get the typical office-worker belly under control. It's now become my favourite way to relax and keep fit. A couple of times a year I go cycling in another country.'

'Last summer I worked on one of my favorite TV shows: Tour du Jour. Not that I saw or heard much; I recorded each show and watched it later. When a show is being recorded, your mind is solely on the job. Before I joined Chain eleven years ago, I worked as a sound technician in theatres. That's why I know the basics. You can't hear speakers that you don't see, and if you can't see the light, it means you're in the shadow – stuff like that. Always handy to bear in mind.'

Paul lives in the media city of Hilversum, where many customers are close by. It's also an ideal base for bike tours. 'My favourite ride goes through the Loosdrecht lakes and the Rondehoep polder and when it blows hard, I head through the woods towards Amerongen. The Netherlands is so beautiful when you see it from your bike.'

More with less

Digitalisation is changing his work. 'There are more and more online channels, and they need smaller studios than in TV. For example, we built the studio for Telegraaf Online. We also set up the in-house studios that large, listed companies increasingly have, so that top management can address employees. As an executive, you want to look good: are your eyes clear, is your nose well-lit, or does it look a bit big? It seems like nit-picking, but in a

studio, details really do matter.' 'Much of technology is geared towards doing more with fewer people. Fifteen years ago, it took four sound technicians to manage the chattering crowd in the political show Het Lagerhuis. When the show was briefly resurrected for last year's elections, it took just one person to control the audio. The audio mixer switches itself on and off. But it's like with self-driving cars: sometimes you still have to grab the wheel.'



No bike tour without...

'My Garmin power meter. Cycling is fun, but it's also important to me to track my performance on Strava. Both for myself and for sharing with friends'

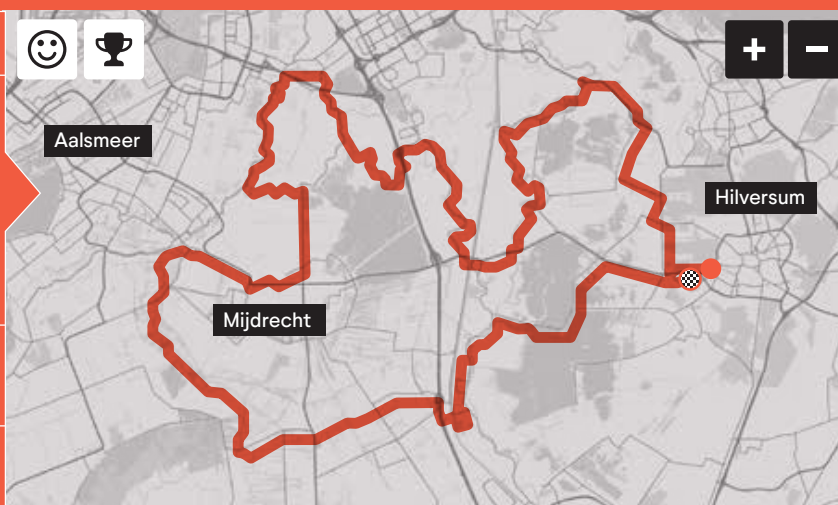
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Paul Chamalaun



To Ronde Hoep and back

Distance **103,15 km**
Moving time **3:19:52**



A great cycling route that goes past Amsterdam Osdorp Business Park. It's so nice to get out in the fresh air!



Arnoud van der Wijk



Ringdijk round trip with colleagues

Distance **69,6 km**
Moving time **2:33:00**



A breakaway with SADC

June 2019: the date of the first-ever edition of the future cycling classic – Rondje Haarlemmermeer (Haarlemmermeer Circuit). The driving force behind this SADC initiative is Harm de Boer, who is organising the event jointly with Arnoud van Wijk. Keep an eye on sadc.nl for more information about the route and how to participate – and see above for a sneak peek of the route.



Back in the day, the boss used to take care of problems, now you do it all yourself

Peter van Veen has worked as an electrician for Bosman Van Zaal for more than 40 years. In this time, he has seen the effects of digitalisation with his own eyes. 'But in the end, we still put everything together ourselves.'



He is a true digital native electrician Peter van Veen. After all, electricity is what makes processes and tasks easier – the essence of digitalisation. 'I've been in the business for 41 years. I was 16 when I started working at Burggraaf, now a subsidiary of Bosman Van Zaal.'



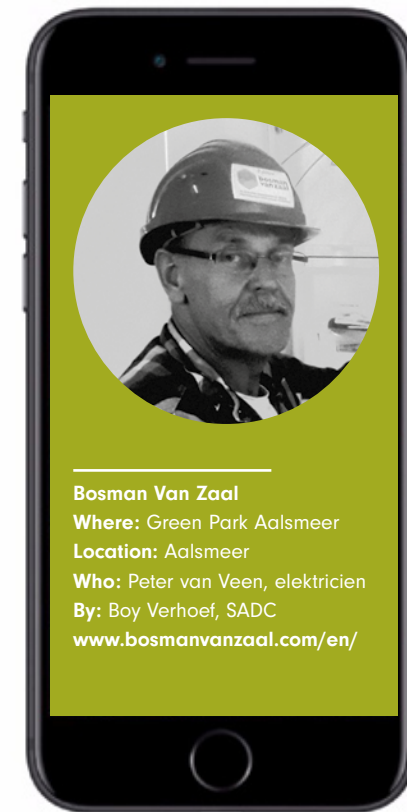
What he likes most in his work is having an entire project to get his teeth into. 'First there's nothing, then it's all there. Starting from the ground up with a team of experienced technicians – connecting transformers, pulling cables – and finally, the handover. That never gets boring!'



Digitalisation has changed his work. 'In the past you would go to the boss if you didn't know something; nowadays you do your own troubleshooting. Drawings, technical specifications, background information: everything is available online. The production process is faster and more precise. Everything is assembled at the factory for lean installation on site. But – and to me that's the beauty of this job – in the end, we still put it all together ourselves.'



Digitalisation also has a downside. In the past you wrote down your hours on a form, and that was that. Now you have to log in and give a detailed account of what hours you spent on what. It's efficient for the company, but not always for the employee'



Bosman Van Zaal
Where: Green Park Aalsmeer
Location: Aalsmeer
Who: Peter van Veen, elektricien
By: Boy Verhoef, SADC
www.bosmanvanzaal.com/en/



Home game 'My work is usually a home game for me, as I live nearby. I even walk my dog in the park area of Green Park. I realise that every square meter of a business park is valuable, but fortunately at Green Park they've also given thought to people. The only thing I miss is a café on the waterfront, for a cup of coffee.'



Bosman Van Zaal is a major player in the greenhouse and horticulture sector, with offices in Poland, the United States and Kenya. It delivers turnkey projects, water management systems, electrics, heating and cooling. 'Right now, our new premises are under construction in Green Park, Aalsmeer. I get a real kick from seeing the building take shape. It's challenging, but fortunately I have a top team of six people. I like showing people how to do something efficiently so they can get straight to work.'

Employees want flexibility and freedom

Just one app to arrange all your travel: that's Tranzer.

Paul Rooijmans tells us how the app makes own cars obsolete.

Paul: "Tranzer means you can plan and pay for your entire journey in one step. The mobile tickets are accepted everywhere: on public transport, at station access gates and in taxis. The result: convenience, simplicity and a chance to actually enjoy your journey. Companies are increasingly clustered around major hubs and junctions for ease of access. Hubs like Schiphol are accessible via many different transport providers. Tranzer is ideal for boosting mobility around Schiphol."

"Mobility always costs energy, whether it's green or not. I feel it's important always to consider whether a trip is necessary. Long-term arrangements such as annual travel cards and leased company cars don't contribute to sustainable travel. Nor to flexibility, and that's what people want: to be flexible. The future lies in paying only for the mobility you actually use. You don't prevent traffic jams by building new roads. That takes too long, and more supply leads to more demand, so more people than ever will take to the road."

"Increasing the price of travel at specific times leads to a better spread in the volume of travellers. If you really want or have to drive, then you pay extra."

"Prepaid travel cards are great if you travel from A to B every day. But when your travel pattern is more irregular, Tranzer is a far better alternative. People use all kinds of apps to get about, such as the Dutch Railways app and

Google Maps. It's more practical to have all your travel information with transport mode, prices and alternatives available in just one app. I'm using Tranzer more and more, because it keeps expanding. Two weeks ago, I used it to get a taxi from the airport in Barcelona – really cool!

To millennials, it's not that important to have a car. 'Having a company car is no longer such a big deal; what they really want is a job with plenty of flexibility and development opportunities, such as a course at a good university. We employ 40 people and not one of them has a car. When you want to take a vacation, you rent a car. Or you share one with colleagues, friends or neighbours. We are now looking into whether we can offer lease drivers more flexibility in the field of travel, for example attracting them to try public transport by offering customised concepts on smartphones. If employers offered alternatives such as this, many employees might feel less obliged to take the car, be it a company car or their own. People want to choose their mobility for themselves, and I'm the same. If I need make a lot of calls, then I'll take the car or a taxi. If I want to watch Netflix, I'll take the train – perfect!'

Satisfied with Tranzer
Steven Alexander (50) works for the Japanese coffee manufacturer UCC. He lives in Amersfoort and travels to Schiphol almost every week.

"Stuck in traffic on the way to Schiphol that doesn't appeal to me. On Tranzer you can quickly see all available connections: you've got all your options at a glance and organise everything in one go. It's such a handy planning tool."

Tranzer

Who: Paul Rooijmans, co-founder

By: Frans van der Beek, SADC

www.tranzer.com



My journey

Sanneke Mulderink, co-founder of Tranzer

Tranzer

Who: Sanneke Mulderink, co-founder
www.tranzer.com

Sanneke Mulderink is co-founder of Tranzer alongside Paul Rooijmans. She is an enthusiastic user of the app both for private travel and for commuting.

'Among other things, our consultancy Lynxx performs data analyses for public transport providers. The balance between Paul and me is clear: he wants to plant a flag on Mars, and I look at what we can achieve tomorrow to get there. That's why we work so well together.'

All travel options

'Google Maps shows you where you can go, but it won't help you plan your journey. Awkward, when you're standing at an airport abroad and need to travel onward. This is how our idea for Tranzer was born: an app with all travel options, from departure point A to final destination Z. By train, bus, tram, taxi, bicycle and on foot. We started on a Friday afternoon with a proposition, found the right people, and started building. Tranzer is a bit like Uber. You choose your destination in the app, and it gives you multiple options, plus the cost. It's transparent, from A to Z. You choose the route that best fits your needs, and you get a barcode with which you can check in to each means of transport. You can plan your journey just before you leave, but you can also do it a day in advance. Tranzer also reacts to the current traffic situation, meaning travellers can make informed choices: working from home until it's less busy, for example; or taking the train half an hour later, when there are more free seats.'

From Schiphol to Australia

'The Connexxion bus line 197 from Schiphol to Amsterdam was our pilot. We promoted Tranzer on the bus. Passengers could use it right away – much handier than buying a ticket and paying cash. Connexxion was quickly convinced and all their ticket types and fares are now available in Tranzer. The Dutch national railways (NS) and other public transport operators, such as RET, soon followed.'

'Worldwide we have 50,000 users, in Belgium, Spain, England and France. How do we start? We begin with one line and expand from there. We will soon be working in Australia – fantastic!'

Home (starting point)

This is the easiest, fastest and most efficient segment. In the car I'd be stuck in traffic and being on the train means I get some work done.



Station Vleuten (10 minutes by bike)



If I need to visit a customer somewhere that's hard to get to, I take the car. Looking at your journey this way changes your mindset.

Utrecht Central station (10 minutes by train)

Amersfoort Station (13 minutes by train)

Why own a car if I hardly ever need it? And why not simply take a bike that's available en route to my destination? Or leave later, if the traffic right now is heavy?



Tranzer (two-minute walk)

What we do is important to society



Sanquin

Where: Business Park Amsterdam Osdorp

Location: Amsterdam

Who: Marjan Amama, senior analyst and lab-coördinator

By: Sanne van Veelen

www.sanquin.com



'I am very glad to be working at the Amsterdam Osdorp Business Park rather than at our Plesmanlaan site. It's ideal here - lots of daylight, plenty of space, and I can park my car right at the door. I'd hate to have to move. However, I wish I would get outside more. Go for a walk now and then. If only there were a few picnic benches...'



'Our department is currently going paperless, using digital signatures. Digitalisation also has its downsides. Like people spending their lunchbreaks only on their phones - I certainly have my opinions about that... It's not like I'm anti-smartphone, though. I use WhatsApp and I do my shopping lists on the phone. I shop and book my travel online. Saves heaps of time!'

'I love seeing my children and grandchildren, and the "granddogs". My friends are also very important to me. And I love a weekend away with my husband. Paris is my favourite; I love to stroll along the Seine. I also have a huge interest in ancient cultures. Ancient Egypt, for example - I find the pyramids fascinating. People back then knew much more about some things than we do today.'

Most people know Sanquin as the blood bank. But the company does much more than that. Senior Analyst and Lab Coordinator Marjan Amama shows us around. 'What I like most is knowing that the medicines we make here help patients to live longer and enjoy a better life.'

Her workplace is plastered with sticky notes: Marjan Amama keeps an eye on everything. The senior analyst and lab coordinator in the QC department coordinates the scheduling and is responsible for the reaching of targets. 'Everything comes through QC, from spatulas, gloves and packaging materials to raw materials for medicines. Everything is inspected, and if it passes, it goes on to the production process.'

She has worked at Sanquin for 40 years and has had three different jobs there. 'I've been doing my current job since I was 57 years old. I saw an internal vacancy and I responded. Three days later, I had the job.'

When asked what she likes most about Sanquin, Marjan briefly glances to the ceiling. 'Hard to say... Mainly knowing that the medicines we make here help patients to live longer and enjoy a better life. Unique medicines from plasma, such as immunoglobulins that help

patients with immune disorders or combat specific conditions such as hepatitis. Or a plasma medication that prevents that the blood of a fetus is being attacked by the mother's immune system due to blood type incompatibility.

What we do is important to society. I'm really proud of this company and my work. But Sanquin does much more: blood tests, scientific research, pharmaceutical development, education... The nice thing about my role is that I am always on the go. Switching constantly from one thing to another, fighting fires. An example? If the raw material for a medicine fails to meet the specifications, I have to take action. What's wrong? Why is it not up to spec? It's important, because otherwise we can't deliver enough, or even none at all. When something interrupts the flow, I have to find a solution - together with my fantastic team.'



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Bonded Services

Where: Schiphol Logistics Park

Location: Haarlemmermeer

Who: Gerrie Hendriksma,
logistiek manager

By: Olav Steffers, SADC

www.bonded.com/en

The whole world orders goods on Ali Express and from similar services, and all those products have to be transported from China to other countries. Bonded Services specialises in e-commerce from China. SADC's Olav Steffers is himself a regular visitor to the People's Republic. Just the right person, then, for an in-depth interview with Bonded's Logistics Manager Gerrie Hendriksma.

Growth

He started out in a warehouse at age 17. 22 years later, he's the logistics expert of a company that can't stop growing. In a nutshell, that's the career so far of Gerrie Hendriksma (39). Gerrie knows logistics like the back of his hand. 'At secondary school I already had a part-time job with a trucking company. I've worked at Schiphol since I was 18, and three-and-a-half years ago I joined Bonded Services. This is where I really got to grips with e-commerce, and that sector fits me like a glove.'

Hectic and stressful

'What I enjoy about working at Schiphol? That it's so hectic and stressful: every day is exciting. It's hard work, and the competition

is murderous. If the customer isn't happy today, they'll be talking to your competitor tomorrow. Holding on to our customers and keeping them happy with us – that's our everyday challenge. Stress brings out the best in me.'

Major freight flows

'At Bonded Services we are professionally equipped to handle so-called major freight flows. Huge volumes of freight that need to be stored temporarily. We're prepared for it; Asia is raring to go, but now we're waiting for Schiphol. Whatever happens, those major freight flows will come. So, Schiphol has to grow too, otherwise more and more freight will come by sea. Or worse, through another airport.'

Make a deal

Gerrie loves travelling. In a few days from now he is off to Ecuador for an adventurous vacation. China is another favourite. 'Most e-commerce goods are shipped from China, and I have to go and check the situation there now and then. And whenever I'm there, I often tack on a holiday.'

'I communicate with our business partners in China via the app WeChat – that's WhatsApp for the Chinese. Everyone in China uses it, and the great thing is that it provides instant translation. So I don't have to learn Chinese! What's more, the Chinese just love to make a deal, so whatever happens, we always manage to get there in the end, haha!'

Digitalisation makes my work a lot more efficient



Even a people person can appreciate the benefits of digitalising certain processes. Take personal assistant Mascha Reumer: she is very happy with recent innovations at Kuehne + Nagel. 'We can now find all our colleagues in our app's list of "mug shots".'

'After finishing my Economy studies, I started an art gallery. But I'm really a people person, and I soon missed the contact with other people. I gave up the gallery and applied at the temping agency Manpower, but they asked me to come work for them. My next role was as HR employee at Van de Put Fresh Cargo, which I had regularly visited as a recruiter. After two years, the managing director asked me to become his personal assistant, and I continued in that position after Kuehne + Nagel acquired Van de Put in 2011.'

Compliment

'This week we hosted Kuehne + Nagel's global aerospace meeting. I organised the entire event, from A to Z. The global director said afterwards that it had been the best meeting in a long time. Isn't that nice? It's really something to remember. Kuehne + Nagel wants to continuously improve and innovate in order to stay ahead in the market. An important aspect of that is attention to our customers and our colleagues. In support of this we have a programme for employees that focuses on our service-oriented culture: Care. Every week we have a brainstorming session on a different theme.'

On the roof

'Kuehne + Nagel has been here for just four years. We were among the first in this part of Schiphol Logistics Park. The building was surrounded by fields. Not anymore; it's a very central location, surrounded by motorways and public transport.'

We are also sustainable: the entire roof is covered in solar panels, and we have an extra lot behind the building for future expansion. This is such a pleasant place to work: easily accessible, an attractive building. What I still miss is a nice green walking route, and somewhere to eat and drink. In the summer it would certainly be a big improvement to have some picnic tables where we can eat our lunch. And likewise, a café where we could get a sandwich and a good cup of coffee. I live close by and can get to work within seven minutes. I use the car, because I need to pick up my kids from school. And should something happen to my girls, I want to be able to react instantly.'

Innovatie op innovatie

'MyKN Community, the digital system we use to store and share reports and calendars, makes my work a lot easier and more efficient. In addition, Kuehne + Nagel employees have an app on their smartphone with colleagues' "mug shots", details of sports activities, surveys, and contact information for colleagues. Our new, globally used Airlog system was launched two weeks ago. The processes used to be very old-fashioned, based on paper files, leading to a lot of delays. Now we have the e-Air Waybill (e-AWB), and customers even have an app that allows them to track their shipment. That's real progress!'

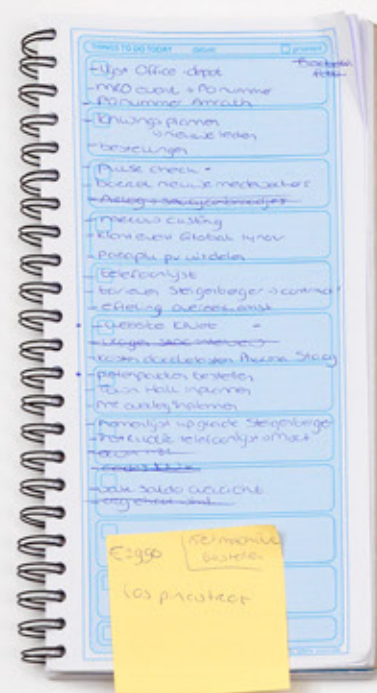
Kuehne + Nagel N.V.
Where: Schiphol Logistics Park
Location: Schiphol
Who: Mascha Reumer, personal assistant
By: Masha de Wekker and
Sanne van Veelen, SADC
https://nl.kuehne-nagel.com/en_gh

Kuehne + Nagel Netherlands
seafreight, airfreight, overland and contract logistics, with a specific focus on services with high added value such as IT-based integrated logistics solutions. Kuehne + Nagel has 22 sites in the Netherlands. The Schiphol site on Pudongweg is focused on airfreight.

My bag

*Personal assistant
Mascha Reumer at
Kuehne + Nagel*

'I love being the go-to person for questions of all kinds. I'm there to support the management, especially the executives. For me it's second nature to be one step ahead.'



'The fact that my duties are really varied makes my job rather hectic, but I love that.'

'I like the fact that Kuehne + Nagel is an international company: it means I get to speak with people from all over the world.'

'Our office has a very open atmosphere. It's a social company that's really focused on people. That's why it suits me so well.'



'Kuehne + Nagel has a sports programme you can sign up for. It's really nice to do sports with your colleagues.'

'The only time I ignore my phone is when I'm on holiday.'

'The future is paperless, and I'm looking forward to that. Although personally, I quite miss having a book in my hand since I started using an e-reader six months ago.'

'We don't have a typical office – it's all very light and spacious. There is a sense of openness, and it means all 110 of us feel like we're one big team.'



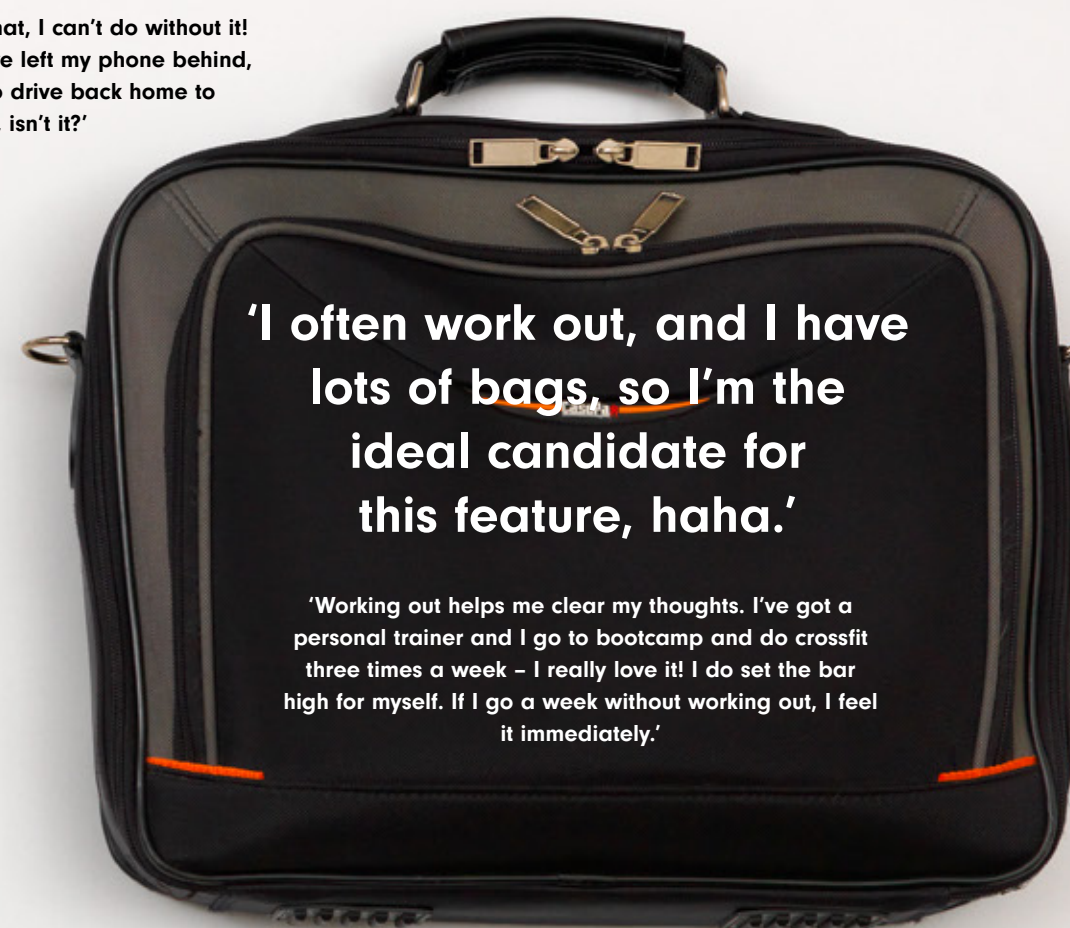
'Apart from that, I can't do without it! If I realise, I've left my phone behind, then I have to drive back home to get it – awful, isn't it?'

'I often work out, and I have lots of bags, so I'm the ideal candidate for this feature, haha.'

'Working out helps me clear my thoughts. I've got a personal trainer and I go to bootcamp and do crossfit three times a week – I really love it! I do set the bar high for myself. If I go a week without working out, I feel it immediately.'

'WhatsApp is my favourite app. And I'm also eternally grateful for the navigation app, which I think is fantastic.'

'Art is a real passion for me. I regularly go to galleries and museums, and I take the kids along, too. There's something I like in almost every style, but what I love most is modernism.'



Taking transparency in the supply chain to a higher level

19

Managing major freight flows is a complex matter, that soon becomes clear in the conversation with Remco Weevers. He has been working in logistics for more than twenty years, nine of which at logistics service provider C.H. Robinson. The company has developed an ingenious system to manage the complete supply chain. 'Making the right predictions based on enormous amounts of complex data: that's what it's about.'

C.H. Robinson is one of the world's biggest logistics service providers. Its headquarters are in Minnesota in the US. Founded in 1905, the company today has more than 15,000 employees. Three of the 300 offices worldwide are located in the Amsterdam Metropolitan Area, one of them at Schiphol. The spacious premises have a pleasant atmosphere. Remco Weevers explains that a comfortable working environment is paramount. 'All of our sites worldwide have been "robinsoned". Even the US offices haven't got any cubicles.'

He is proud that the company has been thoroughly digitalised. 'Much has changed: in 1997 I didn't even have my own computer, and for every forwarding agent we had a meter-long file. Today, our freight documentation is totally digital. A few years ago, I even threw out my filing cabinet to make a paperless statement! Now there is almost no paper left in the building.'

Own platform

For years, C.H. Robinson has been working to achieve more transparency in the supply chain – the numerous links from raw material to end product. The focus is on transport, from beginning to end. 'The rapid pace of developments in the world means that global supply chain networks are becoming increasingly complex. This can lead to greater uncertainty, with unexpected and often

unavoidable risks. That's why more and more companies are building integrated supply chains, based on cooperation between partners who are involved in all phases.

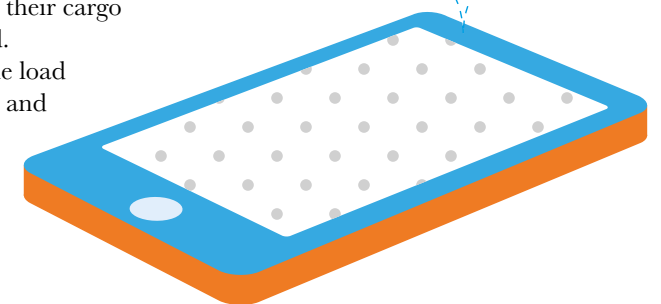
C.H. Robinson has developed a proprietary technology platform called Navisphere®, which further optimises the freight component of supply chains and makes them more manageable. Transparency and knowing the market are core factors. It may seem abstract, but it is a tool to facilitate the growth of internationally-operating companies. Navisphere® enables the continuous monitoring of freight movements, which is exactly what our customers want. We train our employees to understand and use the system, and they in turn train those customers who use it. That's because customers also have access to our platform, and they can view their own management reports any time they wish. This enables us to cooperate and look for things that could be improved.'

One example is the mobile app for truck drivers that C.H. Robinson launched in Europe earlier this year. 'Drivers can use the app to view and update information about their cargo while they are on the road. The system sends real-time load updates and can also scan and upload paperwork.'

Flagship

The basic version of Navisphere® is free to all customers. 'For customers with a highly complex logistical flow, we offer the comprehensive version: Navisphere® Vision, our digitalisation flagship. With this product, goods that travel around the world can be transported with even more precision, efficiency and optimal cooperation with teams and customers. Huge volumes of data are transferred to "control towers", which are managed by our 4PL division, TMC. The abbreviation 4PL stands for fourth-party logistics. This division actually orchestrates the whole logistical process and searches for the best solution for the customer's supply chain. TMC's mission is to constantly optimise the supply chain of large, globally-operating customers. For example, by reacting to a change in circumstances caused by the constant dynamics of weather or traffic. During the recent extreme conditions caused by the typhoon in Japan, the system proved its worth by immediately calculating alternative routes. Today there are TMC control towers in Shanghai, São Paulo, Wrocław, Chicago and Amsterdam.'

'Making the right predictions based on enormous amounts of complex data: that's what it's all about with complex supply chains. So, it's only logical that Navisphere® Vision is always customised, developed jointly with the customer. A good example is Microsoft: a customer right from the moment Navisphere® Vision was launched in 2016. Together we have developed a unique product that, supported by the latest IT applications, has brought supply chain transparency to a higher level.'



For me,

delivering a parcel is like winning a match

Parcel courier André Meure is an enthusiastic powerhouse. You can see why PostNL assigns new staff to André for on-the-job training. ‘The best part of my job? The contact with people.’

Tricks of the trade

‘I’ve been a parcel courier for 19 years, and before that I was a postman for 12 years. And I take new couriers and front office staff on my rounds. I show them the tricks of the trade. Then, when I really put them to work, they end up totally exhausted. But they often tell me that they had a fantastic day.’

PostNL

Waar: PolanenPark

Gemeente: Haarlemmermeer

Wie: André Meure, pakketchauffeur

Interviewer: Raisa Knibbe, SADC

www.postnl.nl



an hour to 45 minutes. All items are grouped by neighbourhood, so I know exactly what to deliver where. When it’s all in the van, I hit the road, and I’m my own boss for the rest of the day. I love it!’

Just married

‘By the way, I just got married – we had a bohemian wedding. My wife has given me everything I could want: a wonderful family, kids, and my grandchildren. Jens and Fleur. Every Monday evening, I take Fleur to swimming lessons. I absolutely love it!’

People person

‘I treat delivering parcels like a sport, even if I have to knock at six neighbours’ doors. Recently a lady I often deliver to was not at home. The delivery needed a signature, so I would have had to return the next day. After the end of my round, I drove by again, and she was home. She said: “Oh, you are such a darling!” That’s the best part of my job: the contact with people.’

Working day

‘I arrive in the morning. Then I get my van, I walk around it to check for damage, and then I load up all the parcels with a scanner in half

PolanenPark

‘I live three-and-a-half kilometers from PolanenPark, so it’s perfect. The area is well connected. Even better would be a local access road to the A200. You know what I’d like to know? Where the name PolanenPark comes from.’

PolanenPark comes from the old ambacht (today we would say municipality) of Houtrijk and Polanen. That’s what this area used to be called. In the late 19th century, it was absorbed into the ambacht of Haarlemmerliede. Today it’s part of the municipality of Haarlemmermeer.

Electric van

‘PostNL is testing an electric van. There are five of us couriers, and each of us can drive it for one week every five weeks. Besides that, I grab it every Monday, because it’s available then too. I think that within a few years, all the vans will be electric. I attract a lot of attention on my round in that van. Suddenly, there I am with a parcel, and they

never heard me coming. I can do my round in Haarlem and then I’ll still have more than 80 kilometers left, I could easily go to Amsterdam, too. But the van doesn’t have as much capacity – just three-and-a-half cubic meters instead of six.’



Photography

‘My hobby is photography. My favourite subject is my 21-year-old stepson playing a football match. There’s some of my photos on the wall of the office here, too. They show our building when it was under construction.’

Music

‘In the van I always listen to the radio. 100% NL, Sky Radio, Radio Noord Holland... My favourite song is ‘Trots op jou’ (‘Proud of you’) by Wesley Bronkhorst. Google it for the lyrics – when I hear it, I always think of my wife. I’m so proud of her!’

In Morocco I used Google Maps in the desert

Intel**Where:** Schiphol-Rijk**Location:** Haarlemmermeer**Who:** Henk Heusdens, EMEA supply chain manager IoT applications**By:** Rosemarijn Verdoorn, SADC**www.intel.com**

Talking digitalisation with someone who has worked at Intel for 18 years – tricky. Fortunately, Intel’s Henk Heusdens makes it fascinating and tangible. ‘I’m always striving for improvement. I can’t get enough of it.’

Digitalisation ‘That’s what I do all day long. I try to apply our IoT products within the supply chain domain at Intel, as well as with our suppliers and customers. One example is RFID, which we use to track products in a production process with smart labels. We also make trackers to monitor a box all the way to its final destination. 3D dimensioning goes a step further: it uses high-speed cameras to recognise a package on the conveyor belts by its measurements.



‘Making new things possible never gets boring’



There are two sides to digitalisation: on the one hand, it eliminates repetitive work, and on the other hand, it gives us access to an enormous amount of information. That creates new insights that make your job more interesting and valuable. The ultimate example of digitalisation? The smartphone. The change and the ease it has brought about in our lives...

Improvement ‘When it comes to new technology, I’m an early adopter. It helps me to do my job well. I can’t get enough of improving processes. Making new

things possible by means of new technology and the implementation of changes – it never gets boring.’

Always digital ‘I always have my smartphone and laptop with me. That came in handy on my recent vacation in Morocco, where I used Google Maps in the desert. At least I knew roughly where I was, and where the sun went down. I generally read on either my phone or my computer. I also use my phone for listening to audio books in the car, because I commute 45 minutes each way every day. It means I can get through a book a week.’

Spiekbriefje

EMEA: Europe, Middle East & Africa
IoT: internet of Things: the temporary or permanent connection of devices to the internet to exchange data. Example: the smart thermostat.

RFID: Radio frequency identification – identification using radio waves. Example: the ID chip for pets.

Supply chain management: the monitoring of materials, information and finances as goods move from place to place in the process ‘supplier – manufacturer – wholesale – retailer – consumer’. It includes the coordination and integration of these flows, both within and between organisations.

Do you want to know what Henk Heusdens ‘reads’ while commuting? On the opposite page he shares his three favourite audiobooks

My bedside table

Henk Heusdens, EMEA Supply Chain Manager, IoT Applications

The 7 habits of highly effective people

Stephen R. Covey

‘Everyone should read it’

The Hundred-Year-Old Man Who Climbed out the Window and Disappeared

Jonas Jonasson

‘Mainly because it’s hilarious’

Origin

Dan Brown

‘Because it’s his latest’

Top three audiobooks





12:00 AM



amsix
is every bit
as sexy as
facebook®
or
Google



Comment



27

These days, it's impossible to imagine a world without the internet. The most important hub for internet and data traffic in the Netherlands is AMS-IX, which also handles a large share of international internet traffic. What exactly happens there, and what sort of digital developments can we expect? Jesse Robbers of AMS-IX talks us through it.

'As Chief Commercial Officer, I'm responsible for all commercial and strategic activities of AMS-IX. I have 55 colleagues with 23 different nationalities – it's a melting pot of the world's cultures!'

Data centre

'AMS-IX is like an immense interchange where networks come together, and where an important part of the internet and data traffic between these networks is exchanged. We were created as a neutral platform and non-profit organisation for information exchange between internet service providers and cable companies in the Netherlands. Today, AMS-IX links up more than 900 networks.'

People want to be in touch with friends, family, colleagues or customers at all times. This connectivity is determined by the interconnectivity of the various networks. And that's our core business here at AMS-IX. The success of AMS-IX is due to its fantastic geographic location in the centre of Europe, and of course we've got the undersea cables that

come ashore here. 60 to 70 per cent of our customers come from abroad. This industry touches concerns every sector. Everything is underpinned by digital platforms, an aspect that deserves more attention – from government as well. As a real estate developer, SADC sets a good example by facilitating the data centre market on Schiphol campus.' 'It's not our core business, but the handling of signalling traffic between mobile providers is certainly important. This is the exchange of authentication data and mobile telephone usage on foreign networks (roaming). AMS-IX handles a lot of that traffic.'

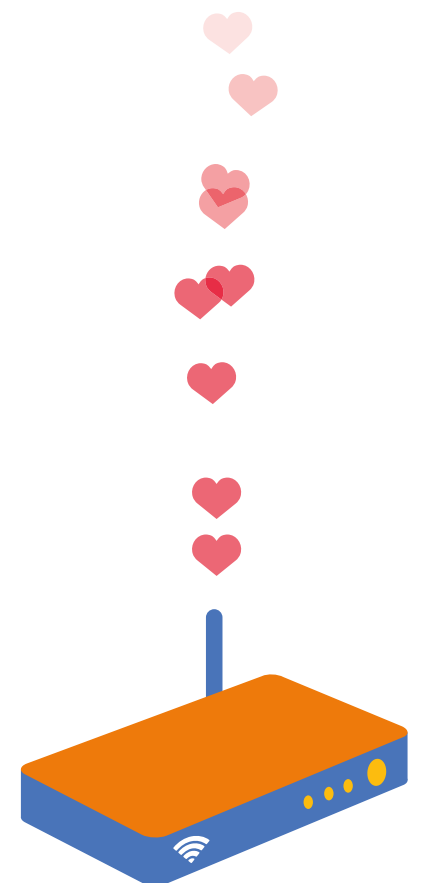
More diversity

'Data centres will continue to grow unabated in the years ahead, and the same goes for us. Many companies are only now beginning to take their data out of the basement and moving it into a professional, efficient and secure data centre. We see it happening: new customers who are less familiar with AMS-IX products and have no internal address (AS number) but want to do more business via the cloud and other

new channels. The parties with links to AMS-IX are becoming more and more diverse. Parties from other sectors (such as finance, logistics, energy and healthcare) are increasingly interested in becoming part of our ecosystem and joining AMS-IX.'

Mainport

'Alongside Schiphol and the Port of Rotterdam, digital infrastructure is the third Dutch mainport, and AMS-IX is an important part of it. The positioning of Amsterdam and the Netherlands as a digital hub is largely due to the success of AMS-IX. Companies like Booking.com were able to grow so explosively in Amsterdam thanks to the crucial IT facilities we offer. The excellent digital international infrastructure has enabled the Netherlands to become the country where the most connections are made between different internet networks. This means the Netherlands is the world's biggest internet connection country. Our name is known worldwide, and we are every bit as sexy as Facebook or Google.'



My goal? That the team can give it all it's got

An appointment at high-tech company Hikvision with Laura, who's the heart and soul of the company and organises more or less everything here. 'I only go at one speed: full throttle! And I have the freedom to do that here.'

Laura greets me with a broad smile. First off, I'm getting a tour. Hikvision is an innovative supplier of video security products and solutions. The European headquarters at De President business park is perfectly equipped: it has training facilities and a showroom that features a shop and casino that you'd swear were real. Then there's a mega-drone equipped with a similarly enormous camera. The centrepiece is a hologram – one of their latest cool gadgets. A world of wonder for anyone who is even the least bit interested in technology and security.

Seen them all

Laura has worked here for three-and-a-half years. She says she has only one speed: full throttle! Fortunately, her job gives her the freedom to do that. 'I'm involved in almost everything, from arranging accommodation for new co-workers to our

sustainability project WEEE (Waste Electrical & Electronic Equipment).' A fringe benefit of the job is that she gets to visit every site in Europe. 'Our Italian office in Vittorio Veneto is my favourite so far; what a glorious place!'

Sport

Laura was once a fanatic in MMA and kickboxing. 'But after too many injuries, I had to throw in the towel.' She is still actively involved in sports, in a way that's really surprising: as team manager of the Amsterdam Crusaders, an American Football club. You'll find her on the sidelines at least twice a week. As team manager, Laura takes care of everything down to the

HikVision
Where: De President
Location: Haarlemmermeer
Who: Laura Kerkhoff, general affairs coordinator
By: Eelco Kienhuis, SADC
www.hikvision.com/europe/

smallest detail, so that the team can give it all it's got – much like she does at work. As evidenced by the donation for the team made by Hikvision, which was her initiative, Laura's love of the game goes a long way. Hikvision donated several cameras to enable the team to study training sessions and games down to the smallest details. This greatly helps the Crusaders improve their technique and tactics. Through Laura and other club members, the Crusaders are also active in the community, for example, by organising homework assistance and tutoring for children. They also arrange access to educational resources to students and sport players from low-income families. Laura tells me this as if it is the most normal thing in the world. As I leave, I ask her what's her greatest wish. 'To see the Super Bowl!'



**SADC's Rosemarijn Verdoorn
 en Isaac Roeterink:**



'Our ambition is that our business parks fulfil the needs of users, now and in the future'

Area Tech is the innovative initiative of four SADC employees, all in their twenties. Their goal? The smart application of technology on our business parks. Isaac Roeterink and Rosemarijn Verdoorn explain it to us.

Area Tech? What's that?

Rosemarijn: 'From the commercial real estate sector we know the PropTech trend: the use of innovative technology such as the Internet of Things (IoT) to improve the user's experience. Smart buildings are a good example: buildings with cameras that analyse how many people are in the office and adjust the temperature and lighting accordingly. Where lifts identify smartphones and are on their way even before the owner of the phone has pressed the button.'

Isaac: Arno Jansen, SADC's Financial Manager, had long felt the urgency of getting started with digitalisation in our business. He took the initiative to form an Area Tech team. Sensing the greater affinity of the younger generation with digital transformation, he asked the twentysomethings at SADC give it some thought.'

Creative process

Rosemarijn: 'Our goal is to future-proof our worksites while improving existing qualities at the same time. In our view, these trends and innovations aren't threats; they're opportunities! In the end, it's all about our product. We give companies the opportunity to stay and do business at a prime strategic location. We want to facilitate our customers, rather than simply sell land. We still see land as our product, but in the future, we have to see it as a service. In other words, business parks as a service.'

Isaac: 'Our ambition is for our business parks to be and stay future-proof. This is realistic if we keep pace with new developments, including the smart use of technology focused on the users of our sites. We have mapped out our future vision based on the accelerators identified in SADC's Strategic Focus: circular economy, digitalisation and business ecosystems.'

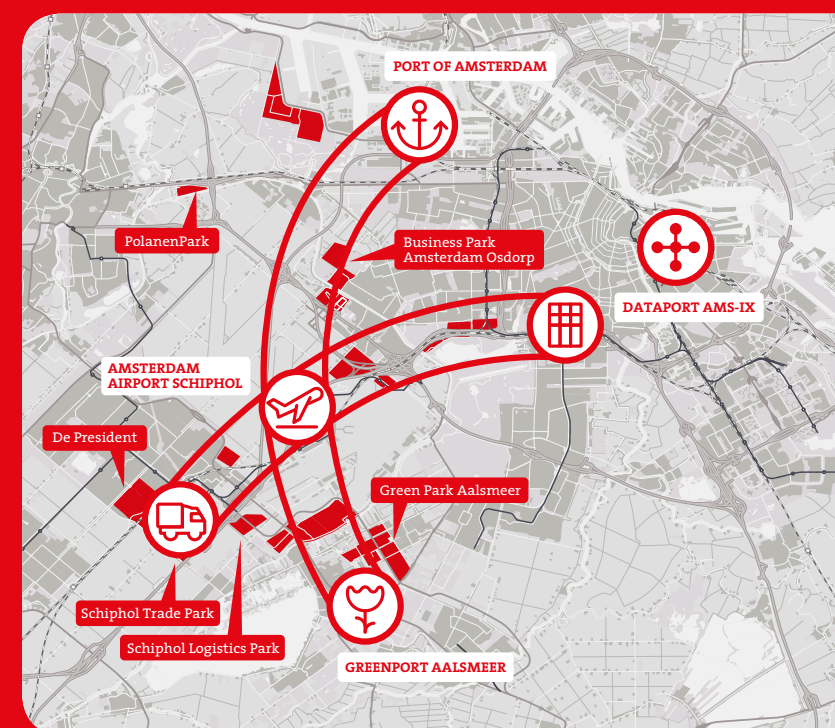
In practice

Isaac: 'This kind of creative process has no borders. We consider and discuss anything – that's what leads to the best ideas. Some examples of innovative uses of technology are:

- ➔ A drone that analyses when the plants and lawns on the site needs to be cared for and then does that..
- ➔ Waste containers that signal when they are full and need to be emptied.
- ➔ Sensors in the sewer that report on functional status and potential damage.
- ➔ Working towards a data-driven organisation, which makes decisions based on the analysis of data.

Rosemarijn: 'This is an innovative form of land development and maintenance. It's not simply about park management; it's also about making the right preparations for being able to run the park in a flexible manner. For our first trials, Schiphol Trade Park offers the greatest possibilities. It's by far the largest park, and our ambitions for it are the furthest-reaching. One aspect we are considering is security, for example by monitoring the lighting in and around the buildings and on access roads. Our ultimate goal with this is to improve the quality of our business parks.'

'Area Tech makes business parks future-proof'



'Making the right predictions based on enormous amounts of complex data: that's what it's about..'

Remco Weevers, C.H. Robinson (p.19)



About SADC

SADC (Schiphol Area Development Company) develops a coherent portfolio of high-quality, easy-to-access working environments in the Amsterdam Airport area, which are competitive both nationally and internationally

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Win

Only for readers of Faces: win an e-book

Do you know how long it takes Sanneke Mulderink of Tranzer to commute to work? Then visit www.sadc.nl/faces and enter your answer. The first 25 readers will receive one of the three e-books from 'My bedside table'

Inside SADC's business parks...
and more to explore