

Press release

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Web-television in Adera: Sharing knowledge and information with co-workers and clients via web-sites

Adera's own web-TV channel for employees has created a common ground across 14 offices. New projects within web-TV now being launched by Adera and clients.

The Swedish e-business consultancy Adera is breaking new ground in combining live television footage with web site content. Throughout year 2000 the company experienced an impressive growth across 14 offices in six countries and it kept all staff informed and up-to-date through its own, internal web-based television channel. The knowledge gained from the web-TV project is now being channelled into projects for a number of Adera's leading-edge clients.

Since August 1999, when the web-TV project - known as Channel+ - was launched, Adera has successfully used the media to spread company news and cultural values to its employees and to staff in companies acquired by Adera. The medium allowed the company to overcome the general pains of mergers and acquisitions in record time. This, in turn, has helped Adera to build knowledge about the use of web-TV, which is now being channelled into projects for Adera's clients: Corporations which strive to excel in the new digital economy.

- We intended to build knowledge and expertise through our internal use of web-based television broadcast, and this has clearly happened. More importantly, the majority of our staff have now first-hand knowledge of how television footage and web site content can be combined, which adds significant value to our work with client projects today, explained Project Manager Niclas Hermansson at one of Adera's four offices in Stockholm.

- The most important benefit of our web-TV project has been to quickly establish a common Adera culture within all of our locations. Our use of live pictures has helped everyone within our organisation to get to know more about our company identity, our way of working and our expertise. This ability to quickly shape our organisational culture helped us stand out as a robust e-business consultancy during the latter half of 2000, in which we continued to grow and create new client projects, said Niclas Hermansson.

Within the next few months, Adera will launch client web sites in which the use of live pictures are based on expertise built through the Channel+ project. Several new clients have specifically chosen to work with Adera because of the company's expertise in creating news and information through television footage for web sites, whether this is to create internal communication or external marketing communications.

- There has been only positive feedback to our web-TV from both colleagues and from clients, to whom it was presented. In fact, the effects have been impressive, considering that today we are experiencing only the very beginning of the amalgamation of the Internet and the television media as we know it today, says Hermansson.

*Adera AB (publ) generates business value for customers by combining areas of expertise critical for success based on the new business logic: strategy/business development, marketing/communications and IT/Internet. Adera currently consists of around 600 employees and has offices in Stockholm, Gothenburg, London, Amsterdam, Antwerp, Munich, Copenhagen, Malmoe, Oslo, Ljungby and Värnamo.
Adera shares are listed on the O-List of the OM Stockholm Exchange.*

For more information, visit our website: www.aderagroup.com

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