



CECED ACHIEVES 50% TIME SAVINGS WITH TINEXT DIGITAL COLLABORATION

New web-based platform revolutionizes communication for one of Europe's largest trade associations



Tinext digital platform clarifies the voice of one of Europe's largest industries

Chances are that your house is full of the goods produced by CECED's members. With a collective annual turnover in excess of €35 billion, **the European Committee of Domestic Equipment Manufacturers (CECED) is one of the largest trade associations in the EU.** The group's output stretches from white goods, heating and air conditioning appliances, to vacuum cleaners, irons, toasters and electric toothbrushes.

The organization is based in Brussels and is responsible for **distilling a unified stance** for one of the most significant pressure groups in European manufacturing.

CECED Key Facts

A MEMBER DRIVEN ASSOCIATION

19 Companies associated as Direct Members 

26 National associations 

AT THE FOREFRONT OF THE EUROPEAN UNION POLICY MAKING AGENDA

Home appliance 2025

Trade and Safety Energy

Corporate Environment



More than

4.400
members

More than

100
committees



25 Countries covered

Official voice of

€48bn European Industry



CECED is a member-driven association. Among others, member companies include:



The challenge: facilitating dialogue and building consensus around key industry issues

For CECEC, **facilitating efficient communication, dialogue and effective collaboration** between the members is a core part of the group's role. So when CECEC decided to redevelop its online presence in 2013, it wanted to utilize the full potential of the web.

” Our vision was to create a **powerful online tool** at the centre of industrywide **collaboration**.

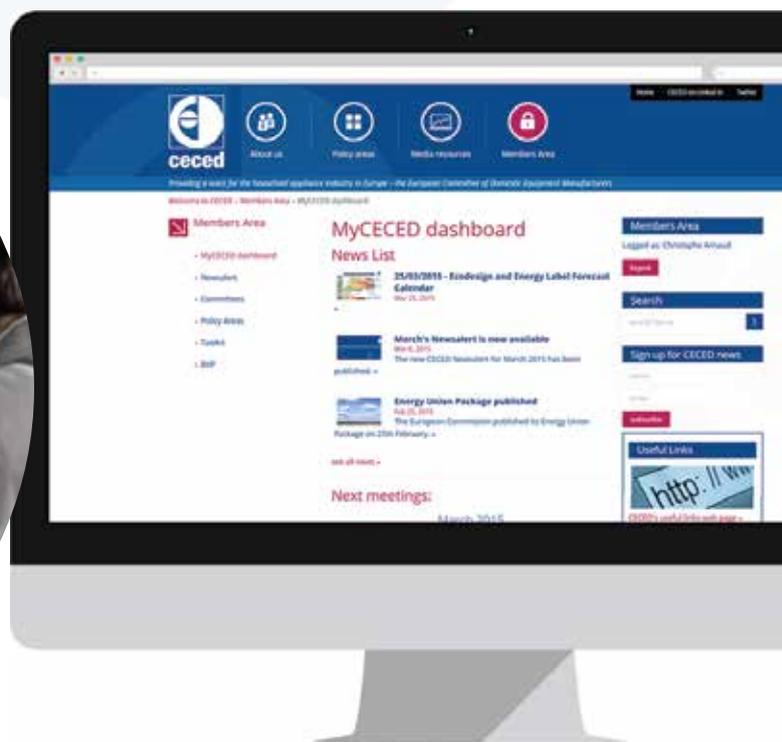
Tinext instantly understood what we were trying to achieve.

Paolo Falcioni
General Director at CECEC.

“Tinext understood the business challenges from the start. They provided informed consultancy and offered us creative **solutions** and working prototypes” Paolo Falcioni recounts. “Tinext stood out as an enthusiastic technology partner with the vision and skills to drive our organization forward. They were also able to provide a **complete service** from business consultancy, through design and development, to hosting and managing the finished IT platform.”

Together with Tinext, CECEC developed specifications for an online platform that went far beyond the capabilities of any standard corporate website.

The new site fully utilized the collaborative potential of advanced document management functionality built on **OpenText Content Server** with **Magnolia CMS**. CECEC members were able to share news, documents and files, record communications, and schedule, plan and optimize the meetings at the core of the group's business.



A new personalized communication experience for CECED members

The new platform has refined the group's entire working practice creating **an efficient and productive online platform at the centre of the group's activities.**

"Our organization fosters dialogue and collaboration around the industry's most critical issues.

In the past, this has principally been achieved through meetings." comments Tristan Macdonald, Communication Manager at CECED.

” Physical meetings are still the core of what we do. However, the new web platform has facilitated an additional level of dialogue around this. The meetings are now the culmination of **far broader online collaboration**, and the focus of better informed discussions.”

Tristan Macdonald
Communication Manager at CECED.

Previously, both the administrative staff and the group's members had been forced to organize meetings using a fragmented combination of contact databases, doodlestyle scheduling software, group calendaring, documents stores and disparate emails. This caused duplication and triplication of work efforts and left members logging in and searching across multiple systems to gain a basic overview of what was going on within the organization.



read more
<http://www.tinext.com/ceced>

Tinext used its system integration skills to create a single, unified, online platform that addressed all of the group's business needs from one place. The new system provides users with a secure, personalized intranet. Features include sophisticated meeting management and document sharing, alongside tools for communication, collaboration and business process optimization.

The technical solution combines powerful ECM functionalities based on OpenText Content Server with front-end web pages based on Magnolia CMS and is hosted on Tinext's managed Infrastructure-as-a-Service (IaaS) platform.

For CECED's administrative staff, the new members website has altered their role beyond recognition.

"Where previously we were spending 30% of our time simply coordinating timings for the meetings and transferring information across four or five disparate systems, we now have **one single point of entry to create a meeting and everything is automated,**" explains Paolo Falcioni, Director-General at CECED.

"Our staff can now spend the majority of their time researching background information, developing better content for the meeting and adding the increasingly vibrant online dialogue that takes place ahead of the meeting itself."



Key Achievements



System Integration between

OPEN TEXT
The Content Experts™

magnolia®

Responsive
Multi-Device Design



50%

Time reduction for
staff managing
new meetings

Private access for effective
collaboration between
members



Doodle-like
functionality
to schedule,
plan and optimize
meetings



Tight control and
security for sharing
meeting-related
documents

Tinext Hosting
on dedicated
IaaS platform



Single point of
entry for
managing
all meetings and
information



About Tinext

Tinext combines the latest digital marketing expertise together with the deep technical understanding of a seasoned enterprise systems integrator.

We deliver solid enterprise web solutions that transform our clients' businesses.

Since 2001, our teams have conceived, delivered, deployed and maintained more than 500 successful projects, with clients including Al Arabiya News Channel, Royal Caribbean International, Whirlpool Europe, City of Lausanne, Generali Group and Swiss national broadcasters RSI.

With a comprehensive range of digital services delivered through our three core practices, Tinext can deliver complete projects or flexible services in combination with other providers.



DIGITAL MARKETING

- Information architecture
- Design and user experience
- Mobile
- Social Media



DEVELOPMENT AND SYSTEM INTEGRATION

- The world's leading Magnolia CMS specialists
- Highly experienced enterprise Java development teams
- Enterprise document and process management solutions
- Collaboration solutions based on OpenText Content Server



CLOUD SOLUTIONS AND MANAGED SERVICES

- Fully managed, hosted applications
- Cloud-based implementations
- Infrastructure as a service
- Disaster recovery

WWW.TINEXT.COM

INFO@TINEXT.COM

TINEXT 

Tinext SA / Viale Serfontana 7, 6834 Morbio Inferiore, Switzerland / tel. +41 91 612 22 66

Tinext Italia S.r.l. / Via Borghi 8, 21013 Gallarate (Varese), Italy / tel. +39 0331 677 747

Tinext Middle East / Jumeirah Lakes Towers, Dubai, United Arab Emirates / tel. +971 4 551 67 37

Copyright © 2015 Tinext SA. All rights reserved.