



## **WORLD COM PARTNERS WORKING TOGETHER**

### **WISSE KOMMUNIKATIE / THE NETHERLANDS**

#### **BCT Over the Border with Wisse Kommunikatie's Help**

**BCT Guiding Documents** has been a client of Wisse Kommunikatie's for many years. It is one of the most important suppliers of document management systems in the Netherlands, implementing them under the name Corsa, mainly in the government, education and care sectors. In the business world, **BCT** usually works with partners. A number of solutions from **BCT** have also found their way to other countries, with such success that the company decided to aim explicitly at foreign sales. Wisse Kommunikatie has helped **BCT** start its PR activities in other countries by involving its partners from the Worldcom network. The British PR agency Kestrel was engaged in 2007 to take care of a number of press activities in the United Kingdom. Our German partner Komm.passion has provided PR support in Germany ever since **BCT** took over a German supplier this year and renamed it **BCT GmbH**.

Apart from that, the opportunities for media relations in other countries and their cost have been closely examined. There are many international press services that can translate and distribute Dutch press releases. Although there is no significant difference in price between the two ways of working, the great benefit of having Worldcom partners in other countries is that they are all experienced PR bureaus that have good knowledge of their local markets and can advise clients about the best approach. "We recently became acquainted with one of Wisse Kommunikatie's German partners, who had already done some work for us", says Marc Charlier, manager of corporate communication at **BCT**. "I was impressed by the speed at which they immersed themselves in our material. Just like Wisse Kommunikatie, the bureau will be helping us with media relations in particular."

#### **Pantechnik International, a new Benelux client**

Wisse Kommunikatie and InstiCOM signed up a new joint client in August, namely **Pantechnik International**. This company, which has offices in Belgium, Singapore and the United Kingdom, specialises in systems for shipping automation and carrier integration. For the layman: **Pantechnik** uses its Global Shipping Application (GSA) to automate high-volume shipping processes and to integrate carriers with the client's existing logistics chain. In this way it provides all the steps in the logistical process, from carrier selection to labelling and EDI (Electronic Data Interchange) upload, to tracking and billing control.

To clarify how **Pantechnik** supplies its services to clients, company CEO Peter Nicholls gives a clear example: "Many companies always work with the same carrier for all their shipments. They often believe that a well-negotiated long-term contract with a carrier results in favourable rates, but that isn't always the case in practice", according to Nicholls. "There are many carriers that offer a wide variety of services, and furthermore every carrier has its own speciality. Selecting the best carrier for a particular shipment is one of the things that our clients can benefit from".