

# TANDBERG CUSTOMER PROFILE

Baillie Gifford  
UK



The firm's video communications room, specially designed for a TANDBERG 880

- **CLIENT:** One of the leading privately owned investment management firms in the UK
- **ACTION:** Installed five compact TANDBERG 880 video communications units integrated with a Cisco IP telephony network and Radvision gateways
- **RESULT:** Better communications between head office in Edinburgh and offices in London and New York; quick repayment of purchase price through travel savings; broader participation in meetings

**"There is nothing better than being able to see clearly who you are talking to."**

ROBERT FRATER, BAILLIE GIFFORD

#### VIDEO -- A CHOICE INVESTMENT

Baillie Gifford, the Scottish investment house, knows a good investment when it sees one. It is one of the leading privately owned investment management firms in the UK, with £27 billion under management and advice. When the company moved to its new headquarters at Calton Square in Edinburgh, it naturally took the opportunity to analyze its own operations. One conclusion: Baillie Gifford should invest in a cutting-edge visual communications system.

Soon, five new TANDBERG 880 videoconferencing units were in service across the company. And as predicted, the returns mounted quickly.

"We've had a good return on investment," says Robert Frater, Baillie Gifford's technical services analyst. "Video meetings are more productive than phone conferences."

The time spent in video meetings reached 30 hours the first month, then rose to 100 hours per month. Today the figure continues to go up. During a single company project that otherwise would have necessitated frequent travel between London and Edinburgh, Baillie Gifford saved enough money in five months to pay for two of the new TANDBERG 880s.

#### "IMPRESSED WITH THE QUALITY"

Baillie Gifford's new eight-story building is lined with Category 6 cabling to support high-bandwidth, IP-based communications. One of the busiest rooms is the one dedicated to videoconferencing. Two additional TANDBERG units are mounted on roll-about plasma-screen monitors, and the company's offices in London and New York City have had their own units installed.

The investment house prides itself on personalized service, so representatives still fly all over the world to serve clients. But for project updates and other services, a video link can be extremely effective, says Mr. Frater.

"Videoconferencing can allow more staff members to be in direct contact with our clients and advisers," he says. "It can allow better, more personal communications than traditional telephone-based conference calls."

To serve a major joint-venture partner based in Asia, Baillie Gifford managers have both traveled to Asia and played host to their Asian colleagues in Edinburgh. The

# TANDBERG CUSTOMER PROFILE

globe-spanning relationship has grown close.

"When they were here recently, we dialed up our London office to show them how easy it is to keep in touch by video," recalls Mr. Frater. "They were very impressed with the quality and saw good potential for themselves. They went home and bought the identical model that we have here, and now we have video calls with them on a regular basis."

## PANORAMIC IMAGE

Clients who dial up early for a videoconference, expecting to see Baillie Gifford's empty Board Room, may be treated instead to a panoramic view outside the window -- of Edinburgh Castle, the Balmoral Hotel or Ramsey Gardens. Even better than an empty table, those Scottish landmarks tell clients they've dialed the right number.

In its old headquarters, the company had experimented with PC-based videoconferencing, but found it "too flaky" from a reliability standpoint, according to Mr. Frater. By contrast, he

adds, the appliance-based TANDBERG system offers "perfect quality" at 384 Kbps ISDN and 512 Mbps IP. He also says it's as easy to use as a mobile telephone.

"There is nothing better than being able to see clearly who you are talking to," the technical services specialist says. "It can be a very positive factor in helping to avoid misunderstandings."

## ABOUT TANDBERG

TANDBERG is a leading global provider of visual communication products and services. The Company has dual headquarters in New York and Norway. TANDBERG designs, develops and markets systems and software for video, voice and data. The Company provides sales, support and value-added services in more than 90 countries worldwide. TANDBERG trades publicly on the Oslo Stock Exchange under the ticker TAA.OL. Please visit [www.tandberg.net](http://www.tandberg.net) for more information.



*The new headquarters at Calton Square, Edinburgh*

TANDBERG WORLD HEADQUARTERS  
Philip Pedersens vei 22  
1366 Lysaker, Norway  
Tel: +47 67 125 125  
Fax: +47 67 125 234  
Video: +47 67 117 777  
E-mail: [tandberg@tandberg.net](mailto:tandberg@tandberg.net)

200 Park Avenue, Suite 2005  
New York, NY U.S.A. 10166  
Tel: +1 212 692 6500  
Tel: +1 800 538 2884 (toll free in the U.S.)  
Fax: +1 212 692 6501  
Video: +1 212 692 6535  
E-mail: [tandberg@tandbergusa.com](mailto:tandberg@tandbergusa.com)

[www.tandberg.net](http://www.tandberg.net)