

# TANDBERG SOLUTIONS

## Solutions for Financial Services Institutions



### TANDBERG: PROVIDING SOLUTIONS FOR THE FINANCIAL SERVICES INDUSTRY

Financial Services Institutions (FSIs) have to make fast decisions and respond rapidly to changes in market conditions. Each day FSI management and personnel across the globe meet and discuss time-critical investment opportunities, client relationship issues and product/service campaigns. Unfortunately the complexity required to stay competitive continues to increase on a daily basis and decisions increasingly have higher and higher consequences. To be successful, FSIs have realized how important it is to have access to the right people and the right information on an instantaneous basis. The ability to respond quickly and accurately is often the difference between success and failure.

### WHAT ARE THE KEY CHALLENGES?

Financial Institutions have also realized that just having technology in place does not necessarily provide a competitive edge. It is deploying the right technology and the use of that technology that differentiates good organizations from great institutions. With more outside pressures for transparency and compliance, IT spending, project prioritization, and internal and external communications become critical. As the speed and intensity of staying competitive continues, FSIs must address the following daily challenges:

- How do we provide better alignment within internal teams to maximize communication effectiveness?
- How do we build trust and foster a team environment?
- How do we improve decision making and transaction quality including real-time dissemination of market developments?
- Is there a way to create a multi-channel delivery approach that will enhance our image as a technology pioneer (or “advanced adopter”)?
- How do we deepen relationships with customers (to achieve increased retention, increased loyalty, and increased satisfaction, which all lead to more assets under management)?
- How can I compress the global markets and link locations around the world?
- How can we increase revenue generation activities?

### HOW TANDBERG APPLIES OUR PRODUCTS TO THEIR CHALLENGES

Financial Services Institutions have turned to TANDBERG’s visual communication technology to create specific business-to-employee, customer facing and supply chain solutions that deliver on the promise of the real-time enterprise. Visual communication allows FSIs to exchange opinions more effectively, answer questions more efficiently, and eliminate the confusion and ambiguity that occurs with other forms of communication.

*Why? Because TANDBERG Makes Business Quality Visual Communication Accessible to Everyone.*

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### HOW ARE FINANCIAL INSTITUTIONS BENEFITTING?

Visual communication technology is shifting from “nice-to-have” to a business critical technology due primarily to the advances in video technology, improvements in IP infrastructures, and the ability to utilize video for revenue generating activities. Today’s top FSIs have turned to TANDBERG to provide them with this integral component for a critical competitive edge.

Key areas that have benefited from deploying TANDBERG visual communications include:

- ▶ **STRATEGIC COMMUNICATIONS** — TANDBERG’s solutions allow our customers to make instantaneous strategic shifts in direction with clarity and confidence
- ▶ **TACTICAL COMMUNICATIONS** — TANDBERG solutions improve participant information retention using both visual benefits and immediacy
- ▶ **PROACTIVELY MANAGING EXTERNAL MARKET FACTORS** — TANDBERG solutions give FSIs tremendous flexibility in managing an ever changing external market. For multinational FSIs, video becomes a key tool in proactively addressing the issues tied to increased travel costs and travel risks, personnel safety and security, and managing the diverse communities and cultures of both internal staff and external customers and clients
- ▶ **COLLABORATION** — TANDBERG solutions are used to set daily strategies, share news, market conditions and information without confusion
- ▶ **1-TO-1 & 1-TO-MANY COMMUNICATIONS** — TANDBERG solutions provide a more efficient communication process. FSIs minimize miscommunications that result from lack of face-to-face interaction. Service levels increase as a result of closer relationships with customers, clients, suppliers and partners.
- ▶ **ON-DEMAND SERVICES** — TANDBERG solutions allow financial institutions to provide on-demand services through TANDBERG’s Real-time Advisor™ application. FSIs maximize staffing and extend products and services to previously unreachable distribution channels.

TANDBERG provides integrated end-to-end solutions for any size organization — the same solutions have helped Banking, Brokerage and Insurance companies to:

- Streamline the customer acquisition experience
- Provide an enhanced customer experience
- Gain competitive advantage through improved decision making and speed-to-market
- Drive lower cost structures
- Provide organizational flexibility
- Realize substantial ROI for internal and external business applications

For more information on TANDBERG solutions, visit [www.tandberg.net](http://www.tandberg.net) or contact [tandberg@tandberg.net](mailto:tandberg@tandberg.net) for a needs evaluation and personal demonstration.

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