

### Visual Communication for Supply Chain Management



“Before we got video, I had to make a lot of trips to China, and we were constantly sending parts back and forth by DHL. Now I can sit in Norway and get a good view of what they’re working on in Xiamen... video makes it easier to make sure we understand each other.”

LEIF EGIL LØNNE,  
TECHNICAL AND QUALITY-CONTROL MANAGER  
ALU REHAB, WHEELCHAIR MANUFACTURER

“Video meetings cut the time to market for a new product by some four months. Such product launches had previously taken an average of 18 months.”

GODEHARD SCHMITT,  
ASSISTANT TO THE R&D MANAGER,  
AT BJB, A LIGHTING PRODUCTS MFGR.

#### GLOBALIZATION AND OUTSOURCING

The forces molding supply chains today are being driven by the consumer expectation of continued price reductions, the need for innovation and time-to-market improvements. To successfully address both pricing and innovation, businesses are continually looking at new methods for effectively managing supply chains.

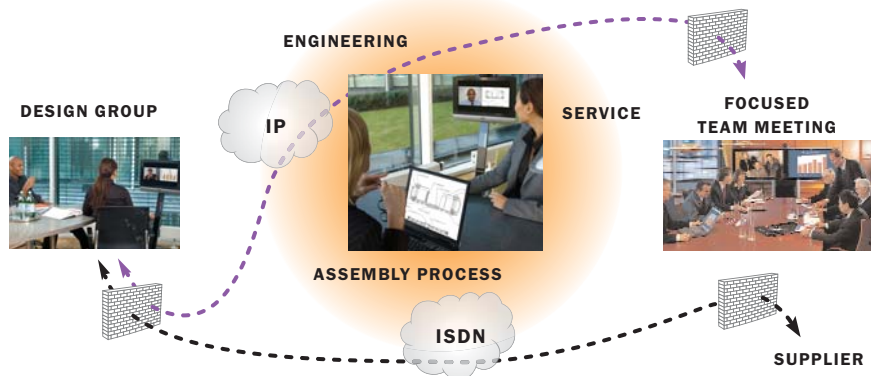
Visual communications solutions are providing businesses with a competitive advantage in the manufacturing marketplace, helping to bridge the communication gap created through the increased globalization and outsourcing of supply chains. Improved levels of communication and more frequent collaboration are enabling manufacturers to effectively manage complex supply chains where the responsibility for different steps in a process continually shifts from one supplier to the next; back in-house and out again.

#### RUNNING LEAN THROUGH VISUAL COMMUNICATIONS

Visual communication builds the trust and familiarity that becomes the foundation for a long-term business relationship, matching needs where the core competence exists in your supply chain. Linking data systems and EDI connections between a contract manufacturer or outsourced partner and its customer’s builds efficiency, but business is essentially a human enterprise grown through the types of collaboration and innovation that occur best in a face-to-face, real-time environment.

#### KEY RESOURCES INVOLVED

*With quicker understanding through visual data*



Visual communications provides manufacturers with the ability to collaborate and innovate over long distances, overcome cultural differences and more quickly coordinate activities among different time zones. TANDBERG systems allow engineering drawings and data to be viewed simultaneously with the presenter. Creative use of the two video streams supports viewing of the presenter while the second camera focuses on the object of discussion.

Real-time visual communication builds trust, team cooperation and allows for more information to be conveyed in a shorter time frame. Problems can be understood more quickly and teams can see what the situation is without having to actually be there in person.

# TANDBERG SOLUTIONS

## Visual Communication for Supply Chain Management



MOBILE UNIT WITH BATTERY PACK FOR VIDEO ON THE PRODUCTION FLOOR

“With development centers and designers in the U.S., Korea and Taiwan, R&D utilized video conferencing to shorten development cycles.”

FRED DOHERTY,  
MANAGER OF NETWORK  
ENGINEERING, REEBOK

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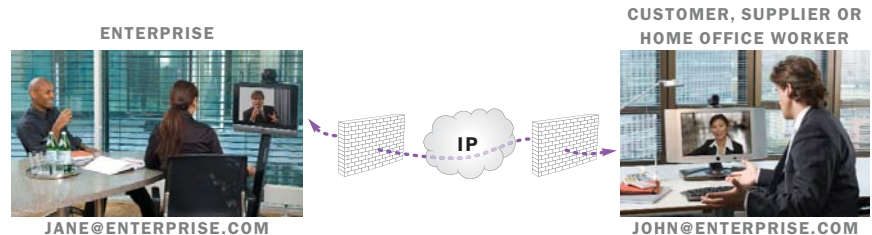
A visually enabled supply management process can:

- Quickly tie key individuals into the problem resolution process and move through the cycle of Problem Identification — Root Cause Discovery — Collaboration on Solutions leading to Resolution Implementation on a global platform.
- Link suppliers to their customer's, enabling the type of intimate information sharing and quick understanding that occurs when two operations are right next to each other.
- Accelerate collaboration during the new product development process with key suppliers with little cost and time delay. These can be ad-hoc meetings between two or more engineers or scheduled product plan meetings to track development progress.
- Enable an international procurement office to perform many of its functions more often and with less costs. Periodic audits can be performed through a video conferencing network alternating between in-person audits and videoconferencing.

In a visually enabled supply management process, critical information can be supplied at the point of need, when it is needed, quickly and effectively.

### FACE-TO-FACE COMMUNICATION WITH SUPPLIERS

TANDBERG's Expressway™ solution for firewall traversal creates a secure path through firewalls for instant visual communication with suppliers, outsourced partners and customers, without compromising your IP security.



### STREAMING TRAINING SESSIONS ON-DEMAND

TANDBERG's Content Server maximizes the reach and value of multimedia presentations for corporate training. Easily create multimedia training presentations from any videoconferencing endpoint and archive presentations for on-demand access.



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.