

TANDBERG CUSTOMER PROFILE

Tetra Pak



Packaging leader Tetra Pak uses TANDBERG video systems to communicate worldwide

- **CLIENT:** A global leader in processing and packaging, with 20,000 employees in more than 165 countries and net sales of 7.6 billion euros in 2004
- **ACTION:** Installed more than 70 TANDBERG video communication systems around the world, including the TANDBERG 6000, TANDBERG 3000, TANDBERG 880 and TANDBERG Maestro endpoint models as well as the TANDBERG Management Suite software and the TANDBERG Gateway for combining IP and ISDN
- **RESULT:** More efficient product development, marketing and sales; less time and money spent on travel; a more relaxed workforce

“ People have families and want to be at home. They want to have a videoconference! ”

LARS EMANUELSSON
TETRA PAK

“NEW VIDEO SITES BLOOMING UP ALMOST EVERY DAY”

Tetra Pak has made cartons since the 1950s and now turns out more than 110 billion innovative food and drink packages per year across 165 countries. But this global company is not spread thin. The communication web linking its 20,000 employees is highly robust -- and highly visual in nature.

Indeed, by deploying more than 70 TANDBERG visual communication systems at strategic locations, Tetra Pak has created a video culture embracing Europe and the quickly expanding markets of Asia and North America.

"We have new video sites blooming up almost every day," says Lars Emanuelsson, a Tetra Pak systems analyst. "With video we can meet and collaborate at will. We're less and less likely to spend 15,000 crowns for a seat on a plane."

BEYOND LANGUAGE

Tetra Pak is the flagship of Tetra Laval, the food processing and packaging group based in Pully, Switzerland. But Tetra Pak was founded in Lund, Sweden, and that remains its largest base. Next largest is the design and development hub of Modena, Italy, whose 800 employees are particularly avid videophiles.

"We have a lot of body language in Italy, so video meetings are very popular, especially when people from other countries are involved," says Multimedia Service Lead Adolfo Carotti, who has global charge of the network. "If there is something you can't quite express in language, you can make gestures or even draw a picture."

SIMPLE NETWORK MANAGEMENT

On the desks of many high-ranking Tetra Pak managers you will find the slim TANDBERG 1000 model. In some offices, employees can go to the reception desk and check out an identical model in a carrying case. For large conference rooms, Tetra Pak operates high-bandwidth, twin-screen TANDBERG 6000 and TANDBERG 3000 systems. There is also a



Tetra Top carton

TANDBERG CUSTOMER PROFILE

sleek TANDBERG Maestro for turning hotel or conference-hall projection systems into large-scale video meeting endpoints. Most of the rest of Tetra Pak's video communication systems are TANDBERG 880 set-top units installed on standard television sets. Persuading Tetra Pak employees to use them has been no problem.



Tetra Pak products vary by region to match consumer tastes

"The trick is that TANDBERG is so easy to use," says Mr. Carotti. "People felt right away that this was not some strange multimedia tool, but something as natural as a TV or their own PC."

Using the web-based TANDBERG Management Suite software, Mr. Carotti and his colleagues keep track of everything on their networks, including a handful of non-TANDBERG legacy systems. They can see which units are in use, and can usually see what somebody is doing wrong in the rare instance of a problem. Statistics generated by the software -- like the fact that a single TANDBERG 6000 in Lund hosted 681 video meetings last year, or that 15 video systems around Scandinavia tripled their hours of service in the same period -- help determine where new investments are made.

ARDUOUS JOURNEYS -- CANCELLED

So what is everyone videoconferencing about? Well, each new Tetra Pak carton format or material is the work of far-flung designers, engineers and marketers. It helps if they can show one another the object in question during and after development. Customers are another beneficiary. When food company representatives tour a Tetra Pak facility in Bangalore, Singapore, or Denton (in Texas, USA), they are commonly treated to a video meeting with managers in Lund, Sweden.

There, the local travel agent has instructions to tell Tetra Pak employees who call for airplane tickets to consider a video meeting instead. Not that most of them need reminding. The oft-traveled route from Lund to Modena, including stops in transit, can be arduous, says Mr. Emanuelsson.

Likewise, he adds: "A business trip to Boston once a year is no problem, but when you're coming up on your fourth or fifth trip to the United States in one year, you can get quite fed up. People have families and want to be at home. They want to have a videoconference!"

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 for more information.



Carton design is a visual business

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

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

www.tandberg.net