

Three Manufacturers Cut Wasted Time — Go to Market Faster

By bringing project teams and experts together more often and at lower costs, manufacturers are shortening production times and reducing time-to-market. See how TANDBERG®'s video conferencing solutions help improve information flow and immediate feedback to:

- ▶ Train technicians without incurring travel costs and minimizing the loss of their billable hours
- ▶ Avoid cultural misunderstandings by having teams around the world communicate “face-to-face” through high-definition technology
- ▶ Reduce travel time and time-to-market

VOLKSWAGEN: Improves Customer Service

In the past, a Volkswagen driver who needed his car serviced in Mexico could expect to do a lot of walking — a car would sometimes sit in the garage for a week until a specialist came from VW's Puebla Tech Center to work on it.

Now, dealerships use a handheld remote camera and send a video signal back to the expert in Puebla so he can coach a less-senior technician in the dealership through the intricate diagnosis process.

The system also links Siemens® diagnostic equipment through a Virtual Private Network (VPN) to the Tech Center, allowing the remote expert to view the data coming from the tests that are being performed on vehicles. As a result, the cars can be repaired in a couple of days rather than a week, boosting customer satisfaction tremendously.

Video conferencing is also used to train technicians employed by the National Association of Volkswagen Dealerships of Mexico. Thanks to the TANDBERG Multipoint Control Unit (MCU) the network can accommodate a training session with as many as 21 dealerships at one time. The local technicians meet in the dealership's video conferencing room and are directly connected with the experts in the Puebla facility, allowing them to ask questions and receive clarification on critical technology without spending time and money on travel.

More importantly, the technicians are able to get back to the garages — and work on cars — faster.



“Our people are now more united and can understand each other better because they can see one another.”

— Peter Christensen
Vice President
RTX Consumer Products

RTX TELECOM: High-definition Removes Cultural Misunderstandings

In a fast-changing industry like wireless communications, Denmark-based RTX Telecom A/S was concerned about effectively communicating with global counterparts after it acquired D.R.S. Electronics Ltd, a manufacturer of advanced wireless communication solutions in Hong Kong.

“Since body language accounts for 50 percent of communication, eye contact and facial expressions are essential to deliver the message and build rapport,” says Peter Christensen, Vice President of RTX Consumer Products.

RTX’s decision to purchase a TANDBERG video conferencing solution was largely based on its technology prowess, especially in the area of High-definition (HD), which produces the highest-quality sound and audio. TANDBERG’s ability to provide superior service and support offset the fact that its system was a more expensive option, the company says.

RTX’s transition to video conferencing was simple for both management and staff because TANDBERG’s intuitive systems are as easy-to-use as making a phone call – with the advanced technology being seamless to users.

Today, about 90 percent of RTX’s interoffice calls are virtual meetings through video conferencing – narrowing the distance gap between offices, without the cost and hassle of travel. On average, RTX uses the video conferencing system five hours each day for R&D updates, product design progress, manufacturing output, and sales planning and reporting. The cost of installing the systems in company offices in Noerresundby, Denmark and Hong Kong has already been recouped tenfold by the money saved on reduced travel.

ASTRAZENECA: Streamlining Secure Drug Development

When pharmaceutical giant AstraZeneca develops a new drug, hundreds of people around the world must work closely together to meet strict deadlines.

Dr. Michael Wrangstadh, a Global Project Manager who helps lead AstraZeneca’s fight against gastrointestinal disease, says participants linked by video are less susceptible to the kinds of misunderstandings that often creep into telephone conference calls and e-mails.

TANDBERG’s Duo Video feature allows far-flung researchers to see one another on the left screen while viewing clinical trial data or other graphic material on the right screen. Enthusiasts say it’s almost like meeting in person. And with the strict security of embedded encryption, it’s every bit as private.

Video communications reduced travel time and time-to-market for drugs. Beyond those important benefits, Mia Lundberg, Associate Director Telecom at AstraZeneca, says the company’s overarching goal was to improve the quality of life of its employees.

“For us, it’s very important to save people time and energy, so they are less stressed and can spend more time at home with their families,” she says. “Sometimes we’ll see someone sitting here, late in the evening, and they couldn’t be happier. That’s because instead of traveling to Japan, they are waiting for a video conference. ‘I’m so glad I don’t have to go to Japan this weekend,’ they’ll say. ‘After this I can go home.’”



“TANDBERG’s system design was far superior and their thorough consultative approach gave us confidence in their technology and service.”

– Ole Happie Sorensen
System Integration and Test Manager
RTX Telecom

“With TANDBERG, our employees could handle the equipment as easily as dialing a mobile phone.”

– Mia Lundberg
Associate Director Telecom
AstraZeneca

CONTACT US:

TANDBERG technology is inspired by our customers and their demand for continual innovation. To talk with a TANDBERG representative to see how TANDBERG can get your organization connected in an instant, go to www.tandberg.com/learn. Click on the call-me button to set up an appointment or call us at 1-877-213-1979.



ABOUT TANDBERG

TANDBERG is a leading provider of telepresence, high-definition video conferencing and mobile video products and services. TANDBERG manufacturing solutions have helped bring project teams and experts together more often and at a lower cost, thereby reducing time to market. TANDBERG products and services enable better team collaboration and avoid cultural misunderstandings while lowering costs and production cycles. The Company has dual headquarters in New York and Oslo. TANDBERG designs, develops and markets systems and software for video, voice and data communication. The Company provides sales, support and value-added services in more than 90 countries worldwide.

TANDBERG is publicly traded on the Oslo Stock Exchange under the ticker TAA.OL.