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Transforming How You Do Business With Visual Communications

Nicolas Domeyko

Director, Telepresence and UC

Asia Pacific



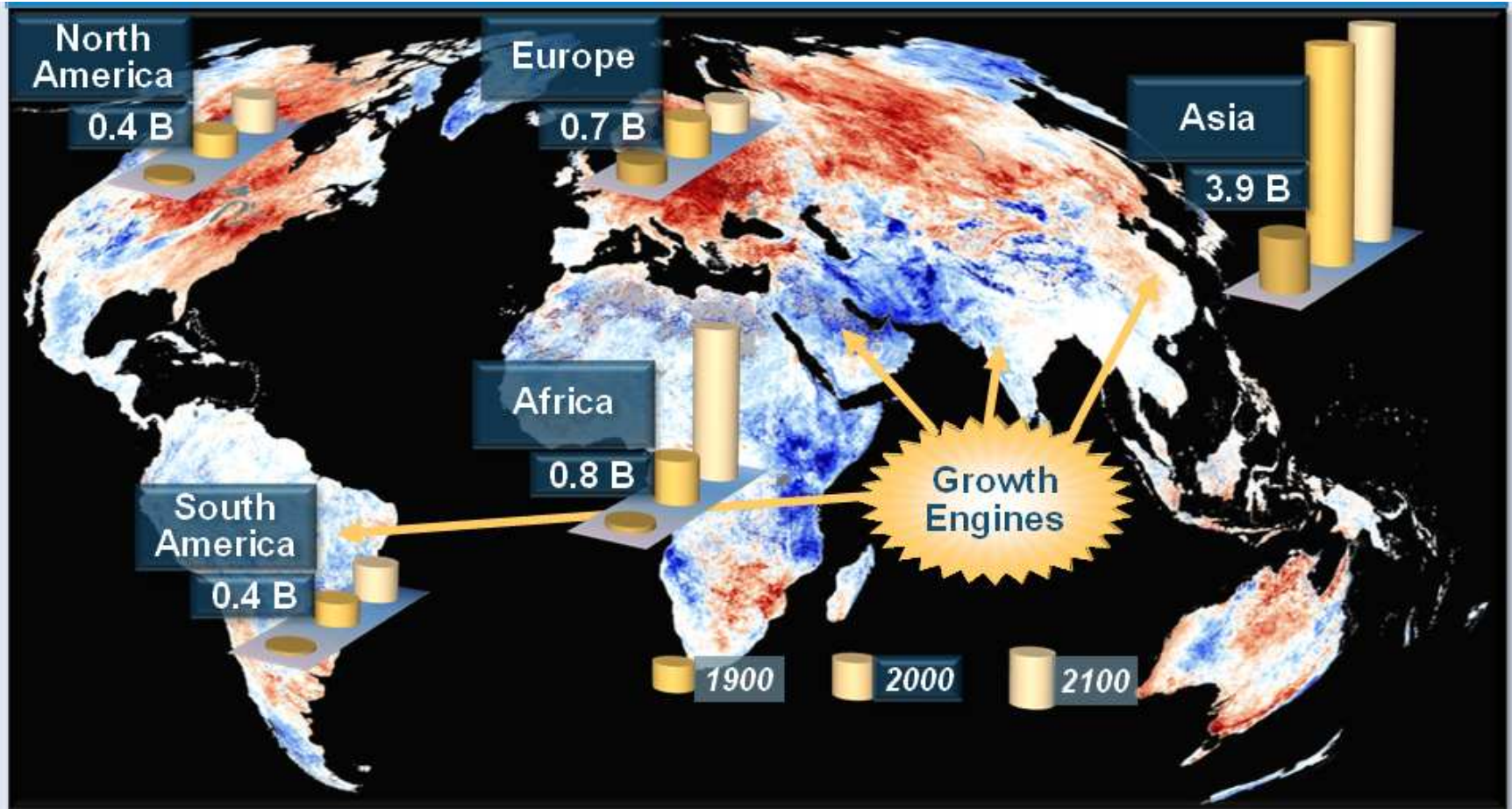
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lost
efficiency

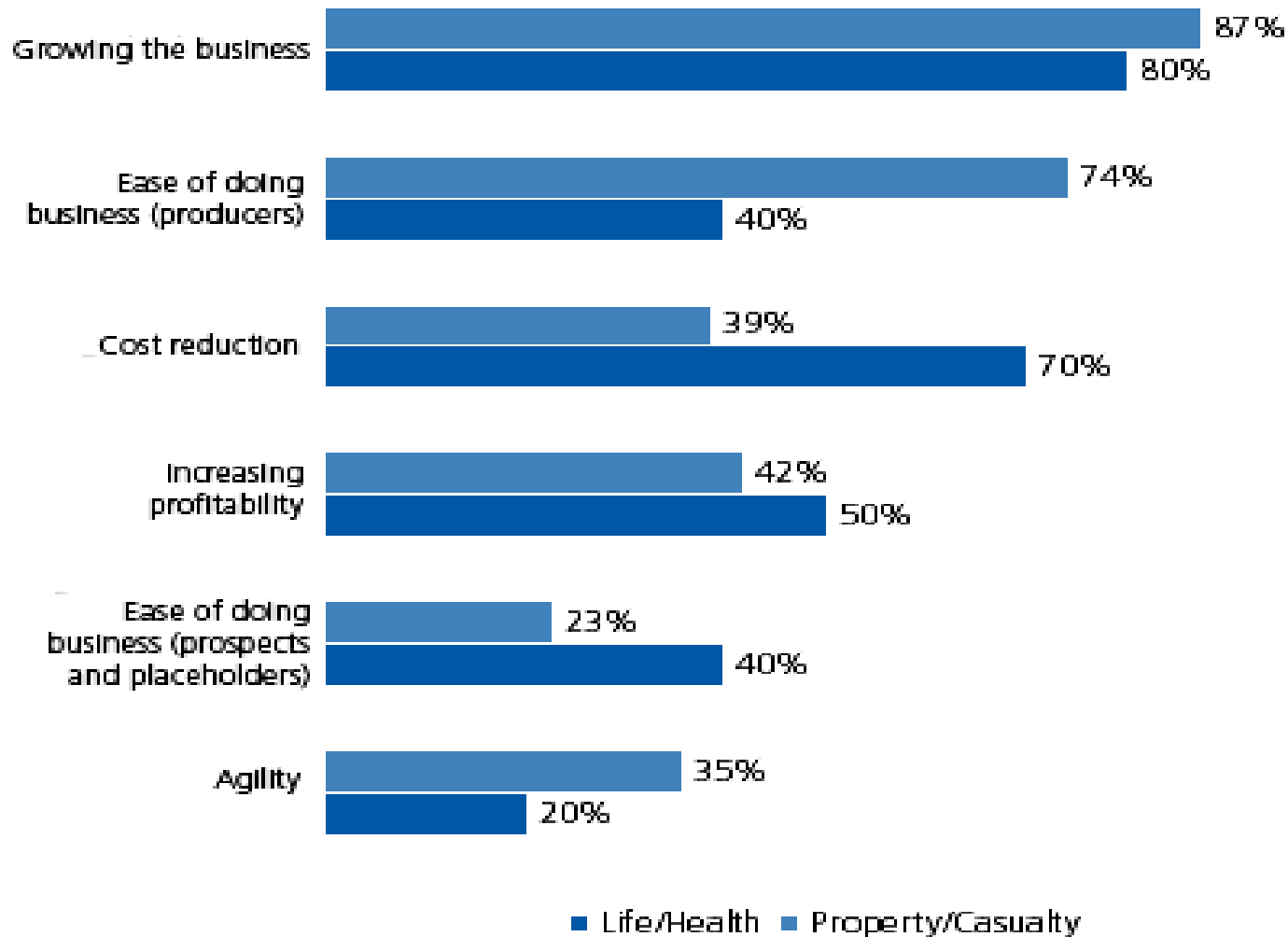
business
competitiveness

environmental
impact

Global growth is driving business needs



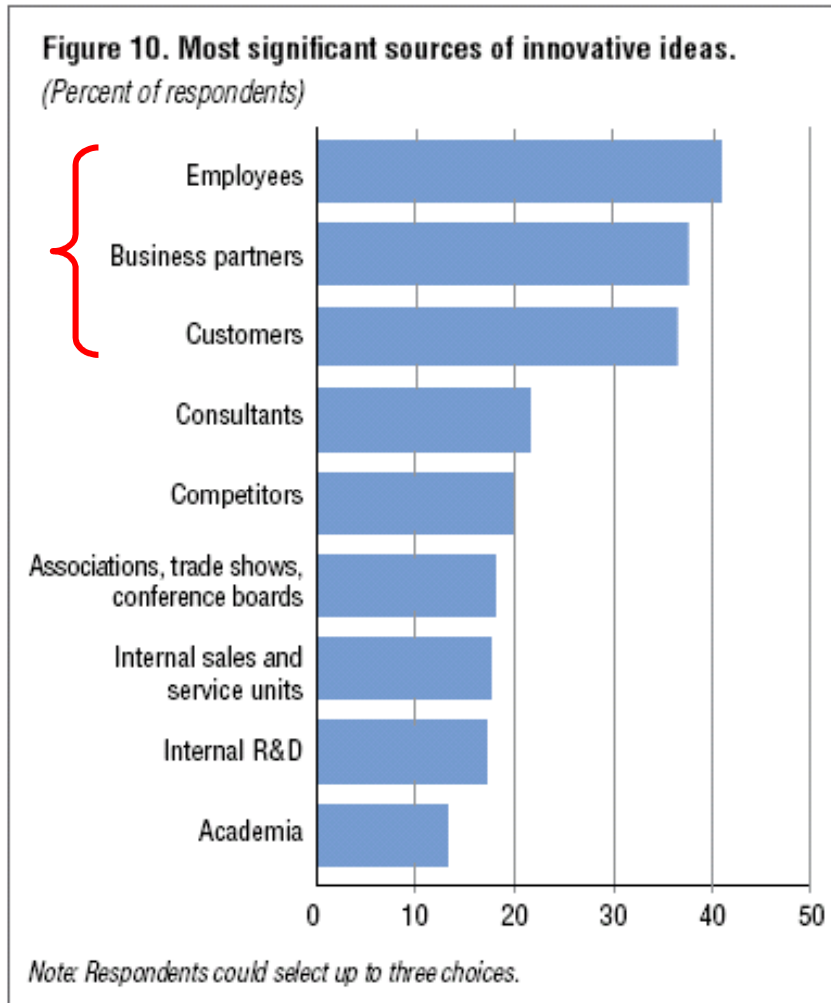
Top business issues IT will support in 2010 – Life Insurance example



Source: Celent



What is needed to overcome those business issues?



- Improve decision making
- Improve clarity around mission and goals to staff and stakeholders
- Deepen customer relationships
- Compress global markets
- Develop value-added services
- Disseminate information real-time

Our Vision – the new Way of Working

Video will become an integral part of daily business communication...

Everyone will have a video number on their business card



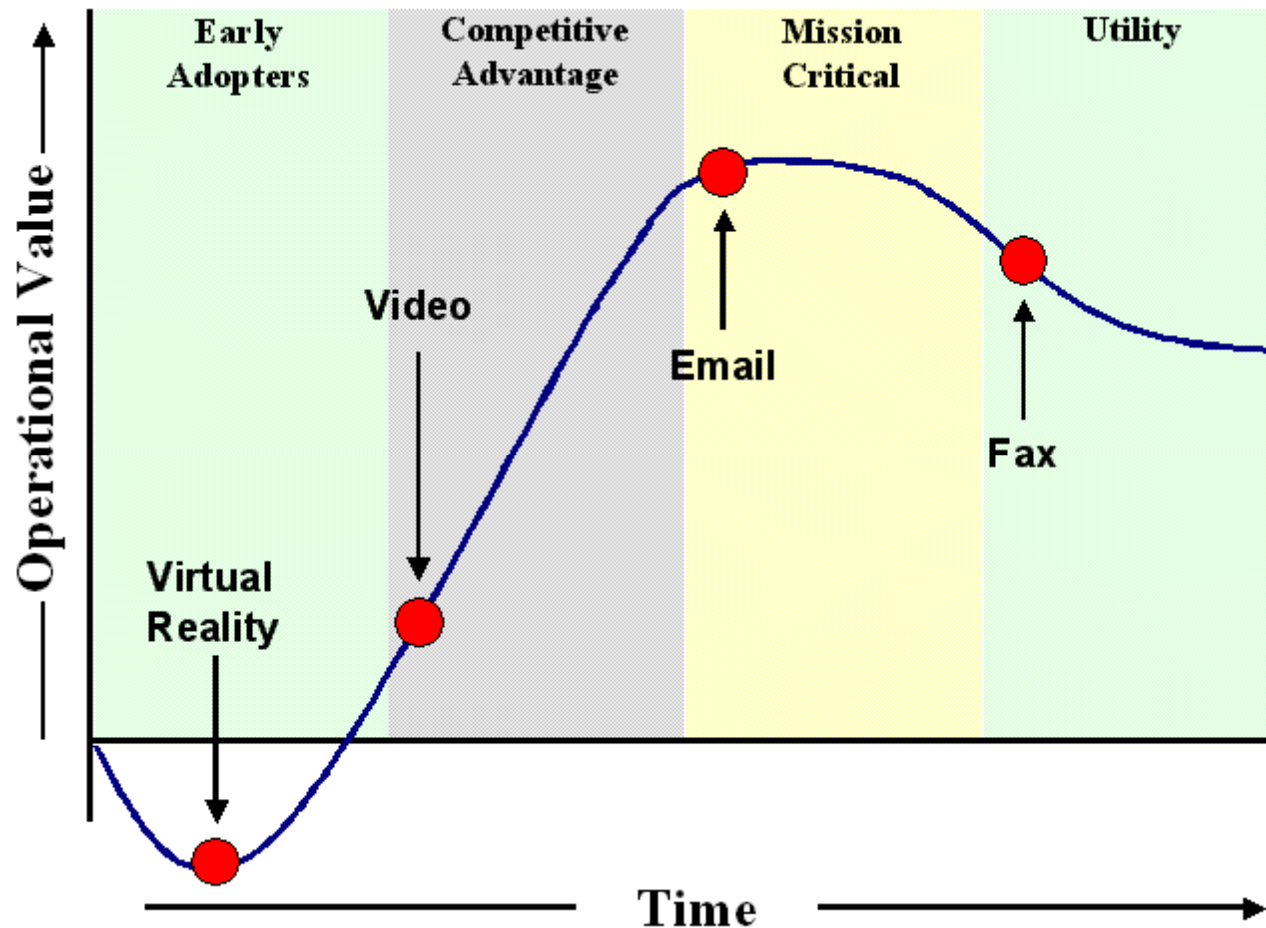
Jeffrey R. Immelt
Chairman & CEO

 imagination at work

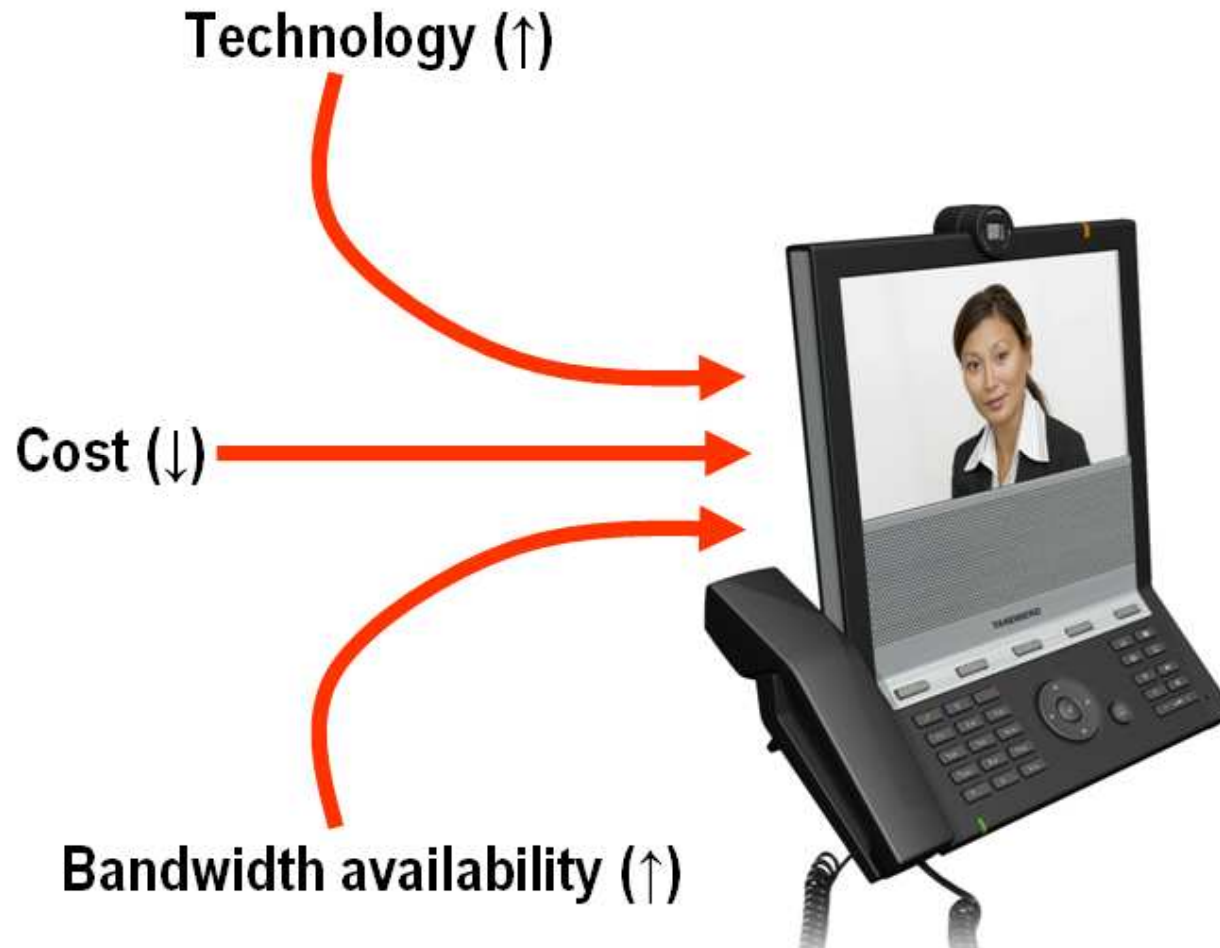
PHONE: (203) 373-2211
E-MAIL / VIDEO: jeff@ge.com



Video is still at the beginning stage of business impact



However, ideal conditions are in place for video communications



We see four key trends emerging in 2010

1. Need for connectivity beyond our building

“I need to [visually] connect with colleagues, customers and partners”

2. Need for interoperability

“I want my stuff to work regardless of who I need to call!”

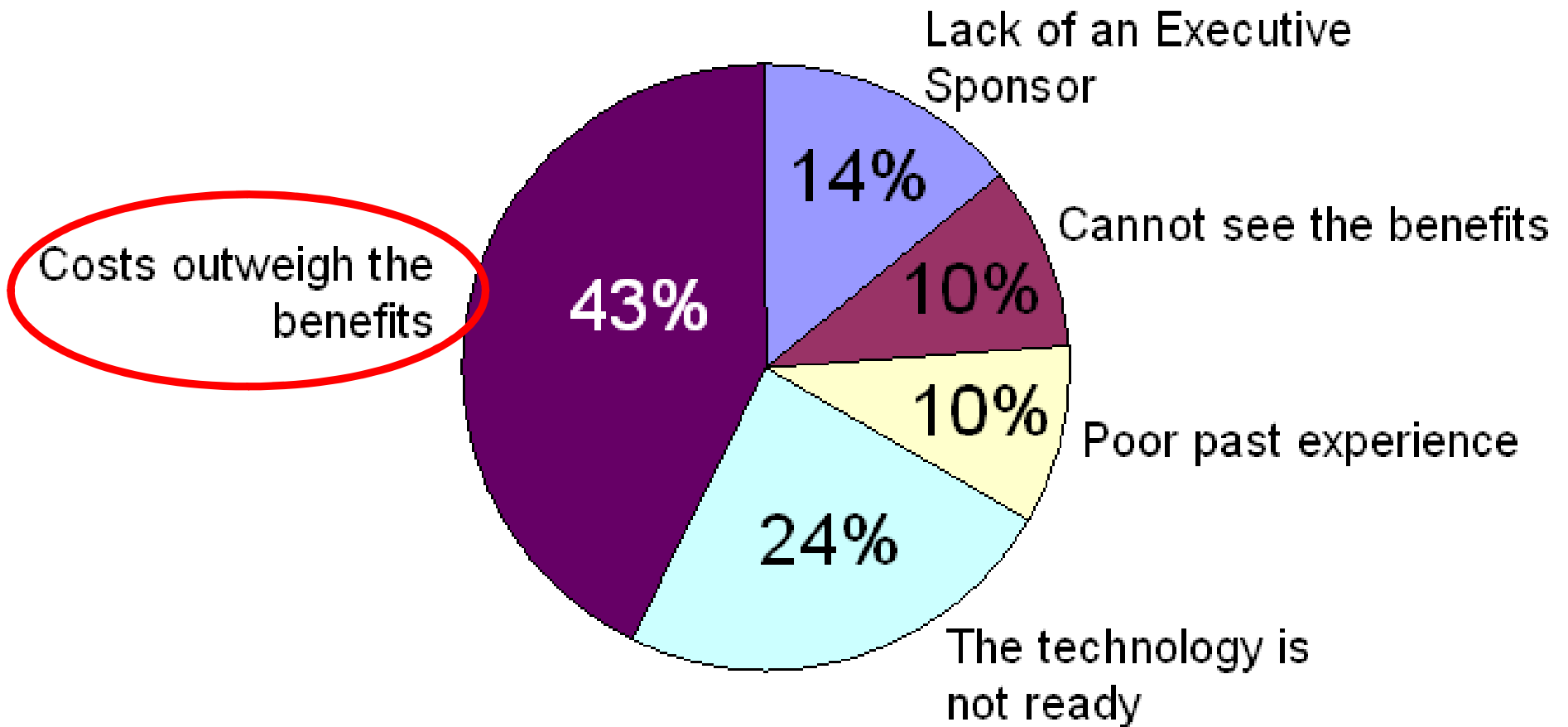
3. Need for infrastructure

“Do I have the right solutions in place to do what I need to do?”

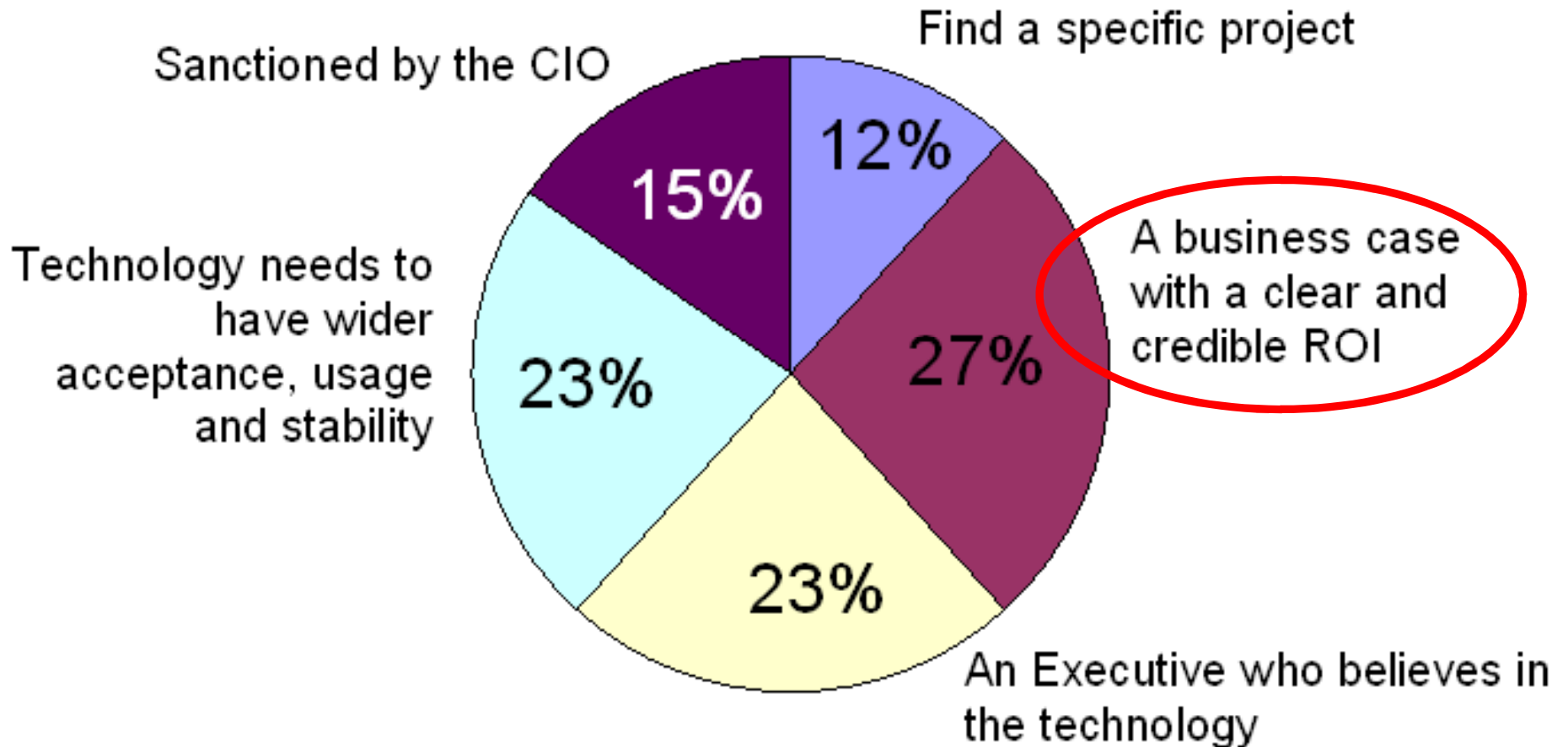
4. Need for carbon reduction

“Using green friendly technologies to reduce our carbon footprint”

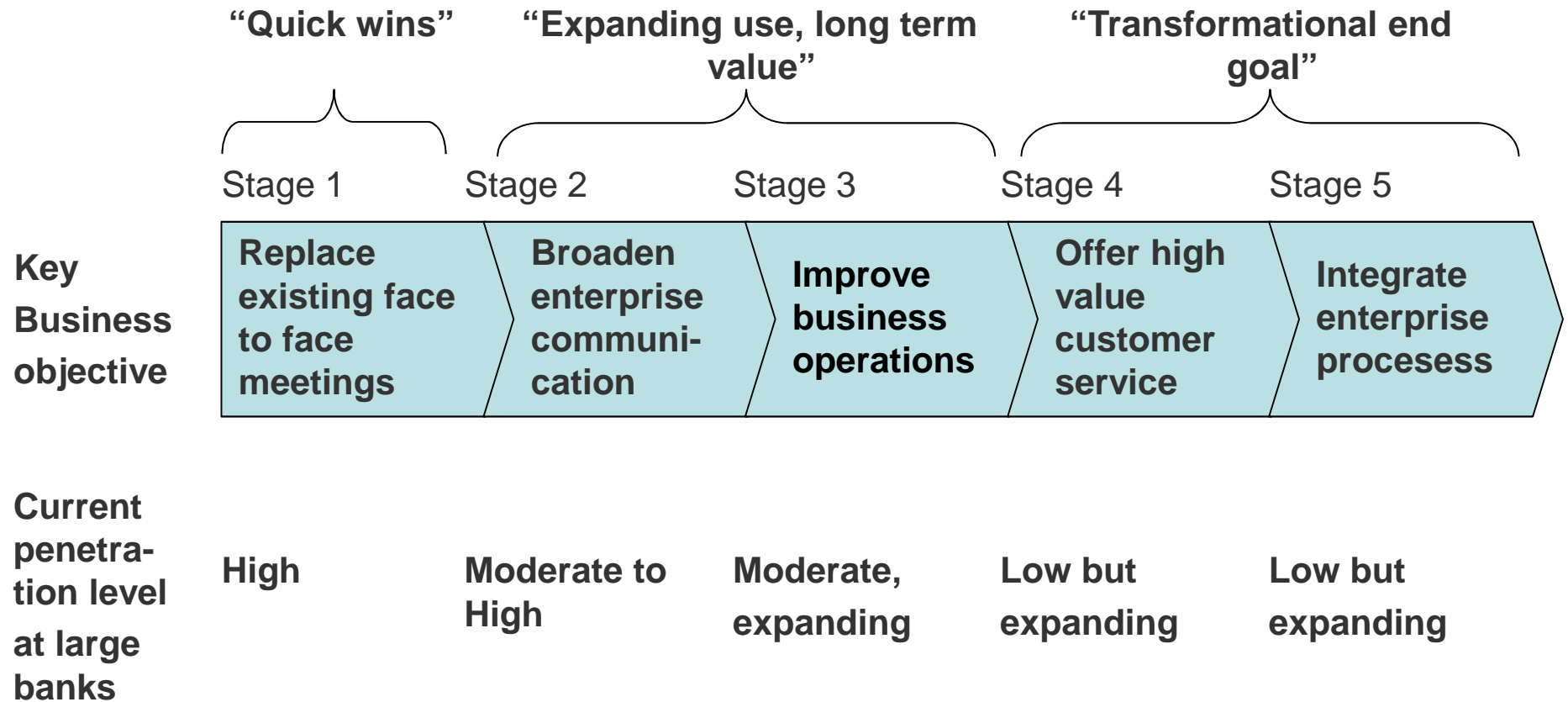
Why hasn't videoconferencing become more widely adopted within your organization?



If videoconferencing were to be broadly adopted within your organization, what would need to happen first?



What is a typical adoption roadmap within an organization? Financial industry example



What are the benefits that video users are realizing?



Transform your organization



Improve speed of decision making



Be green



Access experts or employees in remote locations more easily



Reduce travel expenses



Unify the organization



Improve work/life balance and higher employee retention

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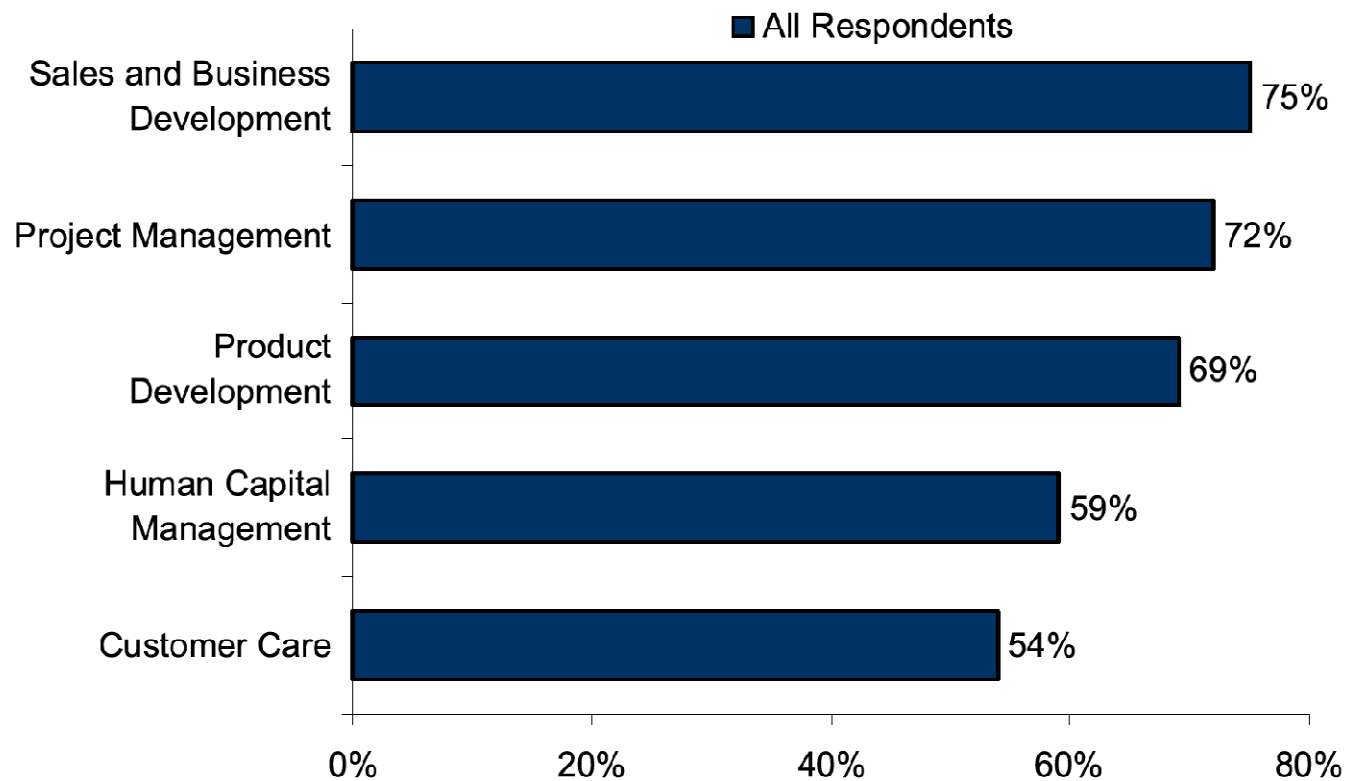


Selected findings on video usage in Best-in-class organizations

Enterprise Video Collaboration Report,
Aberdeen Group Aug 2009

What are video's key applications

When asked, what are the top areas within your firm where you are deploying Video Communication and Collaboration, Executives responded with...



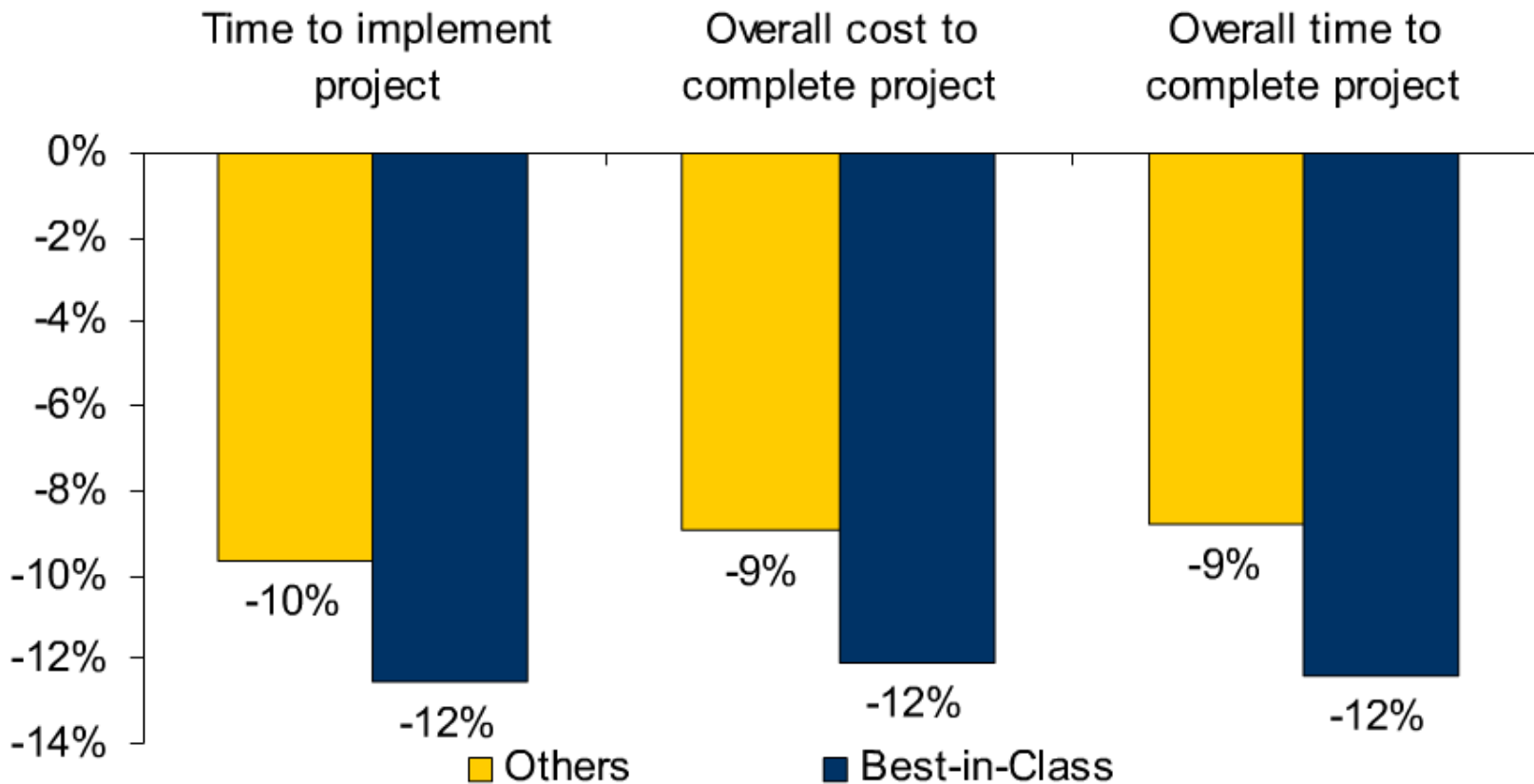
Example #1: Sales & Business Development

- ✓ 10-12% improvements having video communication as a tool to help identify and close new sales



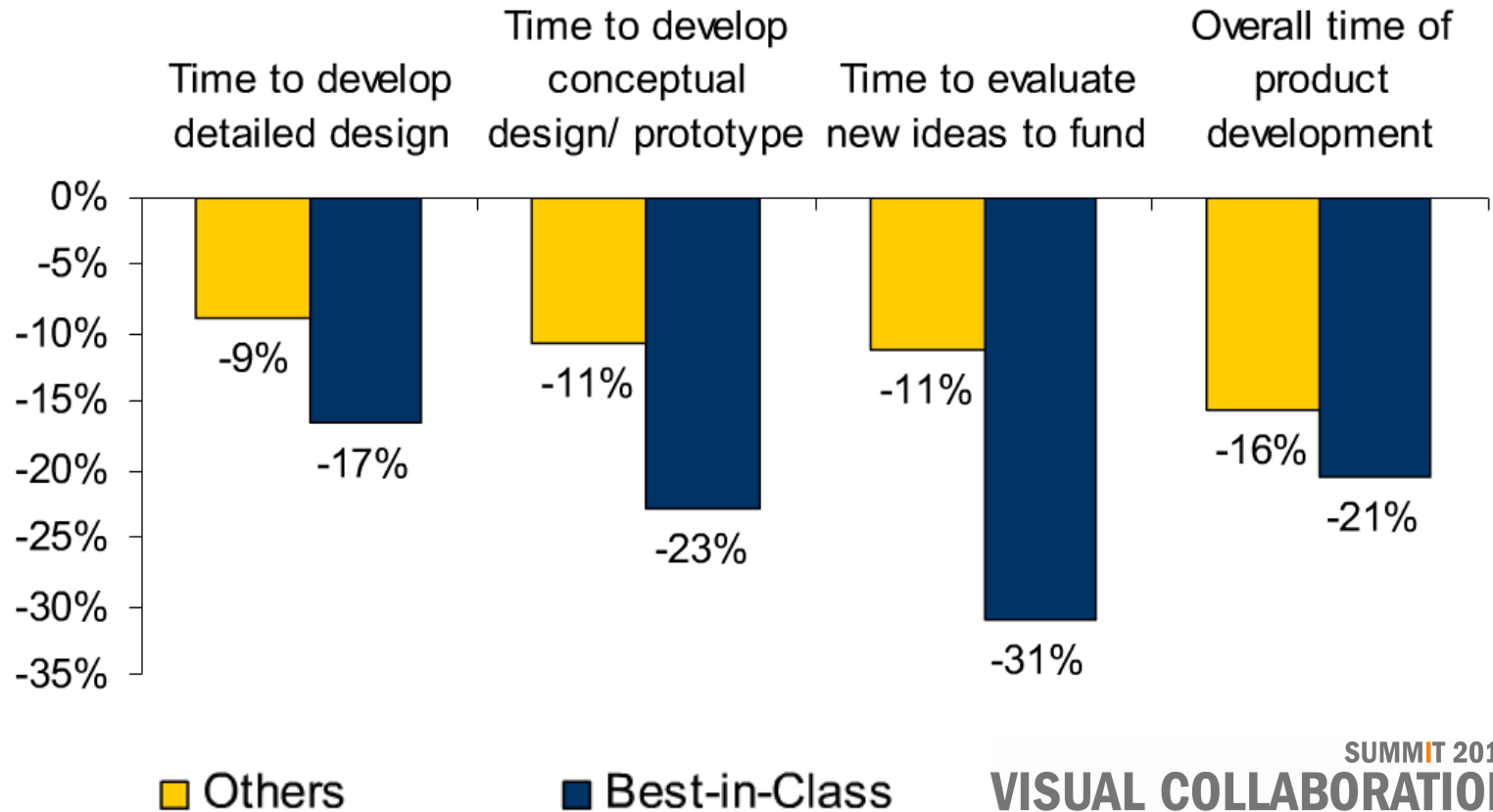
Example #2: Project Management

- ✓ 12% improvement in getting projects completed if video communication is used as part of the process



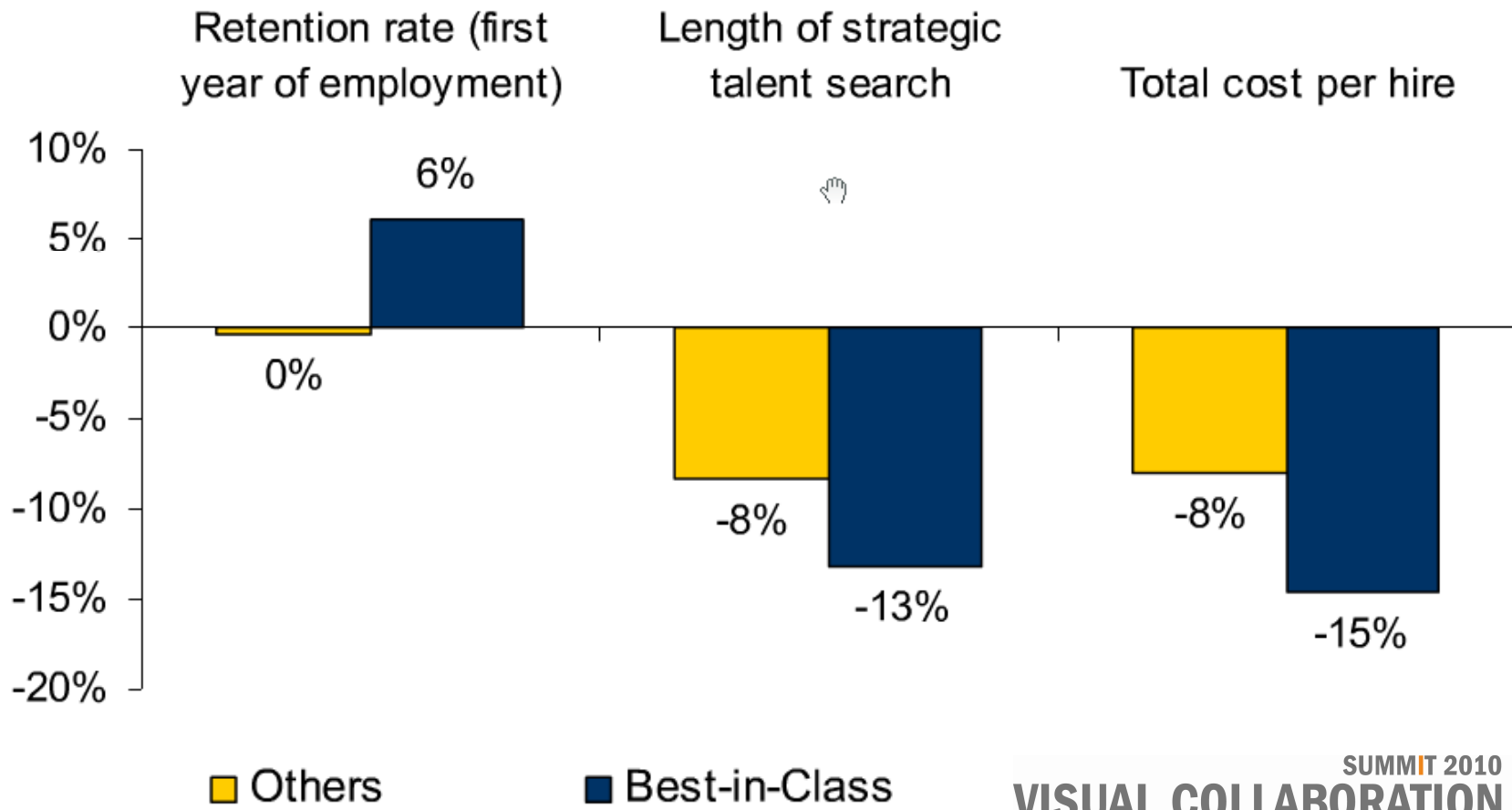
Example #3: Product Development

- ✓ 17% faster in developing detailed designs
- ✓ 23 faster in developing prototypes
- ✓ 31% faster in evaluate new ideas to fund
- ✓ 21 reduction in time to develop



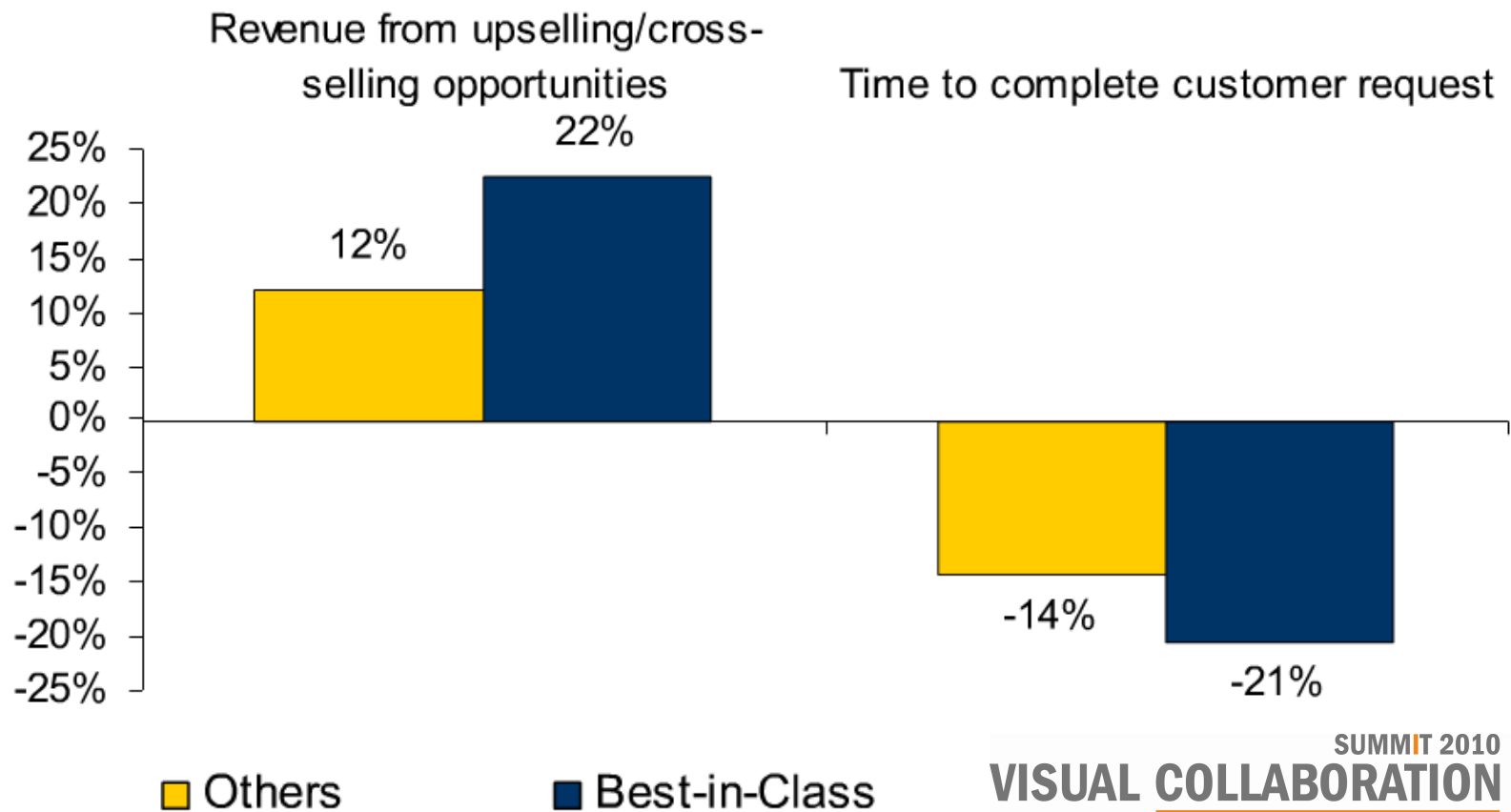
Example #4: Human Capital Management

- ✓ 6% hire retention within first year of employment
- ✓ 13% improvement in finding the right candidate to hire
- ✓ 15% reduction in total cost per hire



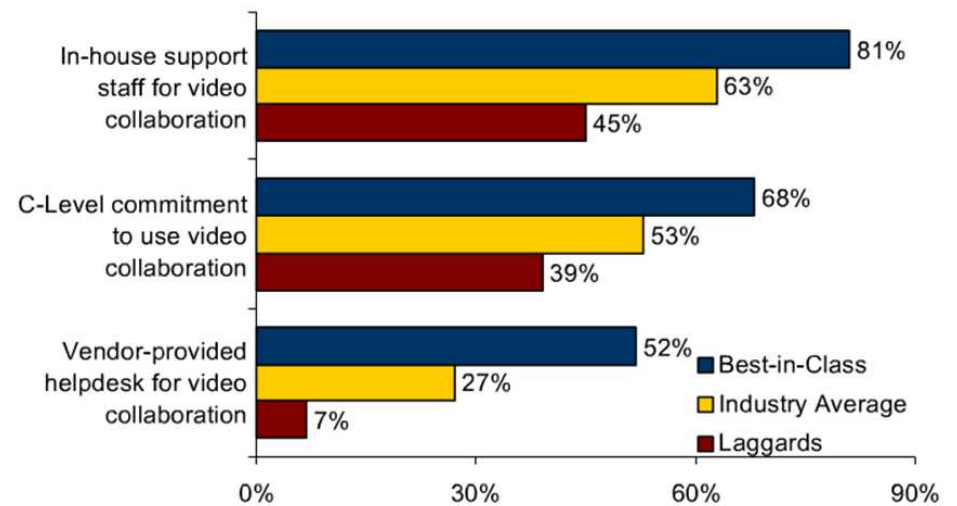
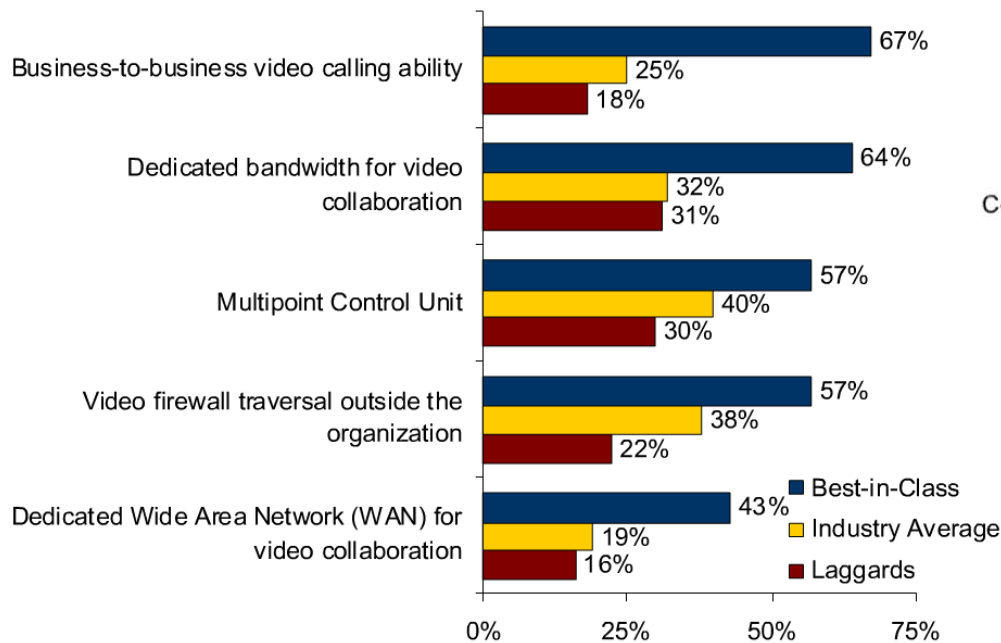
Example #5: Customer Care

- ✓ 21% improvement in completing a customer request
- ✓ 22% increase in upselling and cross-selling
- ✓ Closure rates increased from 50% to 94%, with higher first sale premiums



What do you need to do to make this work?

When asked, how do you make this happen, “Best-in-Class” Executives responded with...



Biggest challenges for late video adopters

PEOPLE

- Lack of Executive Sponsorship and **Video Champion**
- Limited awareness to encourage video usage programs
- Disorganized support structure

PROCESS

- Inefficient business process to support optimal use of video
- Challenged in measuring tangible benefits and ROI
- Deficient unified communications process

TECHNOLOGY

- Network quality of service
- Technology and Interoperability issues
- Room layout and design

EDUCATION

- Limited video application and capabilities knowledge
- Need end user education and knowledge transfer
- Lack efficient online documentation and e-learning materials

Statoil Video



Questions?

Q&A