

# HP and TANDBERG Alliance: Delivering the Best Video Collaboration Solutions to Propel Your Business



**Industry-leading portfolio of products. Unparalleled managed services. Superior company-to-company connections. Unmatched cost predictability. Exceptional reliability through one-of-a-kind network.**

## Unify your enterprise with global video collaboration

In today's economic climate, it is critical for businesses to operate with maximum efficiency, where every resource from human to financial is utilized to its fullest potential. The challenge lies in how to achieve this while collaborating more efficiently and as cost effectively as possible both internally and externally—with suppliers, vendors and partners—to speed the decision-making process, get products to market faster and positively impact the bottom line. To reduce complexity, organizations also need to be able to communicate without having to manage multiple telecommunications and vendor relationships, schedule bandwidth for video meetings or deal with products that are not designed with open standards in mind. HP and TANDBERG understand these issues and, through their groundbreaking alliance, are addressing them right now for enterprise customers around the world. It's about industry-leading collaboration solutions that are robust, smart, cost predictable and effective at propelling exceptional communications.

Among the first to offer interoperability between telepresence and videoconferencing products, HP and TANDBERG deliver the most comprehensive, unified video collaboration solutions for the extended enterprise worldwide. Their alliance combines Halo and TANDBERG offerings into one comprehensive portfolio, all supported on HP Halo Managed Services, with global reach and interoperability. Together, HP and TANDBERG are offering industry-leading, integrated communications solutions:

- The most robust portfolio of immersive, adaptive and interoperable open standards video collaboration endpoints to appropriately outfit large corporate offices and remote locations with solutions that make sense
- Industry-leading reliable and cost predictable managed services that dramatically enhance the quality of global communications while increasing endpoint usage rates
- Worldwide coverage, eliminating organizational barriers and enabling seamless, unparalleled company-to-company connections
- Integration with existing Unified Communications (UC) architecture



**TANDBERG**



## Alliance of two industry leaders

The HP-TANDBERG alliance is uniquely positioned to deliver extremely reliable, robust and innovative global video collaboration solutions because it builds upon the achievements of two industry pioneers.

HP, the world's largest technology company, provides:

- A long history of development and execution of industry-leading managed service offerings
- Exceptional network expertise
- Imaging science leadership
- Design expertise
- Global reach
- Rich heritage in research and development
- A deep understanding of UC platforms

TANDBERG, the global leader in videoconferencing, provides:

- Complete solutions for enterprise-wide collaboration
- Breadth of industry-leading products, from desktop to meeting rooms to telepresence
- Commitment to complete scalability
- Interoperability and open standards
- Integration with UC platforms

Both HP and TANDBERG are at the forefront of technology. The companies' research arms work together, exploring the future of video collaboration and developing video collaboration tools configured for customer needs.

## The most robust portfolio of products coupled with seasoned collaboration advisors ensures collaboration needs are met

The HP-TANDBERG alliance offers the most robust product portfolio available, providing solutions ranging from the boardroom's immersive telepresence system, to dynamic meeting room endpoints to desktop solutions for key staff in remote locations. HP and TANDBERG collaboration specialists can assess your company's global collaboration needs, evaluate your existing telepresence and videoconferencing assets and recommend the right video collaboration solutions to enable employees across your enterprise to communicate as effectively as possible. The beauty of the alliance is that customers get a complete solution, designed as a whole for full integration, from a single source—not a collection of pieces patched together.

## Managed service helps you get the most from your investment

Not all managed services are created equal when it comes to video collaboration. The HP Halo Video Collaboration Service\* is a groundbreaking, unparalleled managed service offering that incorporates TANDBERG network infrastructure technology and enables non-HP Halo videoconferencing and telepresence solutions to reside on the Halo Video Exchange Network (HVEN). The HVEN is the only global fiber optic network designed specifically and only for video collaboration. With HVEN and through the service, TANDBERG customers enjoy an exceptionally user-friendly, reliable, high-quality video collaboration experience with guaranteed available bandwidth, without paying extra for premium bandwidth services often charged by telecommunications service providers.

With the Halo Video Collaboration Service, customers have the satisfaction of understanding how much their video investments will cost over extended periods of time, a critical factor in today's economy. With HVEN, there is no need to make expensive upgrades to your existing corporate network to accommodate the addition of video endpoints. Additionally, if your plans call for making an initial investment in endpoints, and then in two years another investment, you will know how much that will cost from day one. There is no need to worry about costly corporate network upgrades to accommodate the new endpoints at a future point in time.

Customers also have complete access to a wealth of unique managed service offerings. The Halo Video Collaboration Service provides management and support, including 24x365 monitoring of network activity, technical support, directory management and auto meeting initiation. The service includes Help Desk or an optional Concierge service. Customers have the ability to easily connect to other videoconferencing solutions, both on and off the HVEN, enabling even more effective collaboration with colleagues, partners, vendors and suppliers. Consequently, customers enjoy a real level of company-to-company connections that other service providers only talk about.

## Enjoy an improved video collaboration experience

With increased reliability, flexibility and improved video and audio quality, you can:

- Drive significantly higher usage rates
- Increase productivity at the workplace
- Decrease travel costs
- Lower carbon emissions
- Ease the burden on an already over-taxed IT staff

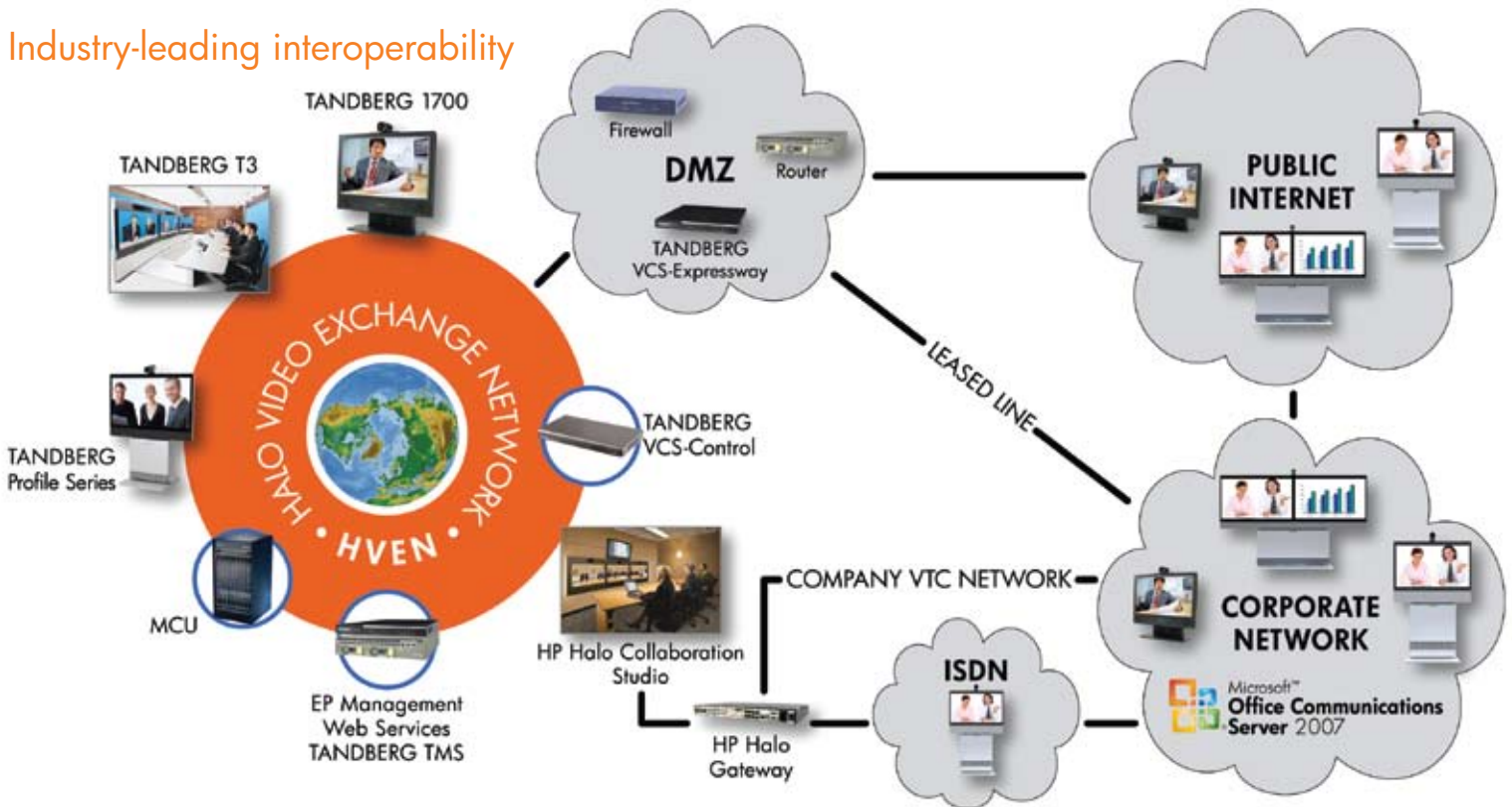




## Interoperability: more than a promise

A marketing manager in Singapore needs to speak urgently with an R&D colleague in San Francisco and—at the same time—bring in an external manufacturing partner in Paris. With HP and TANDBERG, this can happen in a matter of seconds. HP and TANDBERG do not believe in designing products that can't work together. Open standards are key. The Halo Gateway, the first joint innovation between HP and TANDBERG, enables immersive telepresence and adaptive videoconferencing assets to work together in a seamless fashion. Additionally, through the Halo Video Collaboration Service, HP will support Microsoft's Office Communications Server integration for TANDBERG endpoints. As a result of this deep-seated interoperability, customers can experience the benefits of video at an all-new level while maximizing existing investments—critical advantages in today's economy.

## Industry-leading interoperability



## Collaborating for better business results

### Foster growth through immediate communications

Real-time, exceptional collaboration that's not limited to specific locations or endpoints provides the measurable advantage of speed and flexibility. The video assets necessary to easily communicate and respond to customers' needs faster are readily available. Communications may include, for example, key personnel using desktop endpoints in remote locations, suppliers using meeting room products or company executives using telepresence offerings at corporate headquarters. Industry-leading interoperability enables secure, multi-company and multi-network connectivity. It affords the luxury of having the best people available—both inside and outside your company—working together, either individually or together in a multipoint setting. And, because your vendors and partners are able to participate when needed without having to worry if they are on the same telecommunications network, you achieve faster times to market. It's a process that facilitates growth for all facets of your business.

### Increase utilization rates, lower overall business costs and reduce travel

An HP-TANDBERG integrated approach to video collaboration helps you deploy assets cost effectively across your organization. You reduce the complexity of IT operations and place fewer demands on the IT department when you choose HP Halo Video Collaboration Services.

When products are easy to use and connections between telepresence and videoconference endpoints are seamless, usage rates of video assets are likely to dramatically increase. That means teams are more effective, decisions are made faster and people travel less and enjoy a better quality of life. Companies also can reduce their carbon footprint.



## How can your business benefit from the HP-TANDBERG alliance?

- Increase regular communication between suppliers, vendors and partners through seamless, unparalleled company-to-company connections
- Enhance the customer service experience and streamline customer acquisition
- Provide the right combination of products and services where cost predictability is key
- Leverage extensive interoperability between videoconferencing and telepresence assets to foster more productive collaboration, improve decision-making and increase speed to market
- Enjoy increased reliability, decreased demands on IT staff and exceptional video and audio quality—driving higher usage rates and taking productivity to the next level

To learn more, visit [www.hp.com/halo](http://www.hp.com/halo) or [www.tandberg.com/our\\_story/hp](http://www.tandberg.com/our_story/hp)

\* Available in 2009.

© Copyright 2009 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein. Printed in the U.S.

**TANDBERG**

