

TANDBERG CUSTOMER PROFILE

Calyon Corporate and Investment Bank



Calyon uses TANDBERG 8000 models like the example shown above

- **GOAL:** Improve global collaboration in a financing and investment bank formed through the merger of two of Europe's largest financial institutions
- **SOLUTION:** 30 TANDBERG videoconferencing units, including the TANDBERG 8000, 7000, 6000, 2500 and 880 models and the TANDBERG Management Suite administrative software
- **RESULT:** More complete information sharing, more rewarding human relationships and a reduction in travel costs

" All in all, we have better, more efficient meetings. "

MIKE SABATIER, PROJECT LEADER, CALYON

BANKING ON VIDEO COMMUNICATION

The 15,000 employees in 60 countries who represent the financial services giant Calyon did not always enjoy a shared vision of the future. They were brought together as part of a vast French banking merger. Fortunately, a widespread network of TANDBERG videoconferencing systems helped ease the transition and promote the new company's global mission and values.

Calyon emerged in 2004 as the financing and investment banking arm of Cr dit Agricole after its friendly takeover of Cr dit Lyonnais. Headquartered in Paris, Calyon immediately became a major player in the financial markets, with more than 50 senior bankers stationed around the world serving a clientele of large corporations, financial institutions and other enterprises.

For CEO  douard Esparb s, that's a lot to keep track of. But the sprawling new company is united in part by its embrace of visual communications. Dozens of Calyon offices -- from New York to Hong Kong to Johannesburg -- have been equipped with videoconferencing systems. They range from the versatile TANDBERG 880 set-top unit to the elite TANDBERG 8000 boardroom model with twin 50-inch plasma screens. Telephone conference calls are slowly becoming a thing of the past.

LESS TRAVEL, "BETTER INTERACTION"

"Videoconferencing lets you have a better interaction with the person you are talking to," says Calyon Project Leader Mike Sabatier. "Everyone pays attention to the speaker, and the concentration of the participants is better. All in all, we have better, more efficient meetings."

Calyon executives, managers and team leaders tell him that the ability to see distant colleagues and clients while sharing PC-based graphic materials helps everyone avert the misunderstandings that are all too common in telephone calls and e-mails. That's important to a company of many languages whose managed assets exceed \$394 billion in value.

According to Mr. Sabatier, however, the most important dividend from investing in a globe-spanning videoconferencing network has been the reduction in travel by Calyon's employees. At Calyon's Paris headquarters alone, videoconferences now total 350 to 450 hours per month. In response to rising demand, Mr. Sabatier is

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planning to install six or seven additional TANDBERG systems elsewhere in the near future.

In the past, Mr. Sabatier has taken advantage of TANDERB's Global Presence Program (GPP). This program enables a single TANDBERG resale partner to take responsibility for installation, maintenance and training anywhere in the world -- a service that Mr. Sabatier appreciated when buying equipment for Calyon's Hong Kong and Monaco sites.

GOOD LOOKING

Why has Calyon invested so heavily in TANDBERG equipment? Mr. Sabatier cites the professionalism of TANDERB's partner network, the high standing of TANDBERG within the video communications industry and the uniformly high quality of its standards-based product platform.

He also admits just liking the way the systems look -- especially the sleek, black TANDBERG 7000 and 8000 models. "It's very nice to have them in the conference rooms," he says.

Videoconference participants regularly plug their PCs into the units to share whatever they have been working on. TANDBERG's Duo Video feature lets them see and talk to one another on one screen while crunching numbers on the other.

Newcomers to videoconferencing have been known to shy away from the experience, but Mr. Sabatier says that once Calyon employees have tried it a few times they invariably warm up to it. It helps, he says, that all TANDBERG systems have the same, simple remote control and user interface.

Such unity of design and function is something Calyon's employees can identify with as they reach out to one another across six continents, consolidating one of the largest and most important mergers in the history of banking.



The flexible TANDBERG 880

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.

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