



# HUBER PACKAGING GROUP



“With the use of handheld video systems, we can reduce possible downtime in production. That saves us money and time.”

ALFRED ENGEL  
IT DIRECTOR  
HUBER PACKAGING GROUP

## TANDBERG videoconferencing solution cuts travel and increases efficiency

The Huber Packaging Group is the largest manufacturer of tin plate packaging in Germany. Founded in 1871, the company operates in three business areas – industrial, beverage and decorative packaging. It specializes in fulfilling individual customer requirements using different fillings and applications, producing beverage sized cans, food grade packaging, jewelry boxes, chemical and technical packaging, printed thin metal and pull tabs. One of Huber Packaging Group’s most famous products in the beverage sector is a 5 liter beer keg with a built-in spout – the so-called party keg.

The company’s headquarters is located in Öhringen in Baden-Württemberg, They have a total of seven production plants in Germany, Austria, Hungary and Russia and currently employ about 1,300 employees – generating a turnover of about 180 million Euros in 2007.

### Specified to suit the structure

The decision for a videoconference system came in 2006 as the company entered a new phase in its internal communications process. “We had tried before to establish videoconferences in the company using ISDN monitors. That ceased quickly due to poor transmission quality and stability of the system, so we had to return to our existing methods,” remembers Alfred Engel, the IT Director of Huber Packaging Group.

After a change in management in 2004, the company was re-established. “We optimized the organization within the group, which meant changes to the company’s structure were necessary. An important part of the re-organization was to retry integrating videoconferencing into the communication process,” says Engel. Upon recommendation from an existing Huber partner, the decision was made to select TANDBERG.

### BUSINESS ISSUES

Requirement for fewer business trips, improved employee work/life balance and faster decision-making, helping solve technical problems, for example, more easily.

### SOLUTIONS

An extensive videoconferencing solution running over IP and ISDN enabling highly efficient internal and external communication.

### RESULTS

Reduced travel costs, high levels of employee acceptance and improved internal communication.

### FUTURE

Fast access to expert support through acquisition of the TANDBERG FieldView.



#### TANDBERG IN MANUFACTURING

Videoconferencing enables multinationals to diagnose problems remotely, hire and train employees worldwide and accelerate accurate decision-making by global business managers, thereby cutting production time and reducing time-to-market. Videoconferencing also helps to build important personal relationships, cuts travel-related time and expense, and thereby improves your employees' quality of life.

#### **Saving time and cost**

The total investment of 70,000 Euros for the entire video system has paid for itself in a very short time. "Especially when used in the weekly conferences with our colleagues in Moscow and Hungary, the videoconferencing solution saves a lot of time and about 50,000 Euros a year in travel costs," Engel calculates. "Therefore we are now, almost two years after implementation, well into seeing a return on our investment. Besides that, we have no running costs as the connections are over IP." Remote training for the newly acquired SAP software is still running, and even taking this into account, the company has saved a lot of money.

Starting in late 2006, a total of six systems are now in use. "For internal communication we use a total of four TANDBERG Centric 1700 MXP systems, which are especially designed for use at desktops. External talks are run over a 3000 MXP and a 2000 MXP complete system," Engel says. "Internally the connection runs over IP; externally, due to security reasons, it runs over ISDN."

#### **A success with employees**

Employee acceptance of the videoconferencing solution is high. "This is for two reasons," says Engel. "First, the operation is easy to setup and hold a conference with, so the employees did not need to go through complicated training to become familiar with it. Secondly, many save time through less travel, allowing them to be more productive in the office or spend more time with their families."

#### **Instant problem-solving**

In times when expert knowledge is required, Huber plans to use an additional handheld video device – the TANDBERG FieldView. "At our location in Moscow, the FieldView will be useful to solve technical problems quickly. With the handheld camera we can get close to the machines and show the defect to our engineers in Germany, and they can then make a quick decision on what to do," Engel explains. "The advantage is huge. Usually the engineer has to travel to Moscow and look at the problem onsite. That could take days, but with the camera, on the other hand, this time can be dramatically cut."

"The employees enjoy working with the system and are already wishing for more."

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Contact TANDBERG today to learn how our solutions can support your business processes.

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