

## TANDBERG Customer Profile: CommonTime

Client: CommonTime  
Title: UK-based IT Company Uses Videoconferencing to Offer Better Service in a Global Market

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### About the Company

Based in Derby, in the heart of the UK, CommonTime is operating in a global marketplace. The Company writes computer software products and aims to be the first choice mobile computing solutions provider to its many clients. CommonTime has partnership arrangements and accreditation with Microsoft, Lotus, Palm, IBM, and Sun.

### Less Travel, Better Support

CommonTime's main market is in the United States. In order to better manage financial and manpower resources, the Company was looking for ways to provide better support for clients in the US while avoiding the need for frequent travel. While visiting Lotus Notes customers in the US, CommonTime discovered that the majority of its customers were using videoconferencing and decided to purchase its own system. The Company saw videoconferencing as providing a means to reduce travel costs, offer better face-to-face support and facilitate ad hoc meetings.

### TANDBERG – A Clear Choice

CommonTime contacted a videoconferencing reseller in the UK. They were shown equipment from various manufacturers but according to Nigel Mackrill, Managing Director, "TANDBERG was a clear choice." One of their main requirements was a unit that would easily let them connect a PC to the videoconferencing system. TANDBERG's PC Presenter<sup>TF</sup> feature met their requirements perfectly. In fact, as Ollie Omotosho, VP Marketing, says, "As a small, high-tech company, we were concerned with value for money and excellent functionality. The TANDBERG system was an obvious choice with better and newer features than competitor models."

### Promoting Videoconferencing

Technical support over videoconferencing is promoted widely by the Company, and, in time, will feature on their website. In addition, CommonTime have put their TANDBERG 800 unit to wider use by using it, for example, to carry out sign-up negotiations with a new wireless business partner in Canada. The intuitive interface means that the whole company is able to use videoconferencing without problems. Not only has CommonTime saved on travel expenses, they are able to offer better support to customers and in turn increase sales to new and existing clients.

### About TANDBERG

TANDBERG is a leading global provider of collaborative communication solutions. The company designs, develops and manufactures videoconferencing systems and video management software. The company provides sales, support and value-added services in more than 60 countries worldwide, with major offices in the United States, Norway, the United Kingdom, Sweden, Italy, Canada, China and Japan. TANDBERG is publicly traded on the Oslo Stock Exchange under the ticker TAA.