

TANDBERG CUSTOMER PROFILE

Conforama



Video systems help sourcing offices in Europe and Asia to select products for 246 stores

- **CLIENT:** The largest French retailer of home furnishings and appliances, with 13,600 employees and a network of 246 stores across Europe
- **ACTION:** Installed 13 TANDBERG 880 video communication systems in business and sourcing offices throughout Europe and Asia
- **RESULT:** Better purchasing choices and procedures; less time and energy spent in transit; simplified financial reporting

“ There has been such an improvement in their daily working lives, and in the amount of time they spend with their families, that I can't imagine going back to the way things were. ”

JEAN CLAUDE KERRINCKX
CONFORAMA

"LESS STRESS AND LESS FATIGUE" WITH VIDEO

Conforama is No. 1 in France and No. 2 in the world as a retailer of home furnishings. The company buys goods across Europe and Asia and sells them at its 246 stores, which generate some 3.1 billion euros in annual income.

But Conforama's buying and selling procedures weren't always as efficient as they are today. Today, the giant retail group uses a network of TANDBERG video communication systems to coordinate its far-flung purchasing activities and minimize the need to travel.

"Being able to communicate by video has changed the way many of our people work," says Jean Claude Kerrinckx, Conforama's Strategic Planning Director. "Not only do they experience less stress and less fatigue from traveling, but they can make better decisions and act more quickly."

SEEING BEFORE BUYING

If a sourcing manager in China or Vietnam comes across an attractive new kitchen appliance, she no longer has to wonder whether European consumers will like it. Using video communication, she can show the product to executives and store managers across Europe to determine its suitability in different markets before adding it to Conforama's inventory.

"It is very easy to show new products using the document camera," says Mr. Kerrinckx. "It is certainly better than sending them via regular mail or via ship, as we used to do more often. Video communication gains us precious time."

Conforama's business and sourcing offices in France, Switzerland, Spain, Italy, Portugal, Poland, Romania, India, Vietnam and China are all equipped with TANDBERG 880 set-top video communication systems. Each system is hooked up to a conventional TV monitor and a large-screen projector so that meeting participants can see each other on one screen while simultaneously viewing a product or document on the other.

MULTINATIONAL VIDEO MEETINGS

Monthly financial reports from each country are now discussed over the video network,

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too. That means country managers no longer have to fly once a month to meet with the president, secretary and administrative inspector, who are based in Paris. That bookkeeping meeting now takes a couple of hours from each manager's monthly schedule instead of a day or two, as in the days before video.

Similarly, special project teams that previously had to be assembled from a single city or country can now be assembled according to expertise and availability instead of geography. Mr. Kerrinckx says that when such teams meet by video they may as well be sitting around the same table. He attributes Conforama's positive experience with video communication in part to the high-quality images and sound produced by the TANDBERG 880 systems.

MORE TIME WITH FAMILY

Before having the systems installed, Mr. Kerrinckx had been skeptical about how much they would be used. But Conforama's managers adopted the technology eagerly and now use it routinely.

Across the company, he says, video communication "has become as essential as e-mail," and in many jobs it has become nearly as commonplace.

"We have had a lot of feedback from people who really appreciate these video systems," Mr. Kerrinckx says.

"There has been such an improvement in their daily working lives, and in the amount of time they spend with their families, that I can't imagine going back to the way things were. People just wouldn't accept it."

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.



TANDBERG 880 set-top video system

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