

# TANDBERG CUSTOMER PROFILE

Connex Transport



*These Connex executives use TANDBERG systems to monitor operations all over Europe*

- **GOAL:** Improve the efficiency of some 25,000 employees who operate 9,000 mass transit vehicles in 12 European countries
- **SOLUTION:** One TANDBERG 6000, one TANDBERG 1000 and eleven TANDBERG 2500 video communication systems
- **RESULT:** Travel expenses reduced by about two thirds, improved financial oversight, heightened sense of collegiality among international managers

**“ By the time the evaluation period was over, there was no doubt about it. The TANDBERG system was not costing us anything. It was actually saving us money. ”**

ULF EDVARDSSON, CONNEX TRANSPORT

#### VISION ON WHEELS

Connex Transport AB is aptly named. It runs buses, trains, trams and ferries in 12 European countries, and is obsessed with making connections. Yet despite Connex Transport's expertise in moving people around, its far-flung executives also know the value of staying put. When they meet, they often do so by videoconference.

"With videoconferencing we've cut about two-thirds of the trips we used to take," says Ulf Edvardsson, IT Manager. "We're saving lots of time and money, and in many ways our meetings are more productive."

Productivity is Connex Transport's chief asset. By providing cheaper and better transit service than public bureaucracies do, Connex has contributed to Europe's privatization boom while boosting its own revenues more than fivefold, to 1.4 billion euros, since 1998. Internal innovation -- as exemplified by the company's new TANDBERG videoconferencing network -- lets Connex Transport continue lavishing attention on its millions of fare-paying passengers while expanding profit margins at the same time.

#### WASTED DAYS, WASTED NIGHTS

With the help of Videokonferensbolaget, a TANDBERG channel partner in Sweden, the company installed a graphically enhanced TANDBERG 6000 at its headquarters in Solna, near Stockholm, and 11 rollabout TANDBERG 2500 videoconferencing units at its international subsidiaries. CEO Jérôme Jeauffroy uses the high-bandwidth system in Solna to hold frequent two-way, three-way and four-way meetings with Connex Transport managers who are spread all over Europe -- from the northern tip of Norway to the Adriatic coast of Slovenia.

"The organization in each country is autonomous from an operational point of view, but we need to have financial reviews at least once a month and to discuss problems and share experiences," says Mr. Edvardsson. "We used to hold those meetings in person -- a very tiring routine. To get to our office in Maribor, Slovenia, you have to fly to Graz in Austria and take a car over the border. In Holland our office is in Breda, near the Belgian border. Every trip takes at least a day and a night."

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## "PAYBACK TIME WAS ZERO"

Before investing in visual communications, Mr. Jeauffroy wanted to conduct a three-month trial link between Stockholm (where Connex Transport runs the underground metro and four light-rail lines) and Copenhagen (where it runs urban and regional bus lines) to judge the economic utility.

"We took notes on every video meeting as well as every single plane ticket and hotel bill saved," recalls Mr. Edvardsson. "By the time the evaluation period was over, there was no doubt about it. The TANDBERG system was not costing us anything. It was actually saving us money."



*Connex operates the Stockholm underground network and four regional light rail lines*

When it came time to purchase the companywide network of videoconferencing units, Mr. Edvardsson set up a depreciation schedule whose practical effect was to finance the purchase through travel savings.

"I told everyone that if just one person per month in each country held a videoconference instead of flying, the system would pay for itself, and it has," he says. "The payback time was zero."

Connex employees have taken to the system with ease and enthusiasm. Often they are surprised to find more information being exchanged than in a live meeting. According to Mr. Edvardsson, people also meet more spontaneously. They tackle issues right away instead of putting them off until the next trip, and they join in on meetings that primarily involve others.

"When you travel to a meeting, everything is riding on your shoulders," Mr. Edvardsson notes. "But in a videoconference, if you don't know the answer to something, you can often fetch an expert down the hall to take part in the meeting for five minutes. Plus, you have all sorts of presentation options."

## GLOBAL PRESENCE

At first, Mr. Edvardsson was daunted by the thought of finding sales, installation, support and training services in 12 different countries whose languages range from Estonian to Polish to Flemish. Then he learned that Videokonferansbolaget, the Stockholm-based TANDBERG partner, could arrange it all through TANDBERG's Global

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Presence Program (GPP).

"GPP lets us act as the sole point of contact for Connex," says Patrik Christiansen, a spokesman for Videokonferansbolaget. "We coordinate with resellers in all the other countries. Then we follow up, make sure everything works and then proactively provide software upgrades and any associated training that may be necessary as time goes by. We've handled installations in 34 countries, so the one for Connex Transport was no problem."

As a result, Connex Transport's top executives in Sweden and elsewhere enjoy a driver's seat view as their 9,000 buses, rail cars and ferry boats crisscross the cities of Europe.



*This bus driver is one of 25,000 service-minded employees in 12 European countries*

#### ABOUT CONNEX

Connex Transport AB is a daughter company of Connex, the worldwide operator of public transport. Headquartered in Paris, the parent company employs 56,000 people and has an annual turnover of \$4.5 billion. Connex Transport AB has 25,000 employees and an annual turnover of \$1.8 billion from the management of transport operations in 12 European countries.

#### 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](http://www.tandberg.net) for more information.

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