

**International Business Services Provider Embraces
Videoconferencing Technology To Enhance Communications &
Strengthen Relationships**

TANDBERG

About CROSSMARK

CROSSMARK® is a business services company providing integrated, performance-based solutions in the areas of sales, marketing, global commerce, logistics, research, emerging technologies and eBusiness.

Many of the world's leading brands turn to CROSSMARK for their wide array of business services. Sample clients include Gerber/Novartis, Pillsbury, Pfizer Warner-Lambert, and Sara Lee Coffee.

CROSSMARK®, with headquarters in Plano, Texas, employs over 9,000 associates in 61 offices throughout the United States, Canada and Australia.

For more information, please go to www.crossmark.com

The Challenge:

Growth Strategies Require Streamlined Communications

CROSSMARK®, a leading business-solutions provider, has enjoyed phenomenal growth through its integrated expansion model. Performance measures are fueled by organic growth, geographical expansion, increased service offerings and roll-ups through acquisition.

After acquiring 55 companies in less than 6 years, CROSSMARK was challenged by the need to effectively communicate with over 9,000 employees throughout 61 offices. The Company's challenge became even more significant as it continued to expand its client-base internationally. Today, their business relationship matrix is comprised of more than 300,000 touch-points, each with unique requirements and expectations.

To address the challenge, CROSSMARK began searching for cost-effective solutions to streamline its communications with all CROSSMARK constituents, including associates at its global headquarters in Plano, Texas. The solution needed to be flexible and scalable to accommodate CROSSMARK's expansion

into international markets including the United Kingdom, Japan, Mexico and France.

CROSSMARK required a solution that would reduce the cost of travel, increase productivity and allow for sales meetings with clients and CROSSMARK offices worldwide. With the new international office openings, CROSSMARK also needed a solution that would allow for reliable and cost effective methods for interviewing and training new hires.

According to Jeff Rice, communications officer for CROSSMARK, “We needed a product of high quality and reliability to help us connect with remote sites around the globe. Additionally, we focused on enhancing productivity by minimizing downtime resulting from corporate travel and by reducing travel-related costs throughout the organization.”

The Solution:

Videoconferencing Assists in Delivering Greater Productivity While Lowering Travel, Training and Recruitment Costs

CROSSMARK first considered videoconferencing to enhance communications efforts between internal personnel and clients. Rice states, “We have several clients whose on-site meetings may require multiple travel days in order to attend. As a result, each meeting hindered the overall productivity of our sales efforts.”

Lowering Costs of Travel and Increasing Productivity

CROSSMARK chose TANDBERG videoconferencing solutions to provide the most reliable and technologically advanced systems for the Company’s endeavors. Rising to the challenge of communicating throughout the Company and to international clients, CROSSMARK installed four TANDBERG videoconferencing systems in strategic offices throughout the Company, including its corporate headquarters. Using the videoconferencing systems to meet and interact, CROSSMARK employees work with fewer time

constraints. Instead of having two or three sales meetings a week, employees can have two to three sales meetings a day, when necessary. In addition, thousands of dollars have been saved in travel related costs.

Benefits to Human Resources

When CROSSMARK began to see the reduction in travel costs and increases in productivity from videoconferencing, it quickly began to look for ways to implement these benefits in other areas of the Company. As crucial as videoconferencing has become to the CROSSMARK sales force, ancillary departments are also taking advantage of the benefits. The Human Resource Department is using videoconferencing to streamline their processes. With CROSSMARK's global expansion, Human Resources has been able to quickly recruit, interview and train employees using TANDBERG systems. Potential employees can be directed to local videoconferencing rental facilities, where appropriate contacts at CROSSMARK interview the individuals. If selected, the employee can then be trained via an established videoconferencing seminar. In CROSSMARK's Asia Pacific headquarters in Australia, the use of videoconferencing to interview and train new hires has saved CROSSMARK more than \$20,000 in travel and productivity costs over a two-week period.

Future Plans:

CROSSMARK has seen the benefits of videoconferencing and the return on investment the TANDBERG systems have provided. As a result, CROSSMARK plans to implement more systems and increase the application of systems already installed within the Company.

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