

TANDBERG CUSTOMER PROFILE

H. J. Heinz Co.



Video communication helps H. J. Heinz Co. bind together a global food empire

- **CLIENT:** A global food and condiments company with 110 business sites in more than 50 countries and annual revenue of \$8.9 billion in 2005
- **ACTION:** Installed 63 TANDBERG video communication systems, including the TANDBERG 7000, 6000, 2500, 1000 and 880 models as well as the TANDBERG Management Suite, the TANDBERG Multipoint Control Unit, the TANDBERG Gateway and the TANDBERG Gatekeeper
- **RESULT:** Reduced travel expenses; improved relationships between far-flung managers; streamlined global, national and regional communication lines

“ When they came to us, it signaled a change in the culture. People were thinking of video first and travel second. ”

ALLAN JACKSON
EUROPEAN TELECOMS MANAGER
H.J. HEINZ CO.

FOOD PRODUCT GIANT GAINS GLOBAL VISION

Allan Jackson is a master of persuasion. As European Telecoms Manager for H. J. Heinz Co., he often has to cajole busy managers into trying new communication systems.

Last year, however, the tables were turned. The senior managers came to Mr. Jackson to say what *they* wanted. They wanted TANDBERG 1000 desktop video communication systems.

"That had never happened before," says Mr. Jackson, who is based at the global food company's office in Hayes, England. "Before, it was always the technology staff going to them and saying, 'Look at this. Try this.' When they came to us it signaled a change in the culture. People were thinking of video first and travel second."

MORE THAN 60 VIDEO SYSTEMS

The result: 20 new compact TANDBERG 1000s. The managers who got them now communicate with one another face to face and take part in video meetings across the Heinz food empire. Heinz holds a leading market position in more than 50 countries.

Before buying the desktop models, Heinz had recently equipped more than 40 large and small meeting rooms with other TANDBERG video communication systems. These included powerful TANDBERG 7000, 6000 and 2500 models with integrated monitors as well as compact but versatile TANDBERG 880 set-top units for standard television sets or projectors. Using TANDBERG's Global Presence Program, the Heinz telecom team in Hayes has directed deployment and follow-up throughout Europe, Asia, Australia and North America. Eight systems were installed at the company's world and North American headquarters sites, which are both in Pittsburgh, Pennsylvania.

The web of daily video traffic -- visible to Mr. Jackson by way of TANDBERG Management Suite software -- is dizzying. It reflects practical collaboration between distant factories as well as regional, national and continental lines of authority.



TANDBERG 1000

TANDBERG CUSTOMER PROFILE



"We see many meetings between Paris and the factories around France, for example, but also between all the French sites and the UK headquarters in Hayes," says Mr. Jackson. "Since Paris is our head seafood office, there's also a lot of video traffic from there to our seafood office in Liverpool and a seafood factory in the Seychelles. From Hayes Park we talk a lot to France, Italy and The Netherlands, but also upward in the organization, to Pittsburgh."



Food giant runs 63 video sites

CEO SUPPORT

Meeting topics range from tomato ketchup, baked beans and other iconic Heinz products to plans for beating last year's global revenue of \$8.91 billion. "One thing that's been catching on is TANDBERG's Duo Video feature, which lets people share documents without losing sight of each other," says Mr. Jackson. "I'd say about half of the room-to-room conferences now include a PowerPoint document or some other PC application."

The company was an early adopter of video technology. But the ISDN-only systems it acquired from another manufacturer in the late 1990s did not meet expectations. "There were a lot of abandoned meetings where the technology let people down," recalls Mr. Jackson.

LOOKING UP

Things looked up with the creation of a fully managed high-capacity MPLS data network linking Heinz's major offices around the world and extending down to regional level in some countries. The company then began replacing the old videoconferencing sets with more versatile TANDBERG endpoint systems that transmit simply, reliably and inexpensively by ISDN or Internet Protocol (IP), usually at 512 Kbps but sometimes at up to 4 Mbps. Infrastructure systems like the TANDBERG Multipoint Control Unit (to bridge many sites at once), the TANDBERG Gateway (to integrate ISDN and IP calls) and TANDBERG Gatekeeper (to boost connection reliability) were added, too.

By the time Heinz's business managers began asking for their own TANDBERG 1000 desktop systems, most of them were already accustomed to hosting multi-site video meetings. In fact, says Mr. Jackson, they did so as routinely as they used the telephone.



TANDBERG 7000

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.

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