

TANDBERG Customer Profile: Helly Hansen

Client: Helly Hansen
Contact: Einar Lønnum
Title: Clothing company uses videoconferencing to bridge the global gap and shorten lead-time



Helly Hansen

Helly Hansen is an outdoor clothing company that was founded in 1877 by a Norwegian sea captain of the same name. Helly Hansen is now a global company, represented in more than 20 countries with over 500 product lines for men, women and children. The Company's clothing is renowned for its high quality and has received many design accolades throughout its history.

Global Operations

Helly Hansen's headquarters are in a small town in Norway called Moss. Many central functions are located at this site. However, the Company outsources its manufacturing and it is Helly Hansen's office in Hong Kong that is responsible for production planning and sourcing. A major office in Seattle, USA, has sales, distribution and product development responsibilities in conjunction with Norway. In addition, the Company has several sales offices in Europe and Canada. With operations throughout the globe, Helly Hansen needed a means of communication that let them cut down on travel costs, deal effectively with time zone differences and help them make quicker yet well informed decisions.

Shortening Time to Market with Videoconferencing

For a clothing company like Helly Hansen, the possibility to shorten design and production timelines can provide them with a clear competitive advantage. Videoconferencing has provided them with one means of doing this. For example, the design and development teams in Norway

and the US are now able to review material samples that the office in Hong Kong has sourced, without always having to travel to China. Another example is the use of videoconferencing for training. Helly Hansen's design department recently introduced a software program to register design specifications in a database, allowing designers from all over the world to work closely on a design. With the use of videoconferencing, this program has been rapidly and successfully implemented through bimonthly training sessions. Videoconferencing is also used for regular management meetings. Figures show that this has created considerable cost savings. As Einar Lønnum, Chief Information Officer, says, "The possibilities with videoconferencing are endless. We have so far focused on the use of video in critical functions but we are constantly discovering new ways of using the equipment."

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.