

# TANDBERG CUSTOMER PROFILE

Rodamco Europe NV



Video helps Rodamco Europe hold uniformly high standards at 70 shopping centers

- **CLIENT:** A retail property investment and management company with 500 employees in 11 countries
- **ACTION:** Installed six high-performance TANDBERG 6000 video communication units with peripheral inputs for PCs, document cameras and other devices
- **RESULT:** A more centralized management style, a 30-percent reduction in travel costs, less executive time spent on the road

“It turns out that a videoconference lasting a couple of hours is just as productive as a two-day meeting with a lot of hotel bills in Rotterdam.”

MARC EMKE  
RODAMCO EUROPE NV

## A RETAIL PROPERTY GIANT WITH VISION

Rodamco Europe NV owns and manages more than 70 top-quality shopping centers. A typical one, in Paris, is 3 km from the Palace of Versailles and only slightly less sumptuous. They all have dominant locations in key European cities and are visually striking, with skylights, fountains, plush carpeting and polished brass to enhance the shopping experience.

This visual approach to business extends to all of Rodamco Europe's operations. Despite being spread across 11 countries, its executives like to look one another in the eye while discussing investment strategy or showing one another the architectural details of prospective new properties or renovations. That's why they recently bought six TANDBERG 6000 video communication systems. To the delight of company leaders based in Rotterdam, this investment in video communication has already begun to influence business decisions while cultivating esprit de corps among far-flung local management teams.

"Rodamco Europe is becoming more and more a pan-European company, and videoconferencing is part of the change," says ICT Director Marc Emke. "It's helping us to further develop our 'One Company, One Aspiration' culture."

## PRODUCTIVE MEETINGS

With a property investment portfolio of 7.5 billion euros and rising, Rodamco Europe grows in part by acquiring upscale shopping centers and related enterprises. Evaluating proposed acquisitions and bringing autonomous operations into the Rodamco Europe fold are major tasks of the company's management board.



Six TANDBERG 6000 systems are in service

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Increasingly, the management board's quarterly meetings with national directors are conducted by videoconference, with financial charts and spreadsheets looming large on one of the two TANDBERG monitors at each site.

"It turns out that a videoconference lasting a couple of hours is just as productive as a two-day meeting with a lot of hotel bills," says Mr. Emke.



*An enhanced shopping experience*

CEO Maarten J. Hulshoff turns on his TANDBERG 6000 to communicate with banks and institutional shareholders interested in Rodamco Europe's performance on the Amsterdam, Paris, Frankfurt and Brussels stock exchanges. "He often does road shows through Europe and the United States, and now tries to do some of them by videoconference," says Mr. Emke. "It saves him the fatigue of traveling everywhere."

Some board members were initially skeptical of the purchase, having experienced scratchy audio and dropped connections when using a previous generation of video technology. "Now they are some of the most enthusiastic people in the company," says Mr. Emke. "They say, 'Come on, guys, we've got this wonderful equipment. Let's make the most of it instead of running all over Europe!'"

The Chief Financial Officer, who used to fly regularly to see each of his national finance directors, now meets them onscreen when possible. Mr. Emke himself has been using the TANDBERG unit in Rotterdam to help his staff in eight countries implement a companywide ERP software package.

#### "PROACTIVE SUPPORT"

"We're becoming more experienced and more enthusiastic by the day about videoconferencing," he says. "We've been able to save at least 30 percent of our European travel and hotel budget".

He says Rodamco Europe's secretarial staff usually takes care of making the arrangements and operating the simple remote control. It was the TANDBERG 6000's all-in-one design -- with embedded encryption, high-quality video and audio (exploiting bandwidths up to 2 Mbps ISDN and 3 Mbps IP) and a stylish trolley -- that eliminated competing vendors from his consideration. He also cites "very good, proactive sales and support" from TANDBERG as a factor in Rodamco Europe's choice.

#### 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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