

TANDBERG CUSTOMER PROFILE

SAF Tehnika



SAF Tehnika uses TANDBERG systems to bridge its operations in Latvia and Sweden

- **CLIENT:** A Latvia-based communications equipment company that recently purchased a Swedish firm whose high-capacity SDH microwave transmission systems are used in 3G networks
- **ACTION:** Installed set-top TANDBERG 990 video communication systems at the Latvian and Swedish plants and at an accounting subsidiary
- **RESULT:** Better management oversight of the Latvian and Swedish operations; faster, more synchronized development activity; reduced expenses and less time devoted to travel

“It's a small world for us now.”

ALEKSIŠ ORLOVS
CHIEF FINANCIAL OFFICER
SAF TEHNIKA

GOING GLOBAL WITH VIDEO COMMUNICATION

From its base in Latvia, SAF Tehnika is on a growth spurt, competing directly with giants like Ericsson and Nokia in microwave data transmission. The Latvian newcomer has signed up clients in 55 countries so far.

Until last year, SAF Tehnika was relatively easy to manage -- all its employees were in Riga. Then the company bought Viking Microwave, a Swedish developer of high-capacity radio systems. It was an inspired purchase. Sales, market penetration and technical innovation all jumped as a result. But the challenge of running SAF Tehnika grew, too. It now straddled two cities -- Riga and Gothenberg -- and had a world of ambition. The sudden and continuing need to travel was an aspect of globalization that the company's executives had not fully appreciated.

"After three flights to Gothenberg in quick succession, I realized we had to find another solution," recalls Aleksis Orlovs, the Chief Financial Officer of SAF Tehnika.

"Flying and staying in hotels for routine meetings would have taken too much time in the long run."

BETTER DESIGNS, QUICKER DEVELOPMENT

The solution was to put one TANDBERG 990 video communication unit in Riga and another in Gothenberg. Immediately, the two organizations began functioning more as one. At management level, the Latvians began meeting their Swedish colleagues by video at least once a week, using body language and facial expressions to supplement spoken English.

In addition to e-mail and telephone, they now use video to discuss all aspects of SAF Tehnika's business, which centers on wireless backhaul solutions for mobile and fixed network operators as well as data service providers, governments and private



Document camera: for sharing designs

TANDBERG CUSTOMER PROFILE



Body language says a lot

companies.

Operationally, too, SAF Tehnika has come to rely on video communication. In particular, its research and development activities lend themselves to the technology, according to Mr. Orlovs. His Latvian and Swedish engineering teams now meet two to three times per week over the TANDBERG units. Visual contact helps them coordinate product design and shorten time-to-market. They still visit one another in person, of course. But the video linkage allows far-flung engineers with document cameras to share even the most detailed views of prototype circuit boards and other devices under development.



Aleksis Orlovs

"A FRESHER, LIVELIER WAY TO MEET"

"The task is to synchronize our R&D activities and make sure that what we develop in the two locations can be produced at our factory in Riga," says Juris Prikulis, the Deputy Director of Research and Development. "We talk about design, documentation, sourcing and assembly -- all at the same time, preferably."

Mr. Prikulis says a major benefit of meeting by video is the ability to let numerous people exchange views without the confusion and anonymity of blind teleconferencing.

Mr. Orlovs agrees.

"Before coming to SAF Tehnika, I was the managing director of another company, where I sensed a lack of communication," he recalls. "Here, I want everyone to keep in touch. Video makes that easier because it's a fresher, livelier way to meet."

Recently, the engineers have been meeting frequently by video with a partner in San Francisco, USA. Using the TANDBERG 990's built-in Multipoint Control Unit (MCU), the meeting participants have had no trouble arranging three-way meetings from Riga, Gothenberg and San Francisco.

"You can imagine how much it saves us to see people in America without having to fly there," says Mr. Orlovs. "It's a small world for us now."

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.



TANDBERG 990 set-top unit

TANDBERG WORLD HEADQUARTERS
Philip Pedersens vei 22
1366 Lysaker, Norway
Tel: +47 67 125 125
Fax: +47 67 125 234
Video: +47 67 117 777
E-mail: tandberg@tandberg.net

200 Park Avenue, Suite 2005
New York, NY U.S.A. 10166
Tel: +1 212 692 6500
Tel: +1 800 538 2884 (toll free in the U.S.)
Fax: +1 212 692 6501
Video: +1 212 692 6535
E-mail: tandberg@tandbergusa.com

www.tandberg.net