

# TANDBERG CUSTOMER PROFILE

## Arab Authority for Agricultural Investment and Development



*Production of alfalfa crops in Sudan*

- **CLIENT:** A 19-nation authority devoted to the expansion of agricultural production across the Arab world
- **ACTION:** Installed TANDBERG 8000 MXP, TANDBERG 6000 MXP and TANDBERG 1500 MXP video communication systems to link AAAID's sites
- **RESULT:** Improved collaboration and information exchange across vast distances; faster decision-making; less travel time and expense

**"Video communication has helped AAAID save money and travel time. But our main objective was to improve collaboration in business matters across AAAID locations, and that indeed occurred."**

TAYSEER MOYASSER AL-HOUSSAINIE  
NETWORK ADMINISTRATOR, AAAID

### GREENING THE DESERT: IT TAKES VISION

The Arab Authority for Agricultural Investment and Development (AAAID) was established in 1976 as an independent financial agricultural investment institution. Twelve Arab states signed the legal documents of association, and seven other Arab states joined AAAID later, so that the total number of shareholder states has reached 19. In cooperation with international, regional and national organizations involved in investment and development, AAAID aims to develop agricultural resources in member states and to produce the maximum possible amount of food products. To facilitate and improve communication and collaboration between its headquarters and its regional office, the authority has installed a network of TANDBERG video communication systems.

From Khartoum, in the Republic of the Sudan, the AAAID president and his senior staff use a TANDBERG 1500 MXP to stay in contact with the authority's regional office in the United Arab Emirates. The authority's Board of Directors, too, relies on video communication. Assembling everyone in person to attend board meetings is neither easy nor practical, and participants frequently join meetings by way of the authority's powerful TANDBERG 8000 MXP visual communication and presentation system for boardrooms.

"Video communication has helped AAAID save money and travel time," says Tayseer Moyasser Al-Houssainie, the Network Administrator. "But our main objective has been to improve collaboration on business matters across AAAID locations, and that has indeed occurred. Thanks to eye contact and



*A TANDBERG 8000 MXP stands in the boardroom*

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body language, people get to know each other better in video meetings than they do in a teleconference, and there are fewer misunderstandings."

With remote video contact, decision-making is quicker, easier and sounder, according Mr. Al-Houssainie



AAAID headquarters, Khartoum

## ROBUST EXCHANGE

When asked to evaluate the authority's investment in video equipment on a strictly financial basis, he estimates a payback period of about 1.5 years. More important, he says, is how video communication has enhanced collaboration and information exchange between AAAID experts. AAAID representatives are happier and more confident knowing that they can communicate quickly by video instead of using the telephone, with all its limitations, or planning an arduous air journey. The increasingly robust exchange of information among AAAID experts, managers and board members may be hard to spot in the authority's bookkeeping, but is fully appreciated by the top executives.

## SIMPLICITY AND RELIABILITY

According to Mr. Al-Houssainie, the quality and sleek design of the TANDBERG systems help boost the authority's modern image. AAAID employees have also found the systems easy to use. TANDBERG's DuoVideo feature gives meeting participants the ability to converse eye-to-eye on one screen while sharing documents from a computer on the second screen.

All TANDBERG systems maximize the reliability of public-network connections through automatic downspeeding and intelligent packet loss recovery (IPLR). To improve reliability even further within the AAAID organization, a wide area network (WAN) connecting all the authority's sites is in the works.



An effective cooling system for cattle

## 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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