

TANDBERG CUSTOMER PROFILE

Amway Deutschland
GmbH



Testing products at Amway's in-house laboratory

- OBJECTIVE:** To improve cooperation between company sites worldwide; to cut travel costs
- SOLUTION:** TANDBERG 880 MXP video systems, TANDBERG Multipoint Control Unit, TANDBERG Management Suite
- RESULT:** Close networking of sites; time and cost savings through the elimination of travel; 50 conferences in just three months

"Amway's management has set an example in using video communication. In a way, it has become part of our corporate philosophy."

WOLFGANG SCHWARZENBERGER
AREA MANAGER, EUROPEAN
INFRASTRUCTURE
AMWAY

CONVERGENCE WITHIN AMWAY EUROPE: VISUAL COMMUNICATION UNITES EUROPEAN MANAGEMENT

The Amway Corporation was founded in 1959 in the American state of Michigan, and today employs a permanent workforce of more than 13,000 people in some 50 countries. Amway offers an assorted range of cosmetic, wellness and household products. The range comprises its own branded products as well as products from other reputable brands, such as domestic appliances from Bosch and Philips. Amway operates through direct customer contact and sells its products exclusively through independent customer consultants, of which there are more than 3 million worldwide.

INTERNATIONALLY ACTIVE COMPANY

A lot has changed since Amway's founding in 1959. From a small, family-run U.S. business, the company has grown into an international group with activities across the Atlantic. Amway Deutschland GmbH is the largest of the European subsidiaries, though the management of Amway's Europe & South Africa region is spread across various countries. The commercial manager works in the UK, for example, while other members of the management team are based in Italy, Poland or Spain.

Despite the distances involved, Amway's management team used to hold meetings once a month to ensure optimal collaboration. Managers spent a great deal of time in airports and hotels while visiting the company's far-flung sites on a rotational basis.

"A management meeting of 10 people held over two days obviously costs money, to say nothing of the loss in man-hours", says Wolfgang Schwarzenberger, Area Manager for European Infrastructure at Amway.



The set-top TANDBERG 880 MXP solution

TANDBERG CUSTOMER PROFILE

FACE TO FACE FROM NATION TO NATION

"It was important for us to provide team members with a personal means of communication to let them see the reactions of their dialogue partners," says Schwarzenberger. "Without that, how can you call it teamwork?"



An Amway production facility

After a period in which Amway executives tried to encourage teamwork while discouraging expensive travel, the decision to invest in the new generation of video communication technology was like cutting the Gordian knot, as Mr. Schwarzenberger remembers it.

"Suddenly our staff could see every movement in one another's faces, but without having to be in the same room," he says.

SIMPLE OPERATION

The idea of communicating by video wasn't entirely new within Amway.

"We had made videoconferencing systems available to our staff in the past," recalls Mr. Schwarzenberger, "but because operating the equipment was so complicated, only a few people made use of it."

Any new foray into video communication would thus be conditional upon finding user-friendly systems. "And it was precisely this which led us to choose TANDBERG," recalls Mr. Schwarzenberger. "Since then, our parent company in the USA has also opted for TANDBERG to provide its video equipment. They have had more than 30 video systems in use for years, and they are very popular among our American colleagues."

Since January 2005, Amway's major European sites have been linked with TANDBERG 880 MXP systems. From Puchheim, near Munich, where the company has its European Service Desk, the individual European systems and calls are centrally managed using the TANDBERG Management Suite (TMS), a web-based application for network administration and scheduling.

For meeting participants, the procedure is simple. All they need to do is turn up at the booked room at the appointed time. They are then automatically dialed into the videoconference. In order to link as many sites as possible simultaneously, Amway Deutschland has decided to purchase its own TANDBERG Multipoint Control Unit.

"Visual communication has come of age," Mr. Schwarzenberger says with a smile. "While videoconferences in the past were only possible between two sites, eight of our branches can now take part by video and a further eight can join by audio."

MORE THAN TECHNOLOGY SWUNG THE DECISION

To enter the world of visual communication as smoothly as possible, Amway signed up for TANDBERG's Professional Services program. TANDBERG experts visited Amway to recommend the best way of configuring and installing its new components.



TANDBERG 880



Amway: a major player in cosmetics

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, USA 10166
Tel: +1 212 692 6500
Tel: +1 800 538 2884 (toll free in the USA)
Fax: +1 212 692 6501
Video: +1 212 692 6535
E-Mail: tandberg@tandbergusa.com
www.tandberg.net

www.tandberg.net

TANDBERG CUSTOMER PROFILE

"That helped us cut costs even further," explains Mr. Schwarzenberger. "On-site training provided our administrators with the knowledge they needed to use all the features. Our staff became familiar with the new service quickly, and our investment paid off from the start. Since we commissioned the systems a short while ago, more than 50 conferences have taken place."



Amway Corp. in the USA

Because Amway purchased video communication systems for several sites in Europe, it has chosen to take part in TANDBERG's Global Presence Program for centralized deployment and project management. Experienced TANDBERG partners are available to the customer as consultants, helping with the integration and installation process while undertaking service tasks and providing on-site training.

"As a customer, we profit immensely from the professional approach of the TANDBERG team and its partners," says Mr. Schwarzenberger. "From the start, we were able to make optimal use of our purchase -- and in less than one year's time our investment will have paid for itself."

ABOUT TANDBERG

TANDBERG is a world-leading provider of visual communication products and associated services. The company supports organizations in the efficient use of visual communication methods. Industry-specific knowledge and an excellent consultancy base enable TANDBERG customers to take advantage of new communication possibilities. TANDBERG promotes the use of visual communication through standard solutions. The company has dual headquarters in New York and Norway, and has already realized customer projects in over 90 countries. TANDBERG is listed on the Oslo stock exchange under the abbreviation TAA.OL. Further information on TANDBERG is available at www.TANDBERG.net.



NUTRILITE™ -- Vitamins from Amway

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, USA 10166
Tel: +1 212 692 6500
Tel: +1 800 538 2884 (toll free in the USA)
Fax: +1 212 692 6501
Video: +1 212 692 6535
E-Mail: tandberg@tandbergusa.com
www.tandberg.net

www.tandberg.net