

TANDBERG CUSTOMER PROFILE

Franke Holding AG



Franke coffee machines are found in restaurants worldwide

- **OBJECTIVE:** To improve communication by linking all companies in the Franke Group worldwide in a video communication network; to cut travel costs even as turnover and employee numbers rise
- **SOLUTION:** The TANDBERG 880 MXP, TANDBERG 880, TANDBERG 1000, TANDBERG MCU, TANDBERG Gatekeeper and TANDBERG Management Suite
- **RESULT:** More intensive communication between worldwide sites; a reduction in travel costs; a new mode of discussion, with quick and productive ad hoc meetings regardless of distance

“In the case of video communication, two criteria are crucial for Franke: It must be as reliable as telephoning and just as simple.”

CHRISTIAN SPERKA, CIO, FRANKE GROUP

KITCHEN MAKER'S RECIPE FOR GROWTH: VIDEO COMMUNICATION

Franke is a global provider of products, services and custom solutions in the household food preparation and catering sectors. The Franke Group, headquartered in Aarburg, Switzerland, employs a workforce of around 5,600 worldwide, and is present in 37 countries through 73 subsidiaries. Two of its divisions -- Franke Kitchen Systems (for sinks, faucets, ovens and related fixtures) and Franke Foodservice Systems (production and services for quick-service restaurants) -- are the global market leaders in their fields, with exports to more than 100 countries. The Group also includes Franke Coffee Systems, with its product portfolio of professional and semi-professional coffee machines as well as industrial and drinks technology. Franke's consolidated turnover in 2004 reached CHF 1,628 million, a 10 percent increase over 2003.

It was in 2003 that Franke decided to employ TANDBERG video communication systems throughout the Group. Efficiency, quality and simplicity were the company's priorities. Reliable video systems were to be accessible to everyone in the company, whether stationed in Switzerland or Singapore.

"User-friendliness and high quality pointed us towards TANDBERG," recalls Christian Sperka, CIO at Franke. "The fact that TANDBERG offers a global rollout model (called GPP, for Global Presence Programme) also made the decision easier. This enabled us to coordinate the purchase and the global installation of all the new systems centrally."

COMMUNICATING ACROSS NEW STRUCTURES

Franke had been using video communication technology since the 1990s. In 2002, when company executives decided to realign Franke's business



Set-top solution, the TANDBERG 880 MXP

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TANDBERG 880

strategy and restructure its organization, they also decided to begin holding all important meetings by video and switched to TANDBERG for their new system purchases. Successful corporate restructuring on a global scale requires intensive communication, of course. The Franke Group's investment in video communication helped its many different parts maintain their organizational unity and a unique corporate culture.

"The use of video communication was an important tool in maintaining continued good communication in an expanding company, and also in bringing down travel costs as the numbers of companies and employees rose," says Mr. Sperka.

VISUAL NETWORKING WORLDWIDE

So far, 51 video communication systems have been installed at Franke, and a further eleven are planned this

year. Globally, almost all companies in the Franke Group have been integrated into the network, helping them to harmonize their activities. Top executives in Aarburg, Switzerland, say video helps them build long-distance relationships with frequently changing dialogue partners who are often difficult to reach by telephone. Senior project meetings, corporate management meetings, corporate finance meetings -- all take place across Franke's expanding video communication network. More than 800 video meetings took place across the far-flung Franke Group in 2004.



Franke wash basins

VISUAL PRESENTATIONS

In many video meetings Franke employees present charts, CAD drawings and other PC-based documents to associates on the other side of the world. With TANDBERG's Natural Presenter Package (NPP), which includes the Duo Video feature, meeting participants can continue seeing and talking with one another while

examining detailed graphic presentations in real time. This level of visual richness has not only improved internal communication within the Franke Group but also enhanced its business relations with international project partners.



Franke sinks

IMPRESSIVE AUDIO, TOO

TANDBERG has continuously upgraded the video quality of its systems in recent years. In Mr. Sperka's experience, the video quality remains good even when shifting to relatively low transmission speeds. So, he says, does the audio quality.

"The visual quality of communication is extremely important, but the audio

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quality is too," he says.
"We find that the audio is much better in a videoconference than in a telephone conference."

ABOUT TANDBERG

TANDBERG is a leading global provider of visual communication products and associated services.

The company supports organisations 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.



The new Franke holding company building