

TANDBERG CUSTOMER PROFILE

Orange Caraïbe



Videoconferencing now links the offices of Orange Caraïbe all across the Caribbean

- **CLIENT:** The premier mobile telecommunications company in the French West Indies and French Guiana, with 350 employees and 570,000 subscribers
- **ACTION:** Installed 10 TANDBERG 1000 videoconferencing systems and eight TANDBERG 880 set-top units in eight locations
- **RESULT:** Less travel around the Caribbean, improved business coordination and more direct contact with parent company in France

“ We're enthusiastic about videoconferencing because it has allowed a real evolution in both collaboration and communication. We spend less on travel, but people feel they are closer together. ”

PATRICK RAIMOND, CHIEF INFORMATION OFFICER, ORANGE CARAÏBE

VIDEO IN PARADISE

Today, isolation is a state of mind. Even the French West Indies, surrounded by the blue-green waters of the Caribbean Sea, are connected to all parts of the world through the telecommunications services of Orange Caraïbe. The Guadeloupe-based company has transformed a half-dozen heavily populated islands and the South American country of French Guiana into a single service area for mobile communications.

Given the watery environment, running Orange Caraïbe as a single operation with a uniform business culture is a major undertaking. Videoconferencing makes it possible. Orange Caraïbe recently installed 18 simple-to-use TANDBERG 1000 and TANDBERG 880 visual communications systems at its sites across the mostly French-speaking communities of Guadeloupe, St. Barth, St. Martin, Martinique, Dominica and French Guiana.

SAVING TIME AND MONEY

Instead of island-hopping by air to meetings, managers and collaborators in those far-flung markets now meet casually by video to coordinate their activities. They also report to the board of directors of the company's parent company, Orange France, in Paris.

A typical business trip from Guadeloupe to another unit of Orange Caraïbe takes a whole business day, according to company representatives. "Videoconferencing lets us save precious work time," says one. "And compared with telephone conferencing, our meetings are very animated, because people can see one another."

"VERY INTUITIVE"

The company's investment in TANDBERG systems has helped it to extend its lead over regional competitors. With some 350 employees, Orange Caraïbe provides mobile communications, short messaging services (SMS) and multimedia messaging services (MMS) to more than 570,000 subscribers, making it the largest telecom provider in the region.

Videoconferencing helps bring operational consistency to Orange Caraïbe's remote customer centers and administrative facilities. Anyone in the company with a use for visual communications has access to the compact units. Managers have TANDBERG 1000s in their offices, while meeting rooms are equipped with versatile

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TANDBERG 880 set-top systems.

"The TANDBERG 1000 units are especially easy to operate," says one regular Orange user. "The system's interface is very intuitive. People like the all-in-one design with the multisite functions and WiFi capabilities."

HANDS ACROSS THE WATER

More and more, the splendid isolation of the French West Indies is a matter of choice, not geography. The increasingly sophisticated telecommunications infrastructure of Orange Caraïbe is a bridge to the world. It is important to get the most out of that infrastructure, and videoconferencing among the islands and across the Atlantic Ocean to Paris helps Orange Caraïbe do so.



One of Orange Caraïbe's many videoconferencing rooms

"We're enthusiastic about videoconferencing because it has allowed a real evolution in both collaboration and communication," says Chief Information Officer Patrick Raimond. "We spend less on travel, but people feel they are closer together."



Headquarters of Orange Caraïbe, in Guadeloupe

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.

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