

TANDBERG Customer Profile: Royal Bank of Scotland

Client: The Royal Bank of Scotland
Contact: Therese Primrose
Title: Average Number of Videoconferences Increased 185%

The Royal Bank of Scotland Group, founded in 1727, is one of Europe's leading financial services groups and one of the largest banks in the UK. The Group has a strong position in the UK, ranking first in corporate, private and offshore banking, and second in retail banking and private motor insurance.

Average Number of Videoconferences Increased 185%

The Company was an early adopter of videoconferencing. They have been using videoconferencing for over seven years and currently have 140 systems. During 2001, the average number of videoconferences per month increased by a 185% from 350 to 1000. The company has also installed a new bridge to join multiple sites and increased the network bandwidth from 384kbps to 768kbps.

Teresa Primrose, Technical Development Manager, attributes the growth to several factors. "Employees realize that videoconferencing has multiple benefits. We use videoconferencing across the entire company, particularly to bridge the 400 miles between our teams in Edinburgh and London." She explains that the company has recently analyzed the behavior of people using videoconferencing, the technology the bank employs and the meeting environment including room layout, furniture, lighting and textiles. As a test bed, we are creating a "room of excellence" to pilot the way videoconferencing is used in a workspace," adds Primrose. "We will have ceiling microphones, and multifunctional tables so that people can move equipment around as they please to create a natural meeting environment."

TANDBERG 1000 Placed on the Desks of Executives

TANDBERG 6000, 800 and 500 systems are employed in meeting rooms throughout the company. Executives have the TANDBERG 1000 on their desks so that they can use videoconferencing spontaneously. Primrose says "it is compact and useful. The system is placed on desks, so that the equipment can be used to call anyone at anytime."

New Ways to Use Videoconferencing

New ways to use videoconferencing are being discovered. In one case, a person borrowed a videoconferencing unit to bring home. Rather than having to stop work for family reasons, she was able to work from home until it was possible to return to the office. The next step will include deployment of more videoconferencing throughout the organization and enhanced usage for presentations and data collaboration. systems on the desks.

About TANDBERG

TANDBERG is a global leader in videoconferencing. The company designs, develops and manufactures videoconferencing systems and offers sales, support and value-added services in more than 60 countries worldwide. TANDBERG has its headquarters in Oslo, Norway and major offices in the United States, the United Kingdom, Canada, China and Japan. TANDBERG is publicly traded on the Oslo Stock Exchange under the ticker TAA. For more information, please visit www.tandberg.net.