

# TANDBERG CUSTOMER PROFILE

## Saxion Universities



*Saxion's embrace of video communications began in the IT Department*

- **CLIENT:** A major Dutch university system with 17,000 students enrolled in 48 Bachelor's and Master's degree programs on three campuses
- **ACTION:** Installed TANDBERG 3000 MXP and TANDBERG 1000 video communication systems
- **RESULT:** Reduced travel expenses and expanded collaboration among remote IT Department employees; stimulated interest in video-based education

**" We tried out a variety of systems and ended up with TANDBERG because we felt it had the highest quality. It gave us the most professional overall impression with regard to how it looks and how it behaves. "**

ELSBETH STIEKEMA  
SAXION UNIVERSITIES

### VIDEO LINKS DUTCH CAMPUSES

When the Saxion Universities of Professional Education ventured into visual communication, they did it with the future in mind. The Saxion system consists of three campuses in the eastern Netherlands, with 17,000 students spread among them. But its two main campuses, in Deventer and Enschede, and a fledgling campus in Apeldoorn are increasingly administered as one entity.

Saxion's Board of Directors has long recognized the unifying force of technology. A capacious IP network (1 Gbps) links Deventer and Enschede, carrying data back and forth among 3,500 personal computers and 100 servers. This far-flung infrastructure is so crucial to university operations that the first employees to be equipped with TANDBERG video systems were those in the IT Department, whose job is to keep the computers running.

"We have 50 people in the department, divided equally between Deventer and Enschede," says Elsbeth Stiekema, Deputy Manager of the IT Department. "The distance apart is only 65 km, but the train takes about an hour and a half each way if you include getting to and from the station. Videoconferencing is much more efficient."

### QUICK RETURN ON INVESTMENT

Until recently, intercampus departmental meetings, team meetings and project meetings were a significant drag on the IT Department's budget. The cost of train tickets was part of the problem, but time lost in transit was worse. For example, during a project to upgrade all PC workstations on the main campuses, five IT specialists in Deventer and five in Enschede had to meet on a regular basis.

"Each meeting required five train tickets and some 15 hours



*Saxion's 17,000 students are a tech-savvy lot*

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of travel time for the traveling group," recalls Ed de Bruin, an applications team leader, "so you can imagine how fast the costs added up."

Before investing in visual communication as a solution, IT Department Manager Hans van der Wal compared the cost of two TANDBERG 3000 MXP systems and one TANDBERG 1000 MXP against the many train trips that they would make unnecessary. Assuming a four-year write-off period, the budgetary math was straightforward.

"We discovered," says Mr. de Bruin, "that we would have a payback time of only a year."

#### FOR EDUCATION, TOO

Though Saxion's first TANDBERG units were installed for IT-support purposes, it plans eventually to link remote lecture halls by video for teaching purposes. Saxion will then be able to send academic programs in a rich, multimedia stream from campus to campus so that students and lecturers can stay put. Saxion's growing third campus, at Apeldoorn, will likely be a major beneficiary.

"Though we work in the IT Department, we feel a responsibility for education," says Ms. Stiekema, "so naturally we have talked to our academic colleagues about videoconferencing. But we believe the systems' benefits will speak for themselves."

#### EASY

According to Mr. de Bruin, a major advantage of TANDBERG systems over competing systems is their user-friendliness. "The remote control," he says, "has fewer buttons than the other brands we looked at. You just dial the number, press the green button and someone picks up on the other side. It's like making a telephone call."

The TANDBERG 3000 MXP, with enhanced multimedia capabilities and CD-quality audio, can run at transmission speeds of up to 2 Mbps H.323 and SIP, with automatic Downspeeding™ and IPLR to protect against network interruptions. The DuoVideo™ feature, meanwhile, lets meeting participants see one another while sharing presentations by PC or LAN connection.

"We tried out a variety of systems," says Ms. Stiekema, "and ended up with TANDBERG because we felt it had the highest quality. It gave us the most professional overall impression with regard to how it looks and how it behaves."

#### 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.



*Saxion chose the TANDBERG 3000 MXP*

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