

TANDBERG Video Usage & Adoption Service

Client Profile:
TrygVesta



TrygVesta got help from TANDBERG to promote internal use of its new video systems

- **CLIENT:** One of the largest general insurance companies in the Nordic countries, with 2 million customers and 3 650 employees
- **ACTION:** Utilized TANDBERG's Video Usage and Adoption Service upon launching 30 new video communication systems
- **RESULT:** Boosted user self-confidence and laid the groundwork for reduced travel, expanded information flow and improved personal relationships

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JAN TOMMY HENRIC JENSEN, TRYGVESTA

JUMP-STARTING VIDEO USAGE

When executives at TrygVesta, a leading Nordic insurer, decided to upgrade their aging video communication network, they discovered that TANDBERG does more than make equipment. With its Video Usage and Adoption Service, TANDBERG's Professional Services team helps companies get the most out of their video experiences.

For TrygVesta, the deployment of 30 new TANDBERG MXP video communication systems was a major event. Video Technology Specialist Jan Tommy Henric Jensen had high expectations for the powerful new TANDBERGS and was determined to maximize their use from Day One. All he had to do was get TrygVesta employees in four countries to see the benefits of meeting by video as clearly as he did.

TANDBERG was glad to help.

THE GOAL: SELF-CONFIDENCE

As the new systems were being rolled out, TANDBERG's Professional Services staff met with Jan Tommy and his associates. Together, they tailored the Video Usage and Adoption Service to suit TrygVesta's communication strategy and choice of equipment, which included the TANDBERG 6000 MXP and TANDBERG 1000 MXP endpoint models and a variety of infrastructure systems.

"Our goal was for existing users to feel confident switching to the new TANDBERG systems and for potential new users to experience easy face-to-face connectivity," recalls Jan Tommy. "We also wanted TANDBERG to show us features like video streaming and archiving that few of us had used before. The TANDBERG Usage and Adoption Service really helped us reach our goal."

TRAINING FOR SUPER USERS, OPEN DAY FOR ALL

With the new equipment in place, TANDBERG gave a multisite video course to TrygVesta's designated "Super Users." They would later help their uninitiated coworkers with simple tasks like setting up calls, adjusting the camera and adding supplementary visuals. Most of them had limited exposure to video communication but found the TANDBERG remote control easy to handle. Super Users in Oslo, Stavanger and Bergen placed calls to one another and tried out different functions. When asked afterward to

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Video Usage & Adoption Service

rate the Super User course for "simplicity and understandability," participants gave it an average score of 4.13 out of 5.

"The idea is for the Super Users to spread their knowledge and enthusiasm throughout the company," says Cecilie Foss, the TANDBERG Services Coordinator. "Our task is to get the ball rolling."

"It was a great arrangement and I learned a lot," says TrygVesta Sales Director Bente Arnesen. "It was important for me to understand the basics if I was going to be a strong advocate for video communication in the company."

When the course ended, she wrote an open letter to her colleagues, explaining the strategic importance of video to the company and urging everyone to take part in TANDBERG's next offering: Open Day.

WITH TWO CLICKS OF THE REMOTE

Open Day took place during a lunch hour. Beside the canteen in TrygVesta's Oslo office, the Professional Services team set up a promotional stand, drawing 60-70 employees in person and others by video. Using a TANDBERG 1000 MXP desktop unit, the participants learned how -- with two button clicks -- to open a clear video channel to district offices and subsidiaries across Norway, Denmark, Sweden and Finland. Everyone received a video "self help" kit, including a quick reference guide to the remote control.

"People seemed to like Open Day, especially the ones who have to travel a lot," says Cecilie. "They're sick of airports and hotels. Most of them said, 'This is much easier than I thought.' "



TANDBERG 1000 MXP

"WHY WASTE TIME TRAVELING?"

Dag Nyrud, Manager of TANDBERG's Professional Services team, says the Video Usage and Adoption Service is available to companies anywhere that want to show their employees what high-speed multimedia communication can do for them. Some companies may be new to the technology while others may want to "blow the dust off" underused video systems already in place, Dag says. The service includes four basic steps: 1) an initial planning meeting, 2) Super User training sessions, 3) Open Day and 4) a follow-up meeting. TANDBERG has also put together an online Video Usage and Adoption Kit, available at www.tandberg.net.

Fredrik Halvorsen, TANDBERG's Chief Executive Officer, says: "The new program demonstrates TANDBERG's commitment to developing meaningful, long-term relationships with our customers and helping them to gain the maximum benefit possible out of their video solutions."

Jan Tommy says the experience was a success for TrygVesta.

"News has spread quickly by word of mouth," he says. "People are asking themselves, 'Why waste time traveling?' and they're more confident about using the equipment. It bodes well for a big return on our investment."

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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