



THE BRANDT GROUP



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CHRISTOPH TRESS, IT
DEPARTMENT MANAGER AT THE
BRANDT GROUP

Making communication easier, faster and more effective

The Brandt Group manufactures baked goods and sweets. The company is best known for its zwieback products and is the German market leader in the sector with a market share of 80 percent. Additionally, the Brandt Group’s product range also extends to products such as crispbread, chocolate, snacks and savory biscuits.

Around 1,000 workers are employed at the headquarters in Hagen and sites in Landshut, Burg near Magdeburg and Ohrdruf. As well as Brandt Zwieback-Schokoladen GmbH + Co. KG, the company, which generates an annual turnover of approximately 200 million Euros, also owns the subsidiary Burger Knäcke GmbH + Co. KG and Pauly GmbH & Co. KG, plus Carl Brandt, Inc., which is headquartered in the USA.

Helping employees by cutting travel

Since 2007 the Brandt Group has employed TANDBERG video conferencing systems, particularly for internal communication. “The journeys from location to location used to take six or seven hours each way. Not only did this rob our employees of valuable time, it also took a lot out of them,” explains Christoph Tress, IT Department Manager at the Brandt Group.

Tress and other members of his department had already experienced TANDBERG video conferencing systems in 2004. “We were enthusiastic about the possibilities of the technology even back then,” recalls Tress. Three years later, the subject of video conferencing came up once again. “The communication between our locations needed to be improved,” says Tress.

He remembered the benefits of the video conferencing systems well and proposed TANDBERG systems as a solution. “Then everything happened really fast. It took just three months from viewing TANDBERG’s current products at the manufacturer to the time the video conferencing systems were completely operational.” The zwieback manufacturer invested around 90,000 Euros in four TANDBERG Profile 3000 MXP, which have linked the Brandt Group sites for over two years now.

BUSINESS ISSUES

Improving internal communication, reducing travel

SOLUTIONS

4 X TANDBERG Profile 3000 MXP

RESULTS

Increased effectiveness of internal communication, improved coordination of internal processes, reduction in travel costs

FUTURE

More widespread use of video conferencing technology for contact with suppliers and clients



TANDBERG IN MANUFACTURING

Video conferencing enables multinationals to diagnose problems remotely, hire and train employees worldwide and accelerate accurate decision-making by global business managers, thereby cutting production time and reducing time-to-market. Video conferencing also helps to build important personal relationships, cuts travel-related time and expense, and thereby improves your employees' quality of life.

Improvements achieved across the business

"With this investment, we achieved the exact effect that we had hoped for," Tress summarizes. "Our meetings become more effective and we now hold around 15 to 20 video conferences per month." Since their introduction, there has been no problem at all using the systems. "There was a brief training course at the beginning, but nothing more was necessary as operation of the devices is mostly intuitive. The brief accompanying guide is perfectly sufficient as an additional aid."

To make it possible to use the devices wherever and whenever they are needed, the company has opted for a mobile solution that enables the TANDBERG systems to be employed in any room on the site. In addition to management, the marketing department in particular has discovered the benefits of this technology. "From product development to arranging the packaging layout – many things are now discussed and decided via video. Since we additionally expanded the systems with small PCs, it's also no problem to incorporate slides or presentations into the conferences," says Tress.

His department also uses the video conferencing systems to improve internal operations, as Tress explains, "Thanks to the video conferencing technology, every department in the company is able to quickly transmit expert knowledge wherever it's required."

Using video conferencing externally

Having already led to clear improvements with internal communication at the Brandt Group, the company would also like to use video conferencing in their contact with external companies. This would enable discussions with clients and suppliers to take place via video conference, thereby reducing travel activity even further. Tress concludes, "We are already using the systems in our contact with some suppliers. We're expecting this number to grow and lead to even greater efficiencies in our communications in the future."

"Thanks to this video conferencing technology, every department in the company is able to quickly receive technical help wherever it's required."

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Contact TANDBERG today to learn how our solutions can support your business processes.

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