



ZEPPELIN BAUMASCHINEN GMBH



“Simple operation and flexible technology – TANDBERG video communication systems offer both.”

WERNER LUIDL, SERVICE TECHNOLOGY AT ZEPPELIN BAUMASCHINEN GMBH, MUNICH-GARCHING

Distance learning saves time, money and increases productivity.

Zeppelin is one of the world's leading suppliers of construction machinery, ground conveyors, power and drive systems. Based in Friedrichshafen, the Group has more than 4,300 employees worldwide and its retail and industrial divisions have a combined turnover in excess of EUR 1.6 billion. Zeppelin Baumaschinen GmbH is allocated to the retail sector. The 40 branches throughout Germany look after around 25,000 customers and manage over 40,000 forklifts, motors and pieces of construction equipment. Zeppelin has been the sole agent for Caterpillar (CAT) construction equipment in Germany since 1954, and in the decades since then it has also acquired the concession in many other countries.

Zeppelin attaches great importance to the training of its employees. One reason for this is that, in addition to supplying high-grade construction equipment, the company is also known for the quality of its customer support and service. Consequently, a special training center was established in Kaufbeuren where employees from the technical area attend training courses. Regular seminars are held here weekly with up to 25 people present. The problem: employees have to travel from all over Germany. This is very expensive, time-consuming and, not least, reduces productivity in the branches which have to release resources for the duration of the seminars. Bearing this in mind, short courses lasting around 1.5 hours in particular are simply not cost-effective.

These short sessions are precisely why Zeppelin has decided to introduce a distance learning concept. Using state-of-the-art videoconferencing technology, employees receive the latest updates on-site at their branches, enabling them to keep up-to-date with all innovations. The benefits in comparison with written information or training CDs are clear: the participants can interact with the seminar leader, ask questions and, if necessary, go into certain areas of the course in more detail. The simulated face-to-

BUSINESS ISSUES

Requirement to improve internal communications concerning product innovations, updates and solutions. Pressure to minimize training costs and increase productivity through reduced travel requirements.

SOLUTIONS

Distance learning programme using TANDBERG video-conferencing systems.

RESULTS

High level of acceptance amongst employees. Videoconferencing systems are used for meetings as well as training courses.

FUTURE

European expansion of the videoconferencing network will help keep employees updated – and support collaboration across the organization.



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For offices and small meeting rooms. A highly portable set-top unit, brilliant pictures and a choice of networks.

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For medium to large-sized meeting rooms and boardrooms. Share knowledge simply, quickly and efficiently with any location.

face situation also helps to develop a closer connection with the students or engineers, something which is conducive to successful learning.

Mission Statement: A videoconferencing system to fulfil all needs

An appropriate videoconferencing system would have to fulfil many requirements: straightforward operation which is quick to learn, a high level of acceptance amongst employees as well as flexibility and efficiency of the system were all fundamental prerequisites. The system must also have a sufficient number of connectors to enable a PC, document and workshop camera and smart boards to be connected to it. The reason: the courses often include presentations or the showing of training films on video or DVD.

Following completion of a pilot project, involving two branches as well as the studio at the training center in Kaufbeuren, the Zeppelin team decided on videoconferencing systems from TANDBERG. It was their excellent picture and sound quality as well as their simple operation which singled them out from their competitors. The versatile connection options offered by the TANDBERG 6000 were also a deciding factor.

Expansion of the TANDBERG systems planned

At the beginning of 2007, 23 of the 40 branches in Germany were equipped with videoconferencing systems – it has been announced that this number is to be expanded. The system has been widely accepted by its users thanks to the simple operation, the changeover to Video over IP and the installation of the MCU, via which several participants can hold a conference simultaneously. As a result, the TANDBERG systems have quickly been put to use in other areas. Regular internal meetings, such as sales and services meetings, for example, have led to great demand for the broadcast rooms. The medium to long-term plan is to connect CAT's European training center in Malaga, Spain, to the conference network. Other European sites will follow.

Conclusion

Zeppelin has been convinced by the TANDBERG systems, particularly with regard to their flexibility. Using the systems it has been possible to optimize and expand the company's distance learning concept. They are helping the company to keep its employees up-to-date with the latest information, shortening communication channels and strengthening teamwork, even over long distances.

“The employees have quickly learned to work with the system and are really impressed by the wide range of options it offers.”

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

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