



TECHNOPOLIS PLC



“The move went more smoothly than any other technology project we have embarked on previously. We were really happy with the extremely high level of service and technical support we received throughout from TANDBERG and their implementation partner.”

LAURA KRUSIUS
BUSINESS SERVICES DIRECTOR
TECHNOPOLIS

TANDBERG Telepresence ensures market-leading business communications at Technopolis Plc

Established twenty years ago, Technopolis Plc is the largest company in Finland specializing in providing business environments for high tech companies, and is one of Europe’s largest technology center operators in terms of the number of its corporate customers. Currently, approximately 16,000 people and 1,150 companies and organizations operate in the company’s network of technology centers in eight Finnish cities and St Petersburg in Russia.

Growing ambitions

As a well-established, fast growing and highly profitable organization itself, Technopolis aims to help its partners and customers also grow and succeed. Of paramount importance to achieving this is the provision of the highest quality and most advanced business environments and facilities.

For Technopolis, videoconferencing has always played an integral role in the sophisticated service it offers to its clients. As a result, the organization recently decided its existing, outmoded technology needed upgrading and replacing with a contemporary, leading edge solution.

Laura Krusius, Business Services Director at Technopolis, explains, “We actually pioneered videoconferencing several years ago, and had great success with lots of client interest and frequent use. As firm advocates of the technology, the decision was therefore not whether to adopt it, but rather which supplier would offer us the most advanced solution.”

Selecting a solution

Following a comprehensive tender process, they selected TANDBERG. “We chose TANDBERG because it offered us competitive pricing as well as highly responsive service. We also planned to implement the innovative Telepresence T3 meeting solution in the future and valued TANDBERG’s expertise and experience with the technology,” says Krusius.

BUSINESS ISSUES

Requirement to upgrade an existing outdated videoconferencing solution.

SOLUTIONS

Nationwide implementation of videoconferencing and visual collaboration solutions across multiple Finnish sites.

RESULTS

A significantly improved videoconferencing experience for internal and external users, and considerably reduced internal travel requirements and costs.

FUTURE

Nationwide availability of Telepresence T3.



BENEFITS OF VIDEOCONFERENCING

Videoconferencing enables colleagues, partners and customers to reach out and connect with each other across geographical boundaries – reducing the need for time-consuming and costly travel. In this way, organizations can accelerate decision-making, enhance collaboration, share knowledge, and increase productivity while improving work-life balance for their employees.

TANDBERG's interoperability with competitor products and offerings was another deciding factor, as Krusius explains, "Our clients have global operations, so the chosen solution had to be standardized, and able to integrate with other networks, technologies and vendor solutions. We were completely satisfied that TANDBERG offered us this capability."

A trouble-free nationwide implementation of eight two screen PROFILE 8000 MXP videoconferencing rooms (accommodating 20 participants) was then expertly carried out by a TANDBERG approved reseller. Technopolis also purchased Telepresence T3 for two locations, enabling the company to provide its clients with a live, face-to-face meeting experience combining the highest quality audio and high-definition video.

Industry-leading offerings

Companies located within the Technopolis centers can now hire the new, improved videoconferencing equipment to conduct 'virtual' meetings. By doing so, they not only realize reduced costs due to fewer business journeys – a significant advantage during a period of recession – but also benefit from increased employee productivity due to reduced travel. With more control and flexibility over their personal use of time, individuals have also reported an improved work-life balance.

In addition, videoconferencing is providing users with ecological benefits due to the reduced CO2 emissions associated with reduced travel. Krusius explains, "Acting in an ecologically responsible manner is becoming increasingly important for our customers. The TANDBERG technology provides a modern 'green' way for companies to communicate quickly and easily without losing effectiveness."

Significantly, all the TANDBERG technology is available for hire by external customers. For Technopolis this will represent a world-first, as it is the only company in Finland, and the first company in Northern Europe, leasing Telepresence in this way. "Providing our customers with an excellent level of service is very important to us. Our industry-leading PROFILE 8000 MXP systems allow us to do this, and when we fully roll out Telepresence T3 we will extend our portfolio even further to reach customers who require a more sophisticated and advanced videoconferencing experience," explains Krusius.

Future savings

To date, uptake of the technology has been extremely promising – not least among Technopolis staff: "Previously, there was minimal use of the videoconferencing equipment internally as the disjuncture between voice and movement was considerable. However, we have seen an overwhelming response to the enhanced technology and now have more than fifty internal users," says Krusius.

"We estimate to cut meeting and travel costs by 40% by arranging meetings with videoconferencing or other methods that don't require travelling."

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

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