

TANDBERG CUSTOMER PROFILE



THE INTERNATIONAL
COMMERCIAL BANK OF CHINA



ICBC demonstrates how headquarters can conduct a conference with branches across Taiwan

- **CLIENT:** Taiwan's oldest and largest commercial bank with more than 3000 employees, 81 domestic branches and 25 overseas branches
- **SOLUTION:** Implemented TANDBERG 880 MXP and TANDBERG Portable 3000 MXP across 81 branches, linked and controlled by the TANDBERG Management Suite
- **RESULT:** Faster information sharing, increased communication efficiency, lowered travel expenses, expanded corporate training programs, improved inter-branches and departments cooperation

"TANDBERG video solutions has exceeded our expectations and transformed the way we communicate. We are more than happy to show other banking institutions how we implement the solution."

The International Commercial Bank of China

AWAKEN TO A VISUAL FUTURE

It's 8.30am at Taiwan's International Commercial Bank of China (ICBC). As they do every morning, the bank's wealth management executives from various branch offices report 'face-to-face' to the management team in Taipei headquarters. During the briefing, they discuss the day's sales and marketing strategy, exchange critical information about new products and services, share market trends and investment data. Participants raise their hands to ask questions, which are answered quickly by the financial specialists present at the headquarters. The meeting proceeds with brisk efficiency. Remarkably, this meeting is being conducted across the 36,000 sq. km. of the island of Taiwan with all ICBC branch offices linked to Taipei headquarters via videoconferencing from TANDBERG. This is the future today.

The key factor behind ICBC's decision to launch the most ambitious videoconferencing project in Taiwan's banking sector was consideration for the needs of the customer.

ICBC said, "To make well-informed investment decisions for our customers, ICBC Wealth Management Group needs to share critical information in real-time. And that information must be distributed simultaneously to all our branches. Videoconferencing is the answer."

Previously the Wealth Management Group of ICBC depended on phone, fax and email. But even sophisticated audioconferencing was found to be insufficient for effective real-time data sharing and collaboration. ICBC also wished to reduce the expense and inconvenience of flying people to headquarters whenever face-to-face meetings were necessary.

QUALITY AND RELIABILITY ESSENTIAL

The determination to raise the quality of their real-time interactive communications led ICBC to look into videoconferencing. They foresaw the solution would enable all departments to more efficiently conduct inter-branch meetings, join regular training sessions, and deploy marketing campaigns and new product briefings. The underlying goal was to strengthen the bank's competitiveness by helping to ensure the right information always flowed to the right person at the right time.

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To drive the project forward, a 12-member cross functional team was set up to evaluate and select a qualified visual communication solution provider from a pool of participating vendors. Participants were evaluated and qualified based on numerous outlined requirements. One of the primary criteria was the ability of the video solutions in transmitting free-of-delay simultaneous real-time video, audio, data and image. This system needed to be scalable to support future expansion of ICBC to no less than a hundred sites, some of which would be located overseas.

Ease of use was essential so that minimum resources would be required to manage or operate the systems intended for non-technical staff at local branches. Up-time was important too – 100% business continuity is the only option for a bank. Tight security almost goes without saying and encryption and firewall features were considered a must.

Despite stiff competition from various video solution providers, ICBC ultimately went with TANDBERG all the way.

END-TO-END SUCCESS

“The quality of TANDBERG video is superb. It was impossible to ignore the technological superiority and value of the TANDBERG solution, especially when considering future upgradeability.” Commented ICBC. “With TANDBERG Management Suite (TMS), we require no additional staff resources at headquarters to manage the systems, and operation at branch level is easy too. Audio, video and data flows seamlessly and securely, and perhaps most important of all, the systems are incredibly simple to use. Our people actually like to use them.”

After ICBC awarded the project to TANDBERG, a six-month pilot project was launched during which all technical challenges were ironed out and a best practice manual was produced for future reference. Basic end user training sessions were conducted to teach employees at branch offices how to hold video meetings.

Videoconferencing has delivered all the benefits ICBC expected. These include far lower travel costs, reduced risk of travel accidents, and more effective information sharing across branch offices which ultimately resulted in higher productivity. The personnel at branch offices no longer need to fly to headquarters for briefings because they could now be conducted via the TANDBERG videoconferencing system in real-time.

THE MORE THE MERRIER

“We are very happy with TANDBERG and the TANDBERG partner that we are working with,” ICBC said. “They always give us their full attention and listen closely to our needs before fulfilling them with professionalism and integrity.

“We are more than pleased to share our experiences in implementing TANDBERG solutions with others in the banking sector, because videoconferencing becomes more useful when more people use it. We are also encouraging key customers and partners to consider these systems. Ultimately we all benefit from better communications.”

Their rapid move into Phase 2 of the project underscores ICBC’s enthusiasm about the advantages of videoconferencing. Commercial banking is a people business. It’s driven by strong customer relationships and teams collaborating across widely-distributed geographic locations. It’s also a highly competitive business where time is very definitely money and speed is essential. In such an environment, a good quality visual communications system quickly delivers a return on 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.



ICBC launch their new system with a large-scale media event

TANDBERG ASIA-PACIFIC HEADQUARTERS
Units 3101 - 05
31/F Shui On Centre
6 - 8 Harbour Road, Wan Chai
HONG KONG
Tel: +852 3162 5000
Fax: +852 2511 8041
Video: +852 2938 1800
E-mail: hongkong@tandberg.net

TANDBERG WORLD HEADQUARTERS
Philip Pedersens vei 22
1366 Lysaker, Norway
Tel: +47 67 125 125
Fax: +47 67 125 234
Video: +47 67 117 777
E-mail: tandberg@tandberg.net

200 Park Avenue, Suite 2005
New York, NY U.S.A. 10166
Tel: +1 212 692 6500
Tel: +1 800 538 2884 (toll free in the U.S.)
Fax: +1 212 692 6501
Video: +1 212 692 6535
E-mail: tandberg@tandbergusa.com

www.tandberg.net