

TANDBERG

# CUSTOMER PROFILE



- **GOAL: Facilitate internal and external office communication, enable face-to-face interviews and support clients in real-time.**
- **SOLUTION: TANDBERG 880, TANDBERG 990, TANDBERG 150.**
- **RESULT: Improved productivity, shorter recruitment cycle, enhanced face-to-face communication, operational efficiencies and greater company, client and candidate collaboration.**

**“ TANDBERG’s IP visual communication solution allows Tardis to maximize productivity, while at the same time reduce travel and telecommunication costs. Overall, it makes our business more effective, particularly in terms of internal and external interpersonal communications.”**

NEIL MACLEAN  
CHIEF EXECUTIVE OFFICER  
TARDIS GROUP

#### ENABLING VIRTUAL EXECUTIVE SEARCH

Tardis Group is a boutique global executive search company specializing in the provision of senior and high level recruitment solutions. Its operations span New York, London, Sydney and most recently, Tokyo. The firm has established a global reputation for the successful delivery of recruitment solutions to a comprehensive and diverse client base specializing in investment banking, information technology and strategy.

With a philosophy based on providing professional and innovative results to recruitment challenges, Tardis delivers solutions globally via managed teams. It leverages technology to ensure a consistent level of quality that allows its clients to benefit from the worldwide flow of information and human talent. Always on the lookout for ways to increase its productivity, connectivity and competitive edge, the company recently deployed videoconferencing.

Tardis needed a solution that would support its global expansion, limit business travel between its offices and help its 65 employees be more productive. But more importantly, it needed a solution that would provide a collaborative environment to enable visual interaction over Internet Protocol (IP), irrespective of location.

#### COLLABORATIVE TOOL DRIVES PRODUCTIVITY

“Videoconferencing is a mission-critical system for Tardis that keeps the organization connected with our worldwide network of offices and allows our people to interact face-to face with clients and candidates across three continents,” says Neil MacLean, Chief Executive Officer, Tardis Group. “Video is integral to our business because it supports our expansion into overseas markets, and it allows us to shorten the recruitment cycle.”

Tardis has deployed TANDBERG videoconferencing solutions across its interview rooms as well as shared office environments, in Sydney, New York and London. The company uses video on a daily basis to host meetings to coordinate recruitment, interview candidates and discuss client requirements.

In addition, Neil relies heavily on video to communicate with employees around the world and facilitate the building of long-term relationships within the Group. “TANDBERG’s visual communication solution allows Tardis to maximize productivity, while at the same reduce travel and telecommunication costs. Overall,

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CHIEF EXECUTIVE OFFICER  
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## COST-EFFECTIVE IP VISUAL COMMUNICATION

Videoconferencing has been a great addition to our company’s collaborative environment,” notes Neil. “Our employees, clients and candidates can share information much more readily, which helps increase the exchange of ideas. At the end of the day, we get better results, which means we’re serving our customers better and forging long-term relationships.”

Running costs are always a top priority for Tardis, and the fact that videoconferencing is performed over the public internet was a major selling point. “For a small to medium size enterprise with offices around the world, the bottom line matters,” adds Neil. “The fact that we can communicate over video for the cost of a local call is particularly attractive. And, the feeling you get of being in two places at once is a bonus.”

## HUMAN RESOURCES IN GLOBAL ECONOMY

“Interviewing is a major application of videoconferencing at Tardis,” says Neil. “As many of our clients are Fortune 500 companies with offices around the world, their requirements in terms of executive search and placement are not limited to a particular location. For example, we may service a client located in Singapore from Sydney and the prospective candidate may be living in London. Using our facilities, we can set up an interview over video involving all parties, thereby saving plane fares and travel expenses. But more importantly, we can shorten the recruitment cycle and respond to executive search projects with a real sense of urgency, because of the immediacy that is achieved with video.”

Video is also assisting Tardis in enhancing the capabilities of its search professionals. The company is also leveraging the technology to share, in a cost-effective manner, repeatable best practices and proven techniques to deliver continuous training and development to its staff. This is particularly important as the company is expanding rapidly, with plans to double in size over the next three years.

“As we grow our workforce around the world, videoconferencing is becoming even more important,” adds Neil. We have to be sure we’re hiring the best people for that region and video eliminates expensive round trip flights and simplifies negotiations across time-zones. We have just opened an office in Tokyo and plan to roll-out videoconferencing shortly. In addition, TANDBERG technology will be a key enabler to doing business in Shanghai and Dubai in the near future. Understandably, videoconferencing is a mission-critical application for Tardis.”

## BEYOND THE BOARDROOM

With the introduction of desktop systems, Neil can use video at home to increase his availability and manage work/life balance issues. “While video will never replace in-person interaction, being connected from home will allow me to work smarter and more efficiently across time zones, travelling only when it is required, and meeting by video or voice at other times,” explains Neil.

The success of videoconferencing for Tardis is delivering significant benefits. Neil concludes, “I think videoconferencing is great for our business. We can project a very professional image to the market, while growing our reputation as a company that has optimum visibility in local markets and specialist fields. Videoconferencing has changed the face of executive search and placement and it has delivered a competitive edge for Tardis.”