

# The Role of Videoconferencing in Reducing Travel

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**TANDBERG**

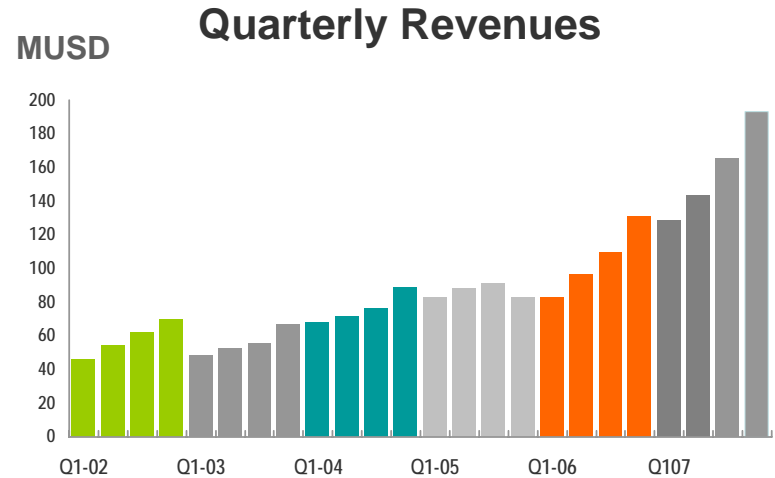
**See: productivity**

**See: passion**

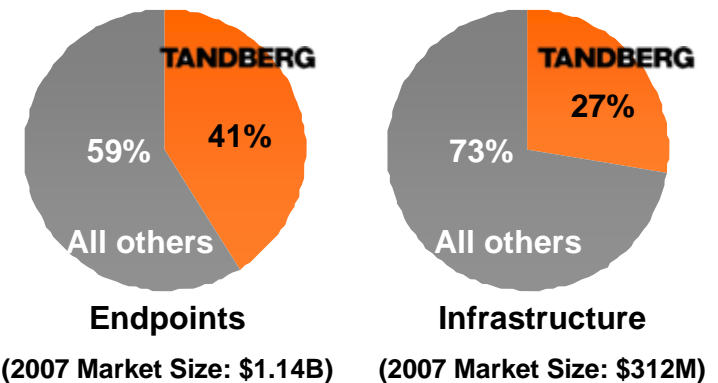
**See: performance**

# About TANDBERG

- Publicly traded (TAA.OL)
- \$ 630.5MUSD revenue in 2007
  - \$192.9 MUSD in Q4 2007
- Operating revenues grew 50.2% over 2006
- \$85.2 MUSD cash, no debt
- Outperforming the market
  - # 1 endpoint and infrastructure market share
  - Broadest HD portfolio and complete end-to-end solution
- Industry Alliances



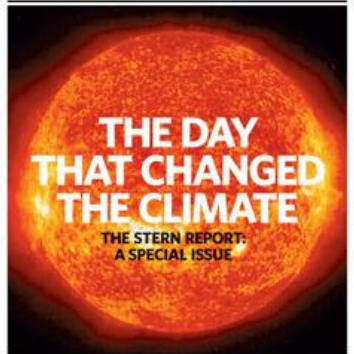
### TANDBERG 2007 Market Shares



# The Green Wave – Attitudes are Changing



51 Things You Can Do to Make a Difference

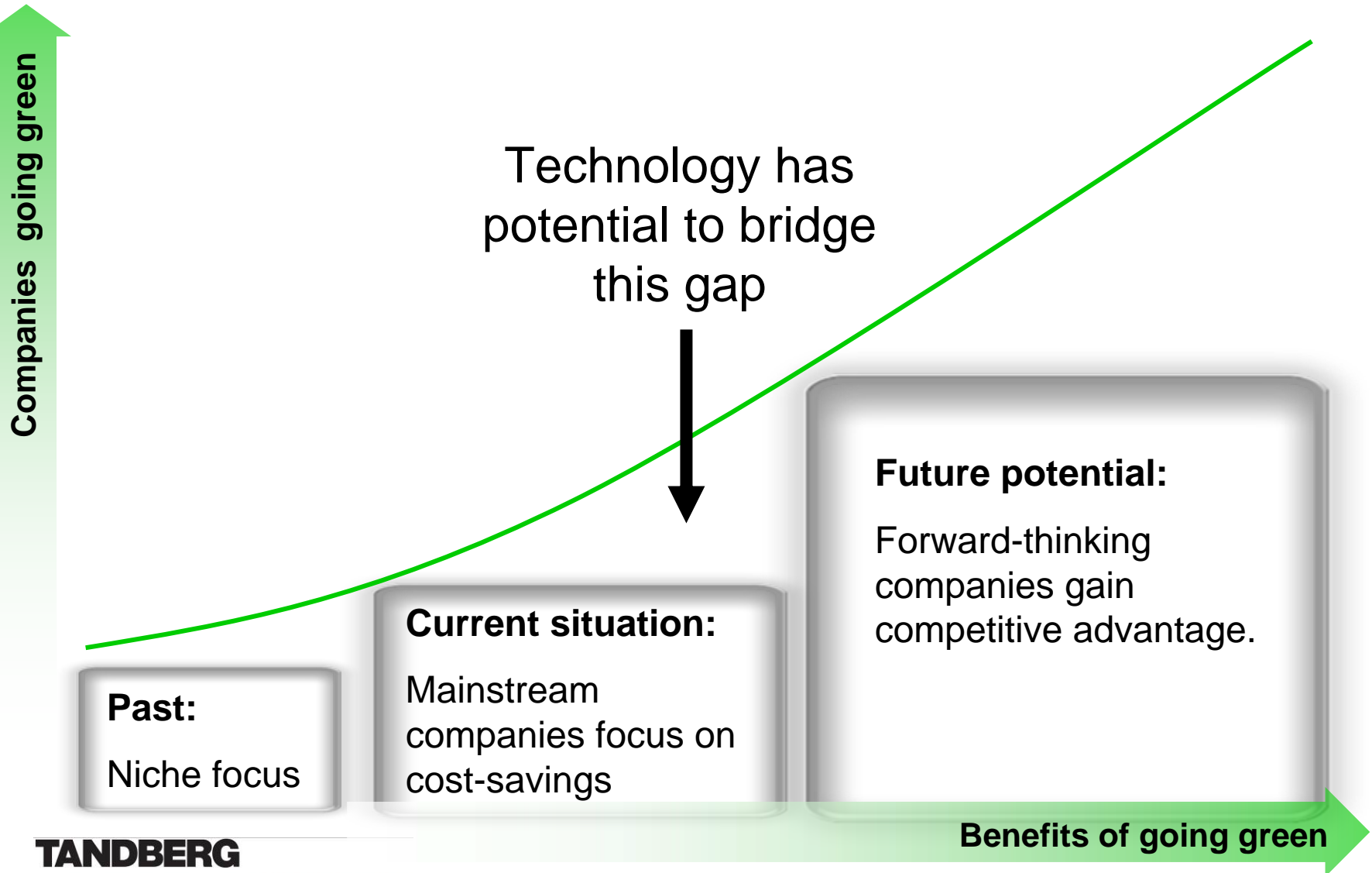


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# The Green Adoption Curve

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# Global Survey of Environmental Attitudes

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## Countries:

- **Americas:** United States, Brazil
- **Asia:** Australia, China, Japan
- **EMEA:** France, Great Britain, Germany, Italy, Norway, Russia, Spain, Sweden, the Netherlands



## Respondents:

- Managers
- Workers
- General public

- 16,823 people interviewed
- Representing global population of ~ 2 billion people

# Overview of Survey Results

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- > 50% likely to purchase products and services from a company with a good environmental reputation.
- 80% prefer working for an organization with a good reputation for environmental responsibility.
- Over one fifth of respondents (21%) find that travel reduction policies are the most effective means of reducing their company's carbon footprint, and a further 18% believe working-from-home programs to be a good environmental initiative for their workplace.

# Being Green as a Competitive Advantage

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- **Corporate Social Responsibility**
  - Importance of being a global citizen
- **Brand value**
  - >50% of consumers more likely to buy from companies with good environmental reputations
- **Access to talent**
  - 80% of people prefer to work for organizations that are environmentally friendly
  - Raise employee morale
  - Engage and empower employees





# Videoconferencing as a Viable Solution

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- Average customer reduces unnecessary meeting travel by 30%
- Good green reputation attracts and empower employees
- Cost reduction – average customer reduces travel cost by more than 30%
- Most customers realize ROI within one year
- Productivity gains throughout the organization



# Customer Case Studies

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## Vodafone

Saved over 13,500 flights per year through videoconferencing, reducing carbon emissions by over 5,000 tons. Realized ROI in one year.



## Scott Co., TN

Distance learning program increased number of students with access to resources, saved \$19,000 in fuel costs, and 3,124 tons of CO2 annually.

## EDS

Initial action in its green plan was to deploy videoconferencing. Reduced travel by 25% and realized payback in five months.

## HSBC

CIO's 14 direct report are equipped with desktop video as part of the company's worldwide environmental initiative.

## Swedish Customs Service

Holds 60 videoconferences per month, for "a direct reduction in CO2 emissions by 7 tons each and every month."

# Thank you

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[www.tandberg.com](http://www.tandberg.com)