

TANDBERG CUSTOMER PROFILE

AstraZeneca



AstraZeneca markets medicines like Symbicort®, an asthma treatment, globally

- **CLIENT:** A leading pharmaceutical maker with activities in 100 countries and \$71 billion in market capitalization
- **ACTION:** Installed more than 80 TANDBERG 1000, 2500, 6000 and 7000 videoconferencing units administered centrally through the TANDBERG Management Suite
- **RESULT:** Improved quality of life for far-flung employees, lower travel expenses and a shorter time-to-market for new drugs

“ It was important that our employees could handle it by themselves, and with TANDBERG it’s no harder than dialing a mobile phone. ”

MIA LUNDBERG, ASTRAZENECA

DRUG MAKER TREATS ITSELF WITH VIDEO

When pharmaceutical giant AstraZeneca decides to develop a new drug, it commits hundreds of scientists, doctors and other professionals around the world for a decade or more. To incorporate everyone's best work while maintaining a strict timeline, the company has a global communications strategy. At its heart is TANDBERG videoconferencing.

"We're very intensive users of videoconferencing," says Mia Lundberg, Associate Director Telecom at AstraZeneca. "We're also a traveling people, but as a global company with lots of international projects, videoconferencing is a more cost-effective and efficient way to meet."

AstraZeneca's 60,000 employees are active in more than 100 countries, generating some \$19 billion in annual revenue. Company products range from antacids and hay fever remedies to important new drugs to thwart diabetes, cardiac disease, asthma and cancer. The company is headquartered in London, but a quarter of all employees are based in the Swedish cities of Mölndal, Lund and Södertälje. There, Ms. Lundberg and her colleagues oversee a growing number of TANDBERG videoconferencing systems. At the last count there were more than 80.

A GLOBAL LABORATORY

"Everybody uses the equipment," says Ms. Lundberg. "That includes the finance and legal departments as well as accounting and reporting, business and marketing, and of course telecom. But the most frequent users are in the medicinal department -- the scientists and clinical specialists doing drug research."

That would include Dr. Michael Wrangstadh, a Global Project Manager who helps lead AstraZeneca's fight against gastrointestinal disease.

"Hundreds of people are involved in developing each compound," he says. "Once a month we normally have a team meeting for each compound. People participate by videoconference from Mölndal, Södertälje and Lund as well as Wilmington, Del., in the United States, and Osaka, Japan. Many people meet month after month and year after year, advancing the same drug."

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CLEAR COMMUNICATION

One drug that Dr. Wrangstadh helped develop -- Nexium® -- has provided relief to more than 160 million acid reflux sufferers since 2000. With the well-being of so many people at stake, the drug development process requires failsafe communications. According to Dr. Wrangstadh, participants linked by video are less susceptible to the kinds of misunderstanding that often creep into telephone conference calls and e-mails. TANDBERG's Duo Video feature allows far-flung researchers to see one another on the left screen while viewing clinical trial data or other graphic material on the right. Enthusiasts say it's almost like meeting in person. And with the strict security of embedded encryption, it's every bit as private.

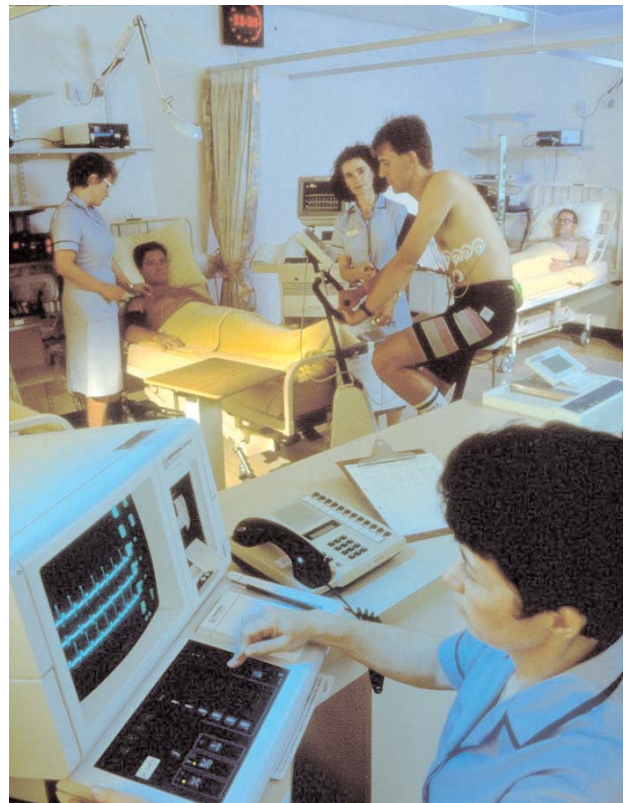


TANDBERG 7000 for large rooms

SELECTING TANDBERG

AstraZeneca's Swedish forerunner, Astra AB, was a videoconferencing pioneer, deploying a few scattered systems as early as 1992. By the time Astra merged with the London-based Zeneca Group in 1999, it was running a variety of videoconferencing systems, and some of them were incompatible with others.

"A few years ago we decided to take a more systematic approach," says Ms. Lundberg. "We chose TANDBERG as the core provider simply because the equipment was so good and easy to use. It was important that our employees could handle it by themselves, and with TANDBERG it's no harder than dialing a mobile phone. The response has been excellent."



Clinical testing takes place around the world

Today the growing array of TANDBERG systems at AstraZeneca ranges from the compact TANDBERG 1000 to the elite TANDBERG 7000 boardroom model, which

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can run at speeds up to 2 Mbps using ISDN and up to 3 Mbps using IP. When people arrive for a scheduled videoconference, the equipment actually turns itself on and connects to the other sites so that everyone can get right to business. A typical videoconference within AstraZeneca involves three or four sites, but occasionally the company links dozens of sites using TANDBERG MCUs.

Reducing the travel budget was a major consideration in AstraZeneca's embrace of video communications. So was reducing the time to market for new drugs. But according to Ms. Lundberg, the company's overarching goal was to improve the quality of life of its employees.



Nexium® -- a product of global teamwork

"For us it's very important to save people time and energy, so they are less stressed and can spend more time at home with their families," she says. "Sometimes we'll see someone sitting here late in the evening, and they couldn't be happier. That's because instead of traveling to Japan they are waiting for a videoconference. 'I'm so glad I don't have to go to Japan this weekend,' they'll say. 'After this I can go home.'"

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.



AstraZeneca's R&D center at Södertälje, Sweden, has some 35 video systems

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