



## RTX Telecom



TANDBERG videoconferencing helps bridge the cultural and geographic divide for RTX, while cutting costs and improving productivity

### GLOBAL EXPANSION BRINGS COMMUNICATION CHALLENGES

Founded in 1993, RTX Telecom A/S has developed and produced over 500 wireless communication products servicing a broad range of customers worldwide. As the company grew, it opened a sales office in California and a Q&A testing facility in Romania. In January 2006, RTX acquired D.R.S. Electronics Ltd, a manufacturer of advanced wireless communication solutions in Hong Kong – a move that required that these geographically dispersed teams communicate quickly, seamlessly and effectively.

In such a dynamic industry, RTX needs to be able to bring its global managers together to make timely strategic decisions and take new products to market as quickly as possible. This was a challenge due to the cultural differences and physical distances between its headquarters team in Noerresundby, Denmark and those employees that joined the company when RTX acquired the Hong Kong-based manufacturer. Knowing that body language accounts for 50% of communication, RTX wanted face-to-face meetings to unify the organization, while maximizing collaboration and building relationships across its teams.

However, flying half way around the world to accommodate in-person meetings was both expensive and time consuming. But what other options did the company have when phone calls, email and Skype all resulted in growing miscommunication and frustration?

In its quest to find the ultimate communications solution, RTX discovered videoconferencing.

### BUSINESS ISSUES

Cultural differences required face-to-face communication between the Hong Kong and Denmark teams

### SOLUTIONS

Conducting videoconferencing calls to narrow geographical and cultural barriers

### RESULTS

Reduced travel time and costs, faster decision making, quicker time-to-market, and improved bi-continental relationships

### FUTURE

Increasing productivity with real-time visual information exchange and enhancing companywide communications



### TANDBERG Edge 95 MXP

Designed for small to medium meeting rooms. The easy-to-install units convert a meeting room with a flat screen into an interactive hub. True CD-quality audio and HD video enable conference participants to experience powerful live presentations – for more productive teamwork and accelerated decisions.

#### MAKING THE DECISION

The entire process of identifying the company's communications needs, assessing options, and implementing a videoconferencing system took about four months. During that time, RTX found four qualified vendors, but short listed only two after a round of solution demonstrations. The decision to purchase TANDBERG's videoconferencing solution was largely based on its technology prowess. The company's newer technology, especially in the area of High Definition (HD), was a major consideration. In addition, TANDBERG's ability to provide superior service and support offset the fact that its system was a more expensive option. "TANDBERG's system design was far superior and their thorough consultative approach gave us confidence in their technology and service," says Ole Happie Sorensen, RTX System Integration and Test Manager.

#### THE BENEFITS OF TANDBERG VIDEOCONFERENCING

RTX's transition to videoconferencing was easy for both management and staff because TANDBERG's intuitive systems are as easy to use as making a phone call – with the advanced technology being seamless to users. Face-to-face interaction has allowed timely and effective information exchange, resulting in well-informed decisions, improved execution and enhanced internal communication and collaboration. Today, about 90% of RTX's inter-office calls are virtual meetings through videoconferencing – narrowing the distance gap between offices, without the cost and hassle of travel.

The cost of installing the systems in Noerresundby and Hong Kong has already been recouped tenfold by the money saved on reduced travel. On average, RTX uses the videoconferencing system five hours each day across most of the company's 240 staff – for R&D updates, product design progress, manufacturing output, and sales planning and reporting.

**"Since body language accounts for 50% of communication, eye contact and facial expressions are essential to deliver the message and build rapport. Our TANDBERG videoconferencing system is much more effective than phone calls – our people are now more united and can understand each other better because they can see one another."**

**"The TANDBERG system has greatly improved our productivity while cutting costs, so that we are now encouraging our subsidiaries and partners to also implement videoconferencing."**

Peter Christensen, Vice President  
RTX Consumer Products  
RTX Telecom A/S – Hong Kong

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

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