



HORIZON UK



“Without doubt, videoconferencing has unified the organisation, integrating disparate business units and teams into one cohesive company.”

SIMON WELCH, MARKETING DIRECTOR, HORIZON UK

TANDBERG videoconferencing transforms business communications at Horizon UK

Horizon UK is part of Avnet Technology Solutions, a worldwide value added distributor of enterprise computing products. Horizon operates within the UK and Ireland as a ‘channel only’ business, and has a proven track record in developing markets for leading IT infrastructure vendors.

With 200 employees distributed around the UK in four separate offices, as well as three offices in Ireland and 30+ home-based employees, frequent face-to-face communication was costly for Horizon to organise. Time spent travelling between offices to attend meetings also had an effect on employee productivity, as one meeting (including travelling time) could easily block an entire day out of someone’s diary.

Opening channels and saving costs

Keen to address this issue and ensure efficient, yet cost-effective, inter-office communication and collaboration, Horizon decided to install TANDBERG Profile 6000 MXP videoconferencing systems in meeting rooms in two of its main locations. It also provided certain team members with T150 desktop units.

Following a smooth implementation and rapid user adoption, Horizon then provided its senior employees with home desktop units and equipped additional meeting rooms with the technology. Due to demand, meeting rooms in the Irish offices were also included in a later rollout. In total, the company installed 50 units across multiple sites.

Improving decision-making

The business benefits have been extensive, as Simon Welch, Marketing Director at Horizon, explains: “We haven’t eliminated travelling to meetings altogether, but from a personal point of view I can now use videoconferencing to be in two places at once several times during the day. This means I can provide input and better understand the dynamics of certain situations that I wouldn’t have been privy to otherwise.”

BUSINESS ISSUES

Requirement to unify a geographically dispersed workforce, enhancing communication and collaboration.

SOLUTIONS

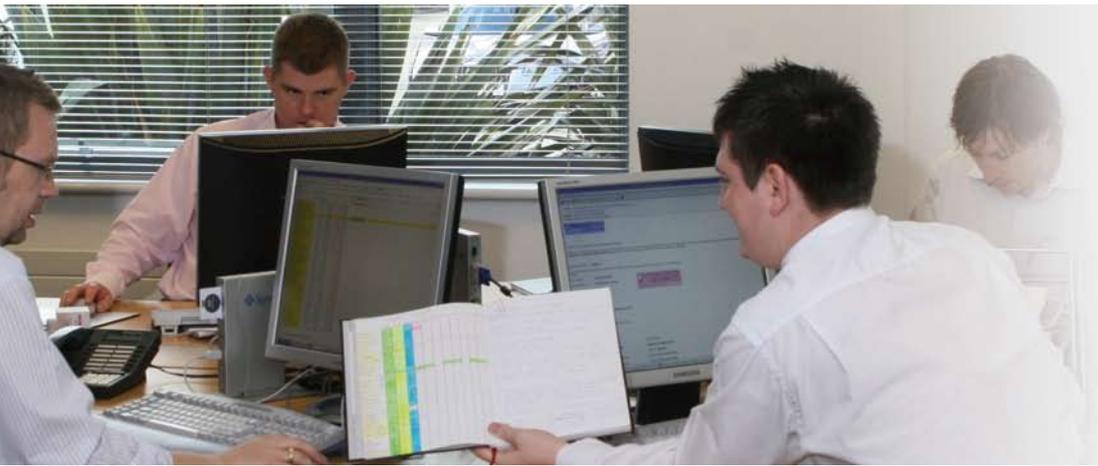
Widespread implementation of videoconferencing and networking solutions across multiple UK sites and home worker locations, including Ireland.

RESULTS

Increased operational efficiencies, improved inter-team communication, and accelerated decision-making. Travel requirements, costs and CO2 emissions have also been significantly reduced.

FUTURE

The development of internal ‘drop-in’ videoconferencing booths, as well as the provision of videoconferencing technology to customers and suppliers.



TANDBERG IN TECHNOLOGY/ TELECOMMUNICATIONS

The instant nature of videoconferencing improves personal contact with clients and colleagues across the world. It also improves the flow of information, bringing competitive advantage through greater operational consistency, better customer service and faster decision-making. Finally, by reducing travel expenditure, videoconferencing soon pays for itself.

The implementation has also positively affected the productivity of the geographically dispersed workforce, speeding communication between teams in different offices and improving the remote distribution and sharing of knowledge.

As a result, the company believes decision-making has accelerated: "Effective decision-making requires collaboration and consensus. Videoconferencing provides crystal clear audio, and the visual element means that attendees are constantly 'on show' so they cannot lose concentration, or surreptitiously check their e-mail during a call. This means active participation is much more likely."

Welch continues: "Without doubt, it has achieved its aim – to unify the organisation and integrate our disparate business units and teams into one cohesive company."

Realising significant savings

Cost savings and a return on investment (ROI) were not the business imperatives for implementing videoconferencing solutions. However, Horizon estimates savings in the first quarter following installation to be £110k (based on an average of three people on a call where the travel costs would have been £75 per person).

In addition, the conference call log reveals a huge number of calls of less than 10 minutes, meaning users are choosing the TANDBERG desktop units in preference to traditional telephony. As a result, a significant reduction in telephony costs is forecast.

Looking to the future

Following the project's success, videoconferencing has been extended to some of Horizon's largest suppliers, with customers set to follow in the near future. The development of 'drop-in' videoconferencing booths to meet the internal demand for the technology is also being considered.

Welch concludes: "The TANDBERG solutions have become an essential part of our day-to-day communications, and have set the standard for all future business interactions with Horizon."

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

Email us at tandberg@tandberg.com.