

# T202 Managing The Trip Not Taken: Virtual Meetings

Presenters:

Olivier Baraquin, Country Manager, Tandgerg, France

Torbjorn Erling, Meeting & Travel Manager, IKEA

# TANDBERG

## managing virtual meetings

Olivier Baraquin

General Manager TANDBERG France

# Agenda

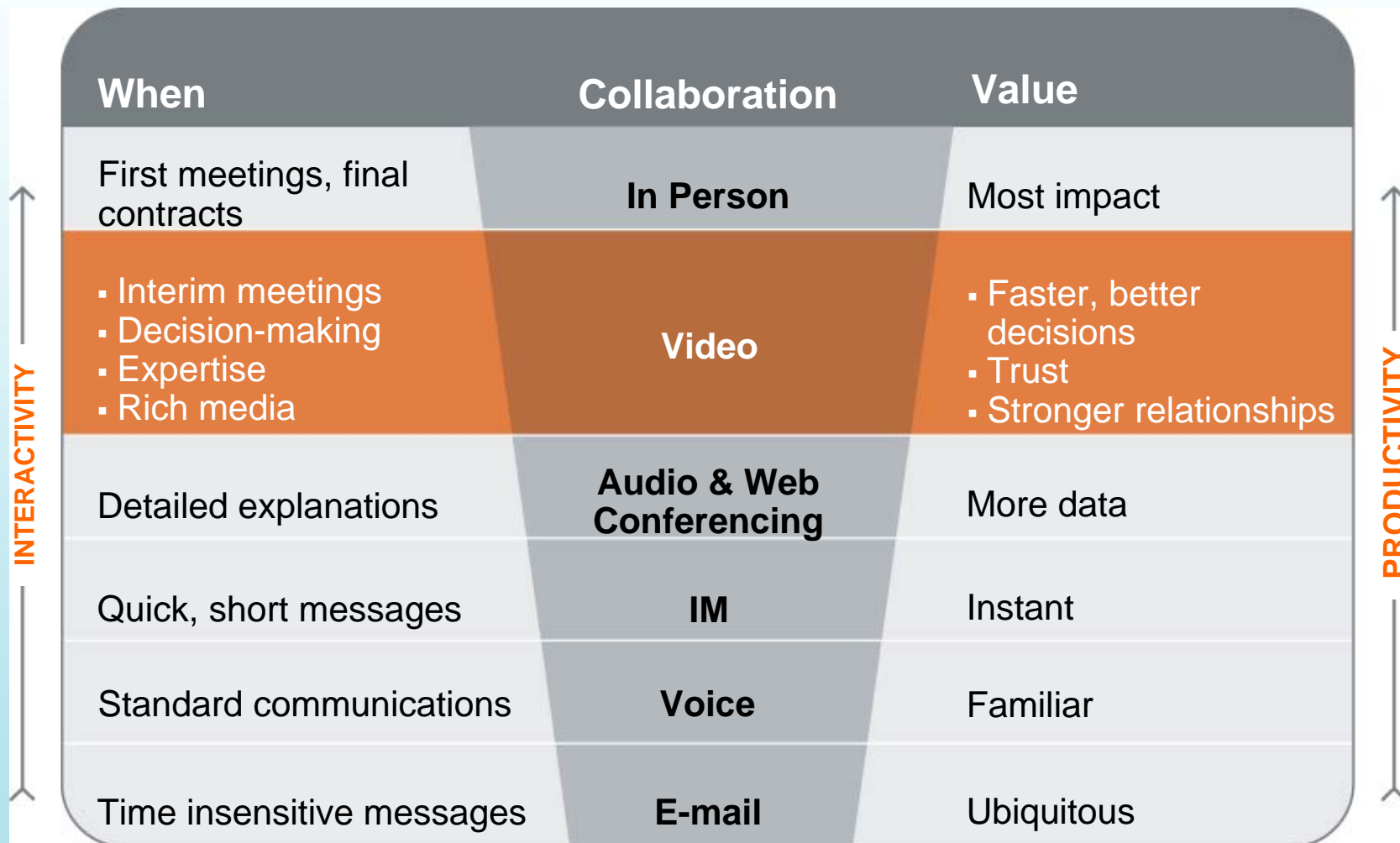
- Introduction to virtual meetings and TANDBERG
- Videoconferencing: a new way of travelling
- Concrete examples & figures





# Introduction to virtual meetings

## The Right Method for the Right Message



# Introduction to TANDBERG

- Videoconferencing vendor since 1989
- Norwegian company
- More than 1200 employees, present in 90 countries
- End to end solutions that delivers strong ROI and improve corporate goals :
  - Accelerate decision making
  - Scale knowledge
  - Unify the organization
  - Promote work / Life balance
  - Reduce carbon footprint

# Videoconferencing : The new way of travelling

- Videoconferencing can replace effectively in-person meetings
  - An average user reduces his travels by 30% by using videoconferencing
- Videoconferencing is a natural communication
  - 55% of a conversation is composed of body language
- Be in several places at the same time on the same day
  - Better productivity on daily activities
- Less travels means:
  - **Less costs** directly connected with travels: on average, our customers have made their ROI in 1 year
  - **Less CO2** in the atmosphere
  - **Happier** and **more productive** employees



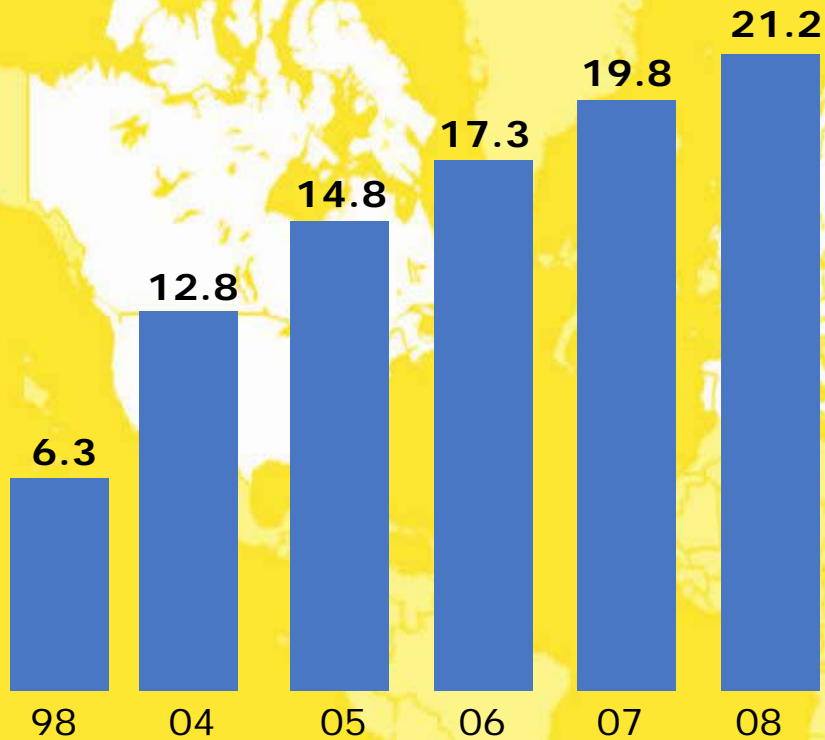
# Concrete examples & figures

- TANDBERG
  - 100 000 video calls per month
  - 2500 flights avoided, 2,5M\$ saved on business trips (30M\$ per year)
  - 17500 man-hour saved per month
  - 275 tons of CO<sup>2</sup> saved per month
- TNT
  - On track to save nearly 11,5M\$ in 4 years by replacing travels with videoconferencing
  - ROI: 71%
- VODAFONE
  - 25% reduction in business trips in 2 years
  - Resulting in double digit millions of cost savings

Thank you

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

**Torbjorn Erling, Meeting & Travel  
Manager, IKEA**



## IKEA AT A GLANCE

263 stores in 24 countries

Europe	189
North America	48
Russia	11
China & Japan	12
Australia	3

Total sales FY08 21.2 billion EUR

## Case study Virtual Meetings - IKEA

- **Meeting The IKEA Way**

New global meeting & travel strategy and policy

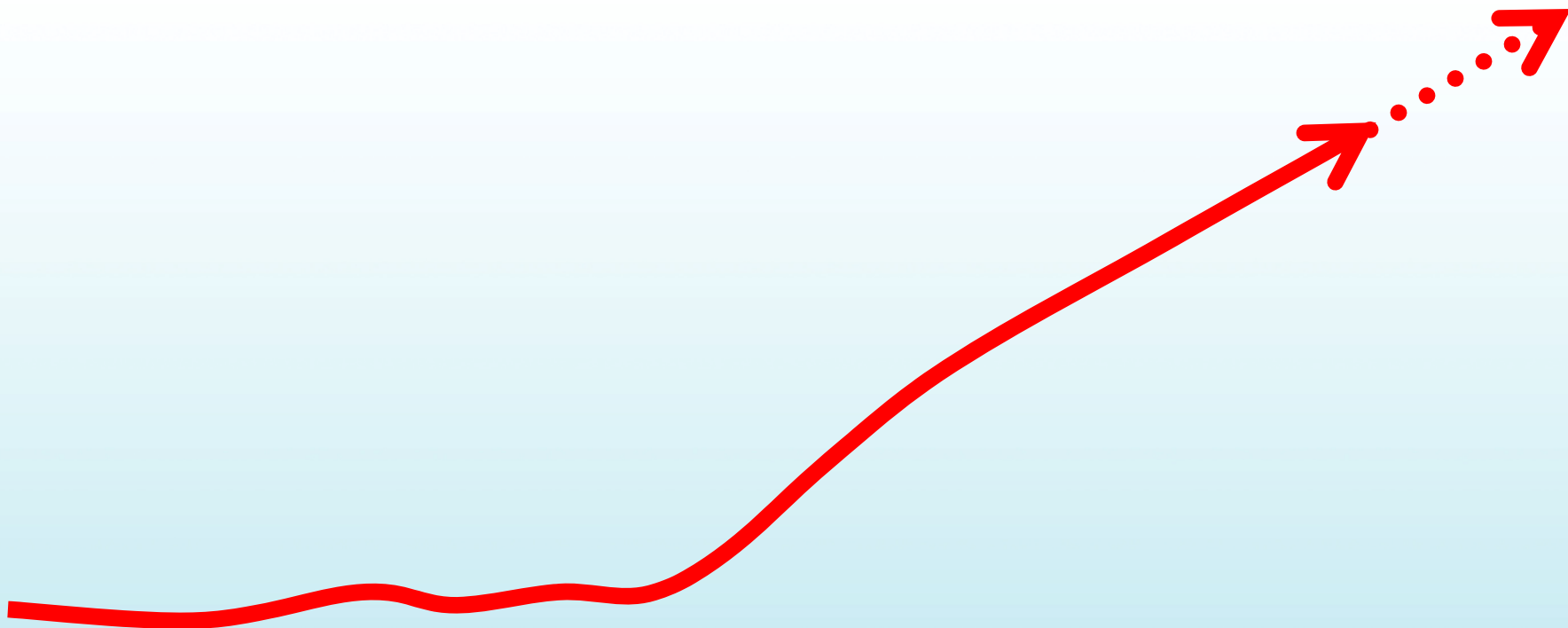
- **Virtual Meeting Tool Package**

Web–Video–Phone

- **Follow-up/Results**



**crossroads** **paris**  
Paragon Business Travel Conference & Expo  
14-15 May 2009



Travel → Meeting

## Meeting & Travel Process

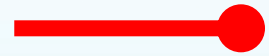
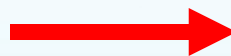
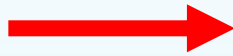
**Purpose**

**Method**

**Booking**

**Aftercare**

**Follow-up**



**Information**

**Face-to-face**

**Self-booking**

**Expense claim**

**Financial**

**Communication**

**Virtual**

**Personal service**

**Evaluation**

**CO<sub>2</sub>**

**Relationship**

**Meeting**

**On-site task**

**statistics**

**ROI**

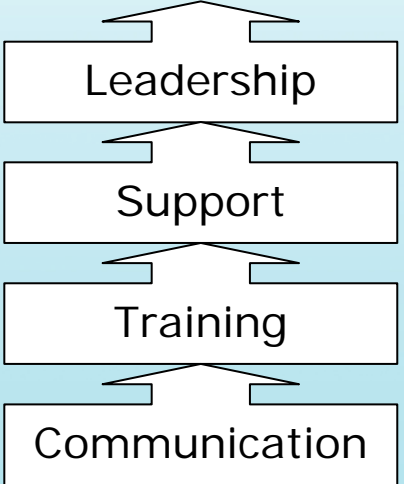
**Support**



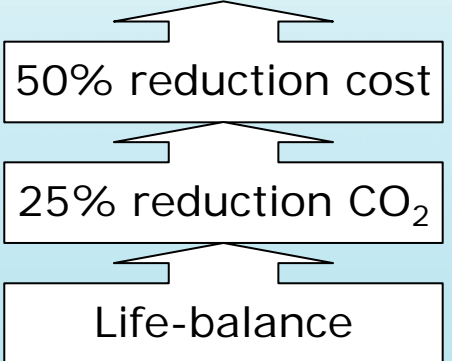


To enable everyone to consciously select the most appropriate way of meeting at all times while committing to simplicity, low cost and common sense

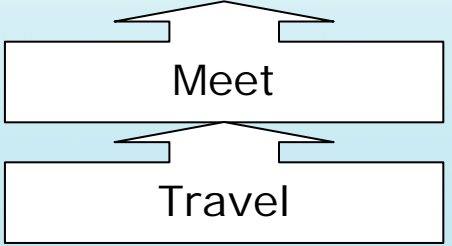
**Change Behavior**

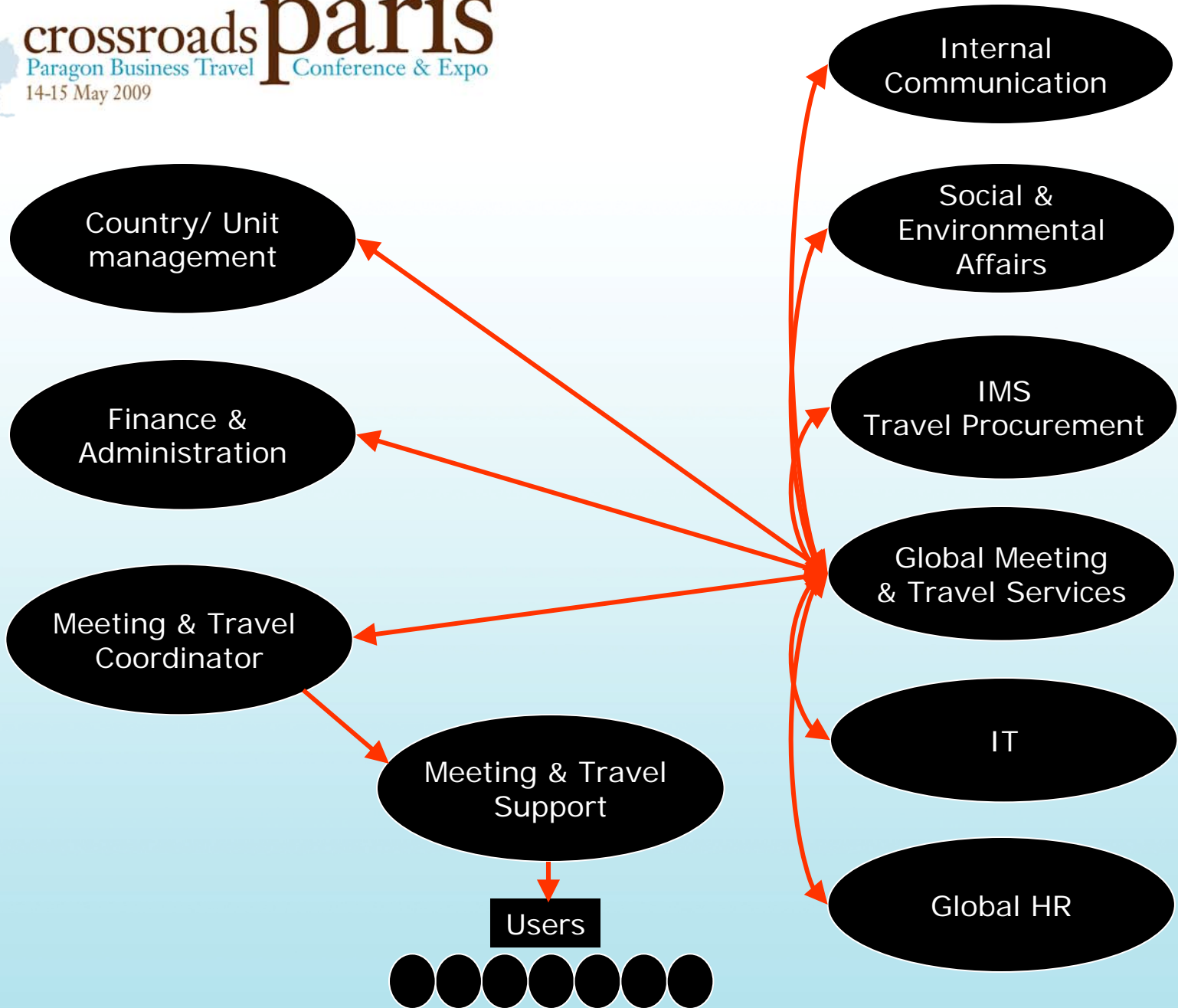


**Goals**



**Symbol**





## Meeting The IKEA Way

### 5 Focus Areas

- Virtual Meetings
- Meeting Planning
- Conferences
- Travel Process
- Self-booking Tools

## Virtual Meeting Tool Package

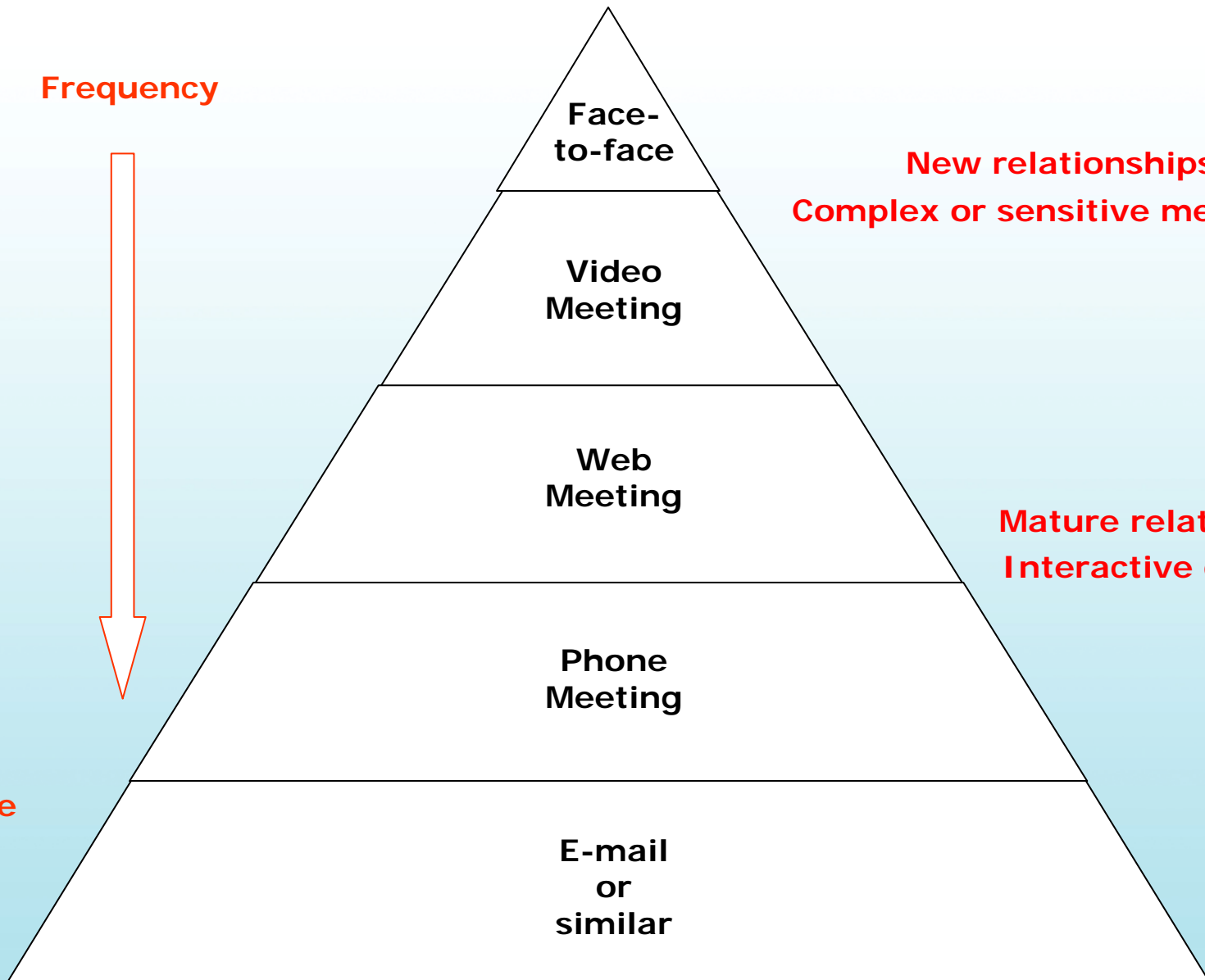
- **Web Meeting:** Global solution, Web trainings, Promotion, Facility & Hardware, Usage (32 000)
- **Video Meeting:** 10 meeting-intensive sites upgraded, Promotion, Facility & Hardware, Usage, On-site Support
- **Phone Meeting:** Global solution, Mapping of cost/usage of local solutions



**Frequency**



**Social Presence**



**New relationships**  
**Complex or sensitive messages**

**Mature relationships**  
**Interactive dialogue**

## **Kitchen Sales Web Meeting Training Philadelphia 8-9 Oct 2008**



- 343 co-workers trained in the USA
- 8 web meeting sessions x 60 minutes
- 32 stores participated (91% of all the stores)
- 42 persons in average attended each session
- Replacing 28 people travelling = estimated cost USD 21,500, estimated lost time on floor: 224 hrs
- Dedicated web site created: [kitchen.webex.com](http://kitchen.webex.com)

## Follow up / Results

- 30% in travel cost reduction in one year
- Less air travel (20%) - less CO<sub>2</sub>
- Improved productivity
- Improved life-balance; time at home & office
- More meetings to work, share & learn

Questions?

Thank You!