

TANDBERG CUSTOMER PROFILE

**British Petroleum's
Jared Lancaster,
TANDBERG University
training participant**



BP's Jared Lancaster took the advanced technical course in videoconferencing

The following courses are among those available through TANDBERG University in Oslo, Norway, and Staines, UK:

- Videoconferencing Sales Training
- Advanced Sales Training
- Videoconferencing Technical Training
- Advanced Technical Training
- TANDBERG Management Suite Training
- TANDBERG AV Integrator Training
- Video Over IP Training
- ISDN Training
- Super User Training

To register, please use the online registration form located at www.questback.com/tandberg/training. Questions may be directed to TANDBERG University at training@tandberg.net.

VIDEO WHIZ BROADENS HIS HORIZONS

Jared Lancaster is the support leader for all videoconferencing activity at British Petroleum's largest office complex in the UK. His job gives him responsibility for 46 videoconferencing systems at the Sunbury Business & Technology Park and another 15 in Angola and Azerbaijan.

Until now BP, an oil giant with operations in more than 100 countries, has used a videoconferencing vendor other than TANDBERG. But Mr. Lancaster is curious by nature. As he worked to keep BP's network up and running, he kept hearing about TANDBERG's equipment.

He heard, for example, that TANDBERG's entire line had one hardware platform, one software platform and one user interface. He heard that non-technical users had an easy time figuring it out. And he heard that the TANDBERG Management Suite made life easier for technical people like him. Finally, in early 2004, he let a colleague talk him into taking a three-day TANDBERG University training program.

Upon arrival at the course center, in Staines, UK, he was skeptical. But by the time he left, this 27-year-old New Zealander was not only a TANDBERG Certified Technical Expert. He was a TANDBERG fan.

"I have recommended the course to many others," he now says. "It was well-constructed, hands-on, and very worthwhile. I only wish I had taken it earlier. But it took being placed in a room surrounded by the equipment to finally understand how impressive the TANDBERG kit is."

SERIOUS CONTENT, HIGH SPIRITS

The Advanced Technical Training course Mr. Lancaster took is one of many different courses available through TANDBERG University in Oslo, Norway, and Staines, UK. TANDBERG also offers certain courses elsewhere in Europe and comprehensive training throughout the United States.

Courses are designed for TANDBERG customers and channel partners alike. Participants range from "super users" in search of practical videoconferencing skills to experienced technicians. They come from around the world to learn from TANDBERG's dynamic instructors and to share ideas and experiences with people of similar professional backgrounds. The courses last between one and three days.

"Both the style of the course and the content were interesting," says Mr. Lancaster, whose educational background is in electronics and computers. "They encourage you to get up and do things, to try out the equipment. There was a

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JARED LANCASTER
VIDEOCONFERENCING SUPPORT TEAM LEADER, BP

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TANDBERG 6000 or 7000 there, along with the multimedia Director system and a lot more. What wowed me the most was the TANDBERG 1000, seeing all that it does in such a compact package."

Advanced Technical Training gave him in-depth knowledge about installing, operating, using and troubleshooting visual communications and networks. He's now expert in end-points, the MCU, the TANDBERG Management Suite, the Scheduler, the Codec API and other aspects of TANDBERG technology.

APPRECIATING SIMPLICITY

The courses dwell on theory and practice; they are not sales sessions. But Mr. Lancaster says he was won over anyway.

"Each day I was saying, 'That's better than what we have, and so is that, and so is that, too,'" he recalls. "Just the basic feature that lets you use an ISDN line to make a telephone call during a videoconference is worth its weight in gold. You can't do that on our system. I found TANDBERG both superior and simpler to use."

At Staines he discovered that the other vendor's proprietary approach to cables and peripherals makes BP's untrained videoconferencing users more dependent on his support team than necessary. So does that vendor's relatively complex on-screen menu system.

"I have 4,300 people who can call me anytime on my mobile phone, and do," he says. "They need help. If only I could show them a TANDBERG remote and say, 'Look how simple! You've got a connect button and a disconnect button.' It's child's play."

"10 TIMES THE OTHER PRODUCT"

Mr. Lancaster had another eye-opening experience at Staines when he compared the management system he was accustomed to with the web-based TANDBERG Management System (TMS) for scheduling, processing calls, selecting MCUs and performing a host of other management and diagnostic tasks. "The TMS," he says, "is 10 times the other product."

Mr. Lancaster, who serves BP under terms of its contract with Audio Visual Machines of Kingston, U.K., says he is not in a position to overturn the oil company's worldwide reliance on the other video vendor. But he has urged his colleagues to consider attending TANDBERG courses for their own edification.

"It pays to be aware of what else is out there," he says. "If something is better than we've got, we should be looking at it."

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.



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