

TANDBERG Customer Profile



Shanghai BaoSteel Group Corporation

The Company

Shanghai Baosteel Group Corporation (SBGC) is the largest modern iron and steel corporation in China with fixed assets of RMB 134,4 billion (USD 16 billion). It is one of the largest state owned company in China measured in market capitalization and is composed of over 60 subsidiaries and 140,000 employees worldwide. The company's core business is the smelting, processing and sales of high-grade steel and other steel products. SBGC is China's leading steel supplier to industries of automobile, household appliances, container, oil and natural gas exploration and pressure vessels and it occupies a leading position in the manufacture and sales of cold rolled and hot rolled products and seamless tubes.

Innovators

With innovation as its main theme, SBGC is looking to be one of the most competitive steel makers in the world. The company is already regarded as a model enterprise in China for its ability to create "learning and ever-innovating enterprise," that allows it to capitalize on long-term competitive advantages, such as low labor cost, low transport cost and short delivery time.

Videoconferencing to Raise Efficiency

During 2000, SBGC started using videoconferencing as a way to raise efficiency and increase co-ordination between its local subsidiaries and operating groups. The Director of SBGC's Division of Enterprise Management, Mr. Guo Jian Guang explains that videoconferencing is one example of how

SBGC use technology to its advantage; "we need to increase productivity, encourage co-operation and share ideas. The TANDBERG videoconferencing solution is an excellent way to do this and we will be looking for more ways in 2001 to use videoconferencing at most of our subsidiaries."

SBGC is currently using three of TANDBERG's large group systems, the TANDBERG 6000, which includes elegant stand, double TV monitors, remote control and camera. With the TANDBERG 6000 system's MultiSite^{TF} function and PC Presenter^{TF} function, SBGC is able to connect several people from different sites at one time to share live PC presentations from a laptop. The company has also purchased 25 set-top systems, the TANDBERG 800, which have been placed in small and medium size meeting rooms at headquarters and at the subsidiary companies.

About TANDBERG

TANDBERG is a global leader in videoconferencing. The Company designs, develops, and manufactures videoconferencing systems and offers sales, support, and value-added services in over 50 countries worldwide. TANDBERG has its headquarters in Oslo, Norway, and major offices in the United States, the United Kingdom, Canada, China and Japan. The Company is publicly traded on the Oslo Stock Exchange under the symbol TAA.

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