



Case Study for SG Hambros

>About SG Hambros

SG Hambros is part of SG Private Banking, the private banking arm of Société Générale. SG Hambros provide a range of wealth management services including banking, investment, trust and financial planning services. SG Hambros employ over 520 people in the UK, Jersey, Guernsey, Gibraltar, Canada and The Bahamas. It has been voted Best Private Bank Worldwide (Euromoney) for four years running.

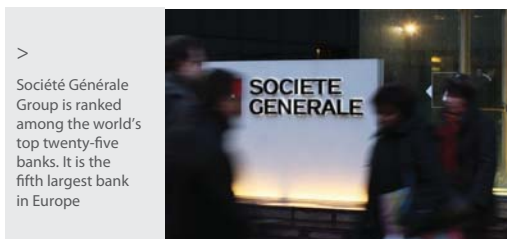
>The need for video conferencing

SG Hambros is part of the larger Société Générale Group. During some restructuring of the business, it was decided that closer integration with other parts of the banking group was essential to ensure that all employees felt united and on the same page. Video conferencing was the solution to bring everyone together more often without the loss in productivity and cost.

Another driver for video conferencing came from clients who already had video and wanted to keep in regular face-to-face contact with the private bank.

SG Hambros operate as a centralised group, with a single IT department (based in Jersey) looking after the national and international offices.

Prior to the launch of video conferencing, SG Hambros used audio conferencing for internal and external group meetings.



>The Solution

As SG Hambros already had screens in their meeting rooms, mvision provided them with TANDBERG Edge MXPs - units that turn meeting rooms with flat screens into High Definition video conference suites. The Edge units offer superior HD video quality, true CD-quality audio and live presentation-sharing, enabling participants to view both presentation and presenter simultaneously.

mvision carried out all of the installation and currently provide ongoing maintenance.

mvision also set up TANDBERG Management Suite, a management platform that integrates with SG Hambros' existing applications. It provides complete visibility and centralised management of all their video systems, including monitoring, diagnostics, reporting and scheduling.

// Video has enabled our national and international colleagues to feel like they're part of the same company. This has been essential since the restructuring of the business and the merger of other banking businesses into SG Hambros. Video has also improved the relationship with our clients as we get more face-to-face time without having to leave our offices. //

Lyndon Arnold,
Head of Technical Services, SG Hambros Bank



>The Benefits

Video conferencing is being used on a regular basis within the organisation, with many of those calls taking place across multiple locations at a time.

SG Hambros also has an estimated 25-35 clients that they meet with over video.

Many users take advantage of the presentation-sharing capabilities. This has become extremely important since SG Hambros took over a number of banking businesses in the last couple of years. Teams across the globe were able to share important documents for merger and acquisition meetings, and is now being used for regular project meetings.

Video is also used occasionally as a broadcast tool, with the CEO presenting annual figures. This broadcast is then streamed over the internet for those unable to make the presentation, or for employees to refer back to the presentation as and when required.

Although at the time travel reduction wasn't the main driver for video conferencing, it certainly is now. Tough economic conditions are forcing many banks and financial services firms to change the way they think about business travel. Companies are now cutting back on their travel budgets and every new request to go on the road is examined like it hasn't been for years for return on investment.

// The quality is fantastic compared to when I first used video conferencing around four to five years ago. My own department have weekly multisited meetings over video. It's perfect for our requirements. //

Lyndon Arnold,
Head of Technical Services, SG Hambros Bank

>Future Plans

SG Hambros has continued its regional expansion with new offices opening up in Cambridge, Milton Keynes, Southampton and Leeds. Video conferencing is now a standard offering when opening a new office, and sits alongside other everyday IT and communication tools like the PC and telephone.

>About mvision

mvision is a dedicated, feature-rich, always-on video conferencing service that allows organisations of any size to meet with co-workers, customers and suppliers at any time and from anywhere via mvision's IP, ISDN and 3G connections.

mvision is a completely outsourced solution that allows an affordable access to business-quality video conferencing. As this is an outsourced service it doesn't interfere with an organisation's network.

Often saving organisations thousands of pounds in travel and communications costs, it provisions video connectivity like a utility, working on a per unit, per month subscription

basis, so there's absolutely no up-front outlay on hardware, software, bandwidth or maintenance.

mvision partner with TANDBERG for the supply of end points and are one of only a handful of fully accredited TANDBERG Platinum partners as well as the world's first approved Centre of Excellence. mvision has a 24 hour Video Conference Help desk with the largest number of TANDBERG Video engineers in the UK.

mvision clients include many SMEs and public sector organisations including educational institutions, central and local government.