



Energy/Petroleum/Utilities

Daily Use

- Mergers & Acquisitions
- Board Meetings
- Executive Communication
- Work group collaboration
- Interviewing

Solution

- Polycom's flagship HDX and VSX® group video conferencing solutions
- Polycom MGC™ conferencing bridges
- Polycom ReadManager® SE200 management and scheduling solution
- Polycom Video Border Proxy (VBP™) NAT and firewall traversal solution

Results and Benefits

- Reduced need for travel during merger period resulting in \$300,000-plus travel cost savings
- A robust video network that connects executives and team members around the globe to improve dissemination of company information collaboration among employees

CGGVeritas Maps a Course to Clearer Communication with Polycom HD Video

CGGVeritas is the world's leading international pure-play geophysical company delivering a wide range of technologies, services and equipment to its broad base of customers mainly throughout the global oil and gas industry.

Katrina Gassiot, manager of Global Video Conferencing for CGGVeritas explains: "We're in the business of natural resource detection. We have land and marine crews that collect seismic data which we then process and sell primarily to oil companies that need information on where to drill for oil. We also maintain a data library of information like this for when we receive requests from companies for data."

Headquartered in Paris, CGGVeritas has 69 offices in 35 countries and 7,000 employees. Being such a highly distributed company, CGGVeritas is always looking for efficiencies and the best way to leverage its expertise dispersed around the globe. One solution that's having an impact on both efficiency and the bottom line is video collaboration from Polycom.

"We originally deployed Polycom video conferencing solutions for the traditional reason – to cut down on travel because we have so many meetings," says Gassiot. CGGVeritas holds on average 40 video conferences per week. Gassiot's reason for expanding the video deployment however is much less traditional and has everything to do with the availability of high definition (HD) conferencing systems. "With Polycom's HDX video solutions, we've moved beyond the time and travel savings video offers, the benefit with HD is feeling more connected to the people you're talking to."

The Difference is Clear

Of the 91 Polycom video collaboration solutions deployed worldwide throughout CGGVeritas, 27 are Polycom's flagship HDX platform and the company is adding more HDX systems monthly.

"Video conferencing was really instrumental in the whole merger process."

Katrina Gassiot, manager of Global Video Conferencing, CGGVeritas

"Once we saw the HDX demo, there wasn't even a question about migrating to the technology - the difference is night and day," recounts Gassiot. "You simply have to have that clarity, you can so clearly see facial expressions, it makes conferencing much less strenuous."

Polycom video solutions are used at all levels of the company and in departments and business units throughout the organization, including marketing, human resources, finance and processing.

Facilitating a Global Merger

Prior to Jan. 2007, Houston-based Vertias and Paris' CGG were two separate companies. Gassiot reports significant video conferencing activity during the merger process. "There were a lot video conferences between the two headquarters in Houston and Paris. During the initial stages of the merger, it was high-level conferences among upper management and board members," she explains. "As the merger progressed, the IT teams all over the world from both companies began discussing the integration of networks and technical logistics over video. In the final stages of the merger, video use trickled down to other departments like HR and accounting that needed to coordinate. Video conferencing was really instrumental in the whole merger process."

During the one-year period that the merger was taking place, there were 290 video conferences between Paris and Houston, and the average cost of a flight between those two cities was \$2,200. Assuming that just one fourth of those merger-related video meetings replaced face-to-face meetings and the associated travel costs for two people, CGGVeritas saved more than \$300,000 in travel.

"From a product perspective, the Video Border Proxy was a life saver," says Gassiot, referring to Polycom's NAT and firewall traversal solution, one of which resides on the company's western hemisphere network and another on the eastern hemisphere network to enable secure voice and video communications. "During the merger we needed to quickly be able to communicate between the two companies' disparate networks, the Video Border Proxy allowed us to do so seamlessly."

A Complete Solution

CGGVeritas has two integrated board rooms, one in Paris and one in Houston, that host high-level executive and committee meetings as well as board meetings over video.

A Polycom MGC-50 and an MGC-100 bridge facilitate both audio and video conferencing over the same bridges. The company also recently deployed the Polycom *ReadiManager* SE200 management and scheduling

solution to simplify the deployment, maintenance and use of video and audio conferencing throughout the organization. According to Gassiot, the biggest benefit of the *ReadiManager* solution up to this point has been ease of use for end users because she and her team were able to transition to four-digit dialing.

Mapping New Territory

CGGVeritas is aggressively expanding its HDX video deployment at sites around the world in order to offer employees the highest quality video.

One of the emerging uses of HD video at CGGVeritas is for sharing seismic data among colleagues during video calls. "We've conducted demo calls presenting this type of data and HD makes all the difference, you can see minute details now in the seismic data, where before you didn't even bother presenting it over video. You need that level of visual clarity to drive decisions," adds Gassiot. When the company deploys an HD bridge, she sees this application growing substantially.

In addition, Gassiot would like to increase the use of video conferencing for training purposes and is currently testing the Polycom RSS™ 2000 server for recording and streaming video communications. "Our CEO holds monthly town hall meetings with multiple sites globally and video has been a very important aspect of those gatherings. We'd like to be able to leverage the content further through recording and streaming."

About CGGVeritas

CGGVeritas (www.cggveritas.com) is a leading international pure-play geophysical company delivering a wide range of technologies, services and equipment through Sercel, to its broad base of customers mainly throughout the global oil and gas industry.

CGGVeritas is listed on the Eurolist of Euronext Paris SA (ISIN: 0000120164) and the New York Stock Exchange (in the form of American Depositary Shares, NYSE: CGV).

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