



#### Industry

Banking and finance

#### Daily Use

- Team collaborations
- Collaborations between TransFonD and credit institutions
- Executive meetings
- Customer meetings

#### Solution

- An efficient use of video conferencing creating better customer relations and improved process

#### Results and Benefits

- Cost-reduction due to significantly reduced travel
- Improved productivity
- Strengthen relationship with clients and partners
- Bringing products to market faster due to instant feedback

## TransFonD transforms customer interactions and increases employee efficiency with Polycom® telepresence and video solutions

TransFonD is a leading provider of domestic-currency clearing and settlement services for credit institutions and state run agencies in Romania, with high visibility clients including the National Bank of Romania and the Romanian State Treasury. Competing in the fast-changing financial industry, where quick decisions and a constant increase in workplace efficiency is the norm, it is imperative for TransFonD to adopt innovative ways to work more effectively and better serve its customers.

In 2009-2010, the privately-held company expanded its offerings by becoming an authorised supplier of electronic archiving and electronic invoicing services. Yet with teams spread across multiple locations throughout Romania and Europe, effectively communicating and marketing the value of these and other offerings without incurring the costs of extensive business travel required TransFonD to find a more effective method for aligning their teams and business.

#### Shifting to a new level of communications

After recognising their challenges and exploring solutions, TransFonD decided to use high definition video conferencing to better link their teams. "Because our objective was to assist the banking community with a faster, cost-effective, and more secure interbank electronic payment system, we quickly realised a conferencing and telepresence solution would help us to accelerate this process" explained Marius Martin, TransFonD Services Chief Officer. "I saw this change as a step forward."

TransFonD evaluated all options on market and after an extensive evaluation, the team concluded Polycom met or exceeded all their requirements. "Polycom stood out compared to other companies with similar offerings," Martin explained. "And Polycom Professional Services guaranteed success of our project. We were confident this partnership would deliver maximum results. Thanks to the audio-video streaming quality, the number of mobile devices, interoperability and scalability of the products, Polycom was the perfect business match for us."

#### Polycom solutions for TransFonD

Today, TransFonD is equipped with a wide range of telepresence and video conferencing solutions. The high definition Polycom HDX® 8000 Room Telepresence system is installed in their four main offices in Romania and used daily by marketing and IT teams for internal meetings, as well as for carrying out surveys on work procedures and measuring customer satisfaction. In addition, TransFonD implemented Polycom® Converged Management Application™ (CMA™) Desktop 4000 for

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*Marius Martin, Services Chief Officer, TransFonD*

management of their endpoints and providing users with high quality desktop video communications.

For multi-point video conferences, TransFonD chose the Polycom RMX® 2000™ conference platform that features Polycom Lost Packet Recovery (LPR™), a technology which ensures high quality video even in areas where low bandwidth is available. All these solutions are connected to the Polycom RSS™ 2000 server that provides TransFonD the ability to record and archive conferences.

The Polycom solutions have been embraced by staff and modified the way the employees work and operate on a daily basis. The user simply reserves a given solution or room and collaborates with colleagues in distant locations as if they were in person.

Since implementation, relationships between staffers have improved and job satisfaction has increased. Additional value has been realised in the improved relationship between customers and TransFonD's 'transaction specialists', who have been transformed into 'relationship managers'. Both customers and employees are extremely satisfied, the solution has provided extensive benefits throughout the organisation.

#### **TransFonD benefits**

“Through Polycom solutions we increased our productivity, accelerated the decision-making process and know-how transfer.” added Marius Martin. “Our employees can offer real-time technical support and advice to our clients, without travelling to their headquarters. Travel reduction alone has brought clear cost-savings that are easy to demonstrate. Our executive team is extremely positive about saving time and money.”

Today through internal evaluation, TransFonD confirms the Polycom telepresence systems are utilised 70% of the time for collaborations with external credit institutions, 20% for internal management meetings, and 10% for communications with business partners. Due to the success, new applications for the tools are to be programmed for other departments.

#### **Learn More**

To find out how Polycom solutions can help your organization, visit us at [www.polycom.eu](http://www.polycom.eu) or call your Polycom Account Representative.

#### **Product Listing**

##### **Telepresence and Video**

- Polycom HDX 8000 video conferencing solution
- Polycom HDX 9002 video conferencing solution

##### **Infrastructure**

- Polycom RMX 2000 Conference Platform
- Polycom Converged Management Application™ (CMA™) 4000
- Polycom RSS 2000 Recording and Streaming Server

##### **Services and Support**

- Polycom Professional Services

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