



## HP Halo and TANDBERG Deliver Telepresence to Financial Services

### Emphasis on Face-to-Face Communications

Successful financial institutions know that face-to-face communication is the foundation of critical business decisions made at every level. This is particularly true in today's ultra-competitive financial services arena.

Consumer demand for accessibility, convenience and service challenges financial institutions to provide high-quality, full-service offerings like branch and mobile banking at every location. Financial services institutions also see that success depends on the ability to react quickly to geographically dispersed markets by making collaborative decisions in real time.

## TANDBERG in FSI

- 21 of the top 25 global banks
- 17 of the top 25 global brokerage firms
- 4 of the top 5 global insurance firms

## HP in FSI

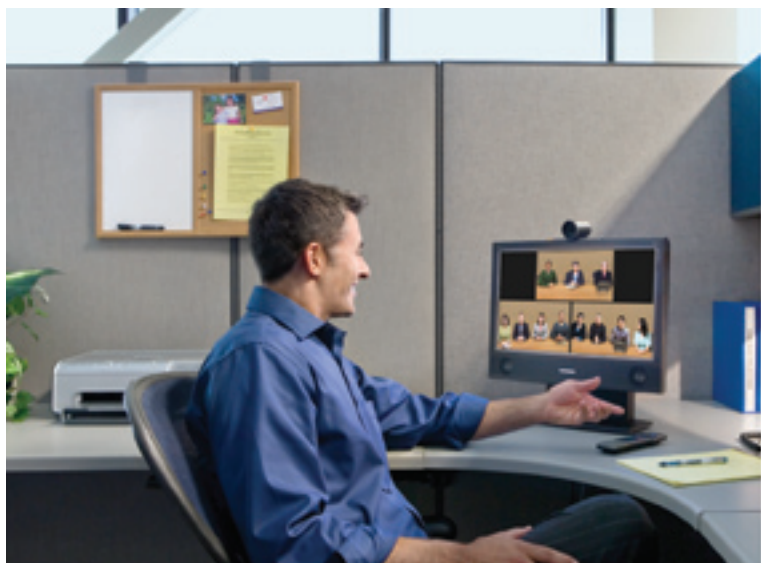
- HP has a significant presence in the world's top 200 banks, top 50 brokerages and all major stock and commodity exchanges
- HP supports 95% of the world's exchange transactions
- HP is a leader in handling credit card transactions and electronic funds transfers
- HP has deep industry domain knowledge in each segment
- HP is a leading player in retail banking delivery channels and core banking

Video conferencing and telepresence solutions provide financial institutions the ability to easily address these challenges.

Visual communication—from personal video conferencing solutions at branch locations to fully immersive telepresence collaboration studios at financial services headquarters and global operation centers can be used to:

- Streamline the customer acquisitions.
- Provide an enhanced customer experience.
- Gain competitive advantage through faster decision making capability.
- Reduce costs.
- Provide organizational flexibility.
- Realize substantial ROI for internal and external business applications.
- Enable globally dispersed teams to quickly assemble and develop strategic guidance for customers.

Through the HP Halo and TANDBERG alliance, financial services institutions can now address these challenges across the enterprise by gaining access to industry-leading collaboration solutions. From instantly connecting customers with remote banking experts to managing global funds, face-to-face interaction is a key part of customer transactions and a key element in effective communication. Offering high-quality, real-time video communication allows customers to take advantage of services previously unavailable due to a limited number of qualified experts at the local level. Employees can also talk face-to-face with clients and coworkers anywhere, while simultaneously accessing account information. The end result: decisions are made more quickly and transactions are processed more efficiently and with fewer mistakes.



Please visit [www.hp.com/halo/contact\\_email.html](http://www.hp.com/halo/contact_email.html) today and connect with a Halo business specialist to schedule a demonstration or learn how Halo can help transform your business.

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