



Reducing travel for interagency meetings can have a significant impact on emissions, employee productivity and quality of life. With video, the same meetings can be conducted face-to-face without driving across town or farther.



#### SUPPORTING MANY MISSIONS:

*Agencies across the country are finding video communications to be an ideal solution to meet their missions in critical areas.*

From going green to emergency response, state and local agencies are using video communications to create better government, better communities and better lives for their citizens.

#### MISSION:

##### GOING GREEN FOR SUSTAINABLE GOVERNMENT

*Reduce operations costs while decreasing CO<sub>2</sub> emissions....*

Global emissions of greenhouse gases caused by transportation increased by 120 percent, while total emissions increased by 70 percent in the years from 1970 to 2004. The Intergovernmental Panel on Climate Changes (IPCC) states that the total global emissions must be reduced by 60 to 80 percent in order to stabilize the greenhouse gas concentration in the atmosphere.

Using video communications, agencies address the environmental issues while still supporting their mission. Counties and municipalities have initiated community-wide sustainability strategies. They have embraced the understanding that including energy and environmental considerations in strategic planning can contribute to the economic revitalization of communities at every city, county and state level. These strategies serve to reduce fuel and energy costs, reduce environmental footprint, and enhance quality of life for the whole community.

**Video communications help agencies address climate change, improve local environmental quality, and reduce energy consumption by:**

- Generating financial savings in reduced utility and fuel costs to the local government, households and businesses.
- Improving local air quality, contributing to the general health and well being of the entire community.



## SUPPORTING THE MISSION OF PUBLIC SECTOR AGENCIES



If history has taught us anything, it's that the content and quality of communications during a crisis are critical to ensure the safety of both civilians and first responders.



### MISSION :

#### EMERGENCY RESPONSE

*When time is critical, it is important to see and hear everything....*

Every agency in a community must be ready to respond in the event of an emergency. Video communications provides the most thorough and accurate view of a scene and enables interactive communications for more effective response.

**Video communication keeps decision-makers connected. Incident assessment, remote triage, tele-healthcare, mass communication and training all benefit from live video communication. For example, agencies can:**

- Communicate in real-time with police, fire and medical teams in the field
- Conduct on-site briefings with field personnel and off-site coordinators
- Provide more efficient and effective training for personnel, multi-agency functions and the public
- Reach more people with fewer medical personnel
- Establish temporary mobile field command posts
- Facilitate communications with non-English speaking, Deaf or hard of hearing evacuees or victims through video interpretation.

In the event of a terrorist attack, natural disaster or large scale event, state, county, municipal and local governments must have an effective communication strategy in place. Government agencies throughout the United States are using video communications to speed decision-making, provide employees with increased access to experts and information and to provide real-time public safety responses.

### MISSION :

#### CONTINUITY OF OPERATIONS

*Maintain agency operations during a crisis or natural disaster....*

**Agencies are already adopting video for tele-work support and long-term business performance, so it makes sense that it would also enable the performance of essential agency functions during situations that disrupt normal operations.**

- Help ensure continuous agency operations during an emergency.
- Help your people continue to meet face-to-face in stressful situations.
- Extend tele-work investments to help improve recovery times.

The richness of face-to-face communication provides crisis teams with the resources they need in order to gather and act on information. In-person, face-to-face communication is not always possible, however, and under crisis circumstances may be even more difficult. It is therefore essential that crisis managers and business continuity planners seek tools that can achieve the most natural, rich communication possible. By incorporating the video into their communication strategies from the outset, planners will find that in the event of a crisis, teams will be able to act quickly, accurately, and deliver effective results.



#### MISSION:

#### MOBILITY

*Allow flexibility and mobility without sacrificing face-to-face communications...*

The U.S government workforce continues to shrink year over year due to the retirement bubble and continuing recruitment difficulties. Agencies will continue to broaden the use of tele-work and flexible work schedules to attract younger workers. The ability to be mobile has become much easier with broadband access in over 75% of homes in major cities and larger deployments of high-speed cellular broad band cards. The act of being mobile while staying face-to-face with leadership is no longer a vision of the future; rather it is a capability that can be provided today to your workforce.

**Mobile video communications enables real-time collaboration between experts in the office and personnel in the field. By centralizing expertise and deploying mobile video communications, experts now have the ability to scale their knowledge to colleagues across the globe and address critical issues that need to be reviewed on a real-time basis. Video communications:**

- Increases productivity and effectiveness of experts,
- Enables smarter, safer decisions
- Reduces travel expenses
- Reduces time-to-market
- Eliminates downtime in operations

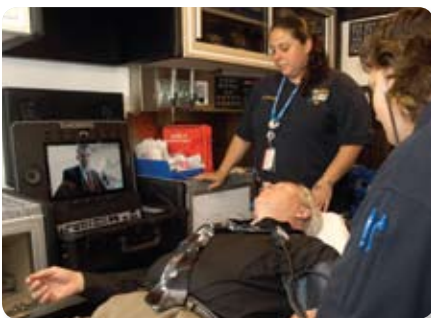
Adoption of mobile video communications will continue to increase as younger workers continue to demand more flexibility and instant communication. Our agencies need to be prepared to handle the expectation of younger employees.



## SUPPORTING THE MISSION OF PUBLIC SECTOR AGENCIES



When you think of homeland security, you have to think not just in terms of police and fire. You have to consider health organizations and schools; water and sewer — even the parks and rec department can play a role in crisis recovery.



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### MISSION:

#### RETURN ON INVESTMENT

*Reduce operating expenses while maintaining productivity....*

With video communications, both live and streamed from archived sessions, government agencies are able to complete training, interagency meetings and access experts without the need to travel. **Using video communications, agencies increase ROI on training and other applications by:**

- Reducing travel expenses
- Improving hiring decisions from wider and deeper recruiting
- Improving work/life balance and higher employee retention
- Raising employee satisfaction
- Speeding decision making
- Accessing experts and employees in remote locations
- Expanding services to larger geographic area
- Reducing fuel consumption and traffic delays

Increased pressures to maximize budgets will continue to drive agencies to find creative ways to reduce operational expenses while maintaining a high level of productivity.

### MISSION:

#### BETTER GOVERNMENT, BETTER COMMUNITIES, BETTER LIVES

**Agencies across the country are finding video communications to be an ideal solution to meet their missions in critical areas:**

- **Budgetary constraints:** With an unstable economy and reduced or restricted travel budgets, it is often not feasible to fly personnel to in-person meetings.
- **National emergencies and terrorism:** Agencies must continue to conduct business and operations in the event of an emergency, even though key personnel may not be able to travel.
- **Remote employees:** With the number of virtual and telecommuting workers increasing, video connects those workers visually to their supervisors, colleagues and the communities they serve - enhancing efficiency and productivity without the expense of travel.
- **Recurring meetings:** For agencies with large field staffs, video communications ensure that remote employees are able to participate face-to-face, and in real-time, in important recurring meetings.

In addition, tele-work is expected to grow within all government agencies due to the increase in baby boomer retirement and the subsequent reduction in experienced workforce. Video communications enable agencies to reduce travel while at the same time allowing our aging population to work or consult with the agencies that so desperately require their expertise.