

A VISUAL SOLUTION FOR EVERYONE

Every so often, technology offers us a solution that immediately accelerates collaboration and performance, and transforms both the immediate workplace and the greater working world in ways that allow decision-making, interaction and communication in a more sophisticated and engaging way. Welcome to the world of Visual Communications, where you can harness the power of technology to overcome the limitations of time and distance and fully realise the benefits of globalisation.

The working world of today is a completely different place from that of five or 10 years ago. Today we work in a connected world where distance has ceased to be a stumbling block to commerce, where organisations are truly global and cross time zones and borders effortlessly; where people who are located at distances that would have been considered insurmountable 20 years ago connect and interact daily... instantly... at the click of a mouse.



TODAY WE WORK IN A CONNECTED WORLD WHERE DISTANCE HAS CEASED TO BE A BARRIER

Technology has enabled communication in incredible ways. Visual Communications is the next logical evolutionary step for global businesses to evolve their communications media and take collaboration to the next level. Distant locations mean we need richer collaboration, with greater nuance and quality. In a world where technology is the great enabler, the ability to make eye contact with someone and read their expression and mannerisms is not becoming less important, but more so. Is there a way to overcome the paradox of the globalised workplace, and offer employees a rich interactive experience, without the costs and delays of extensive travel? We believe there is a technology solution to solve these dilemmas, and its name is **Visual Communications**.

Many diverse and complex problems

- ▲ Globalisation is leading to an increasingly separated community of workers working in teams towards common goals, but separated by time zones, continents and thousands of air miles.
- ▲ Workers get 50% to 75% of their information from other people, but must now work with more people in more locations.
- ▲ 70% of all communication is visual. People are convinced of the honesty and value of face-to-face interaction.
- ▲ 275 million business travellers per year traverse the world's air routes, train lines and road networks. This equates to a vast, wasteful outlay of expensive resources in the form of lost time, reduced efficiency, environmental impact and physical and personal sacrifice on the part of employees, whose work-life balance is disrupted.
- ▲ Time to market pressures – the accelerated pace of the modern information age demands real-time access to information and people. Time to diagnose faults may be prohibitively long, especially in industry sectors where specialised skills are scarce.

Combining the strength of Cisco Networks and TelePresence with breadth of product and solutions from TANDBERG



THERE IS A VISUAL SOLUTION FOR EVERYBODY, FROM A FULLY IMMERSIVE HOLISTIC EXPERIENCE TO LESS EXPENSIVE AND COMPLEX, BUT EQUALLY WORKABLE SOLUTIONS

- ▲ If your organisation holds numerous meetings in often disparate locations, TelePresence offers a fully immersive experience, complete with high definition audio, multiple reactive cameras and ambient lighting.
- ▲ High definition video conferencing if you have to conference to a room of participants.
- ▲ If you need to conduct highly interactive, confidential one-on-one meetings, personal video screen is a good solution.
- ▲ For highly mobile workforces, video on mobile / laptop is a viable alternative.

There is a visual solution for everybody

Forget everything you ever thought you knew about video and other forms of Visual Communication. The next generation Visual Communications solutions are highly advanced, resilient, dependable business tools that offer a sophisticated, interactive real-time experience. If you've tried Visual Communications in the past and been frustrated with the technology, then you are about to be pleasantly surprised by its evolved capabilities. If you've worked with the technology before and are looking to take it to the next level, you'll find your expectations exceeded by the incredible technology solutions we can offer.

Business benefits

- ▲ Increased productivity when people can communicate in a richer manner.
- ▲ Time saving when employees don't waste time in transit.
- ▲ Decreased carbon footprint.
- ▲ Cost savings - you can recoup the initial cost of your investment in a demonstrably short time, in terms of time saved, travel expenses, productivity and reduced employee fatigue. Thereafter, the continued cost savings can be returned to business operations and contribute to enhanced operational margins.

- ▲ Use Visual Communications to enhance existing business processes. For example, in industries where diagnostics are essential but skills are scarce, like on oil rigs, in healthcare and car repair, Visual Communications can drastically reduce the time and expense required to find the answer.
- ▲ Considers the 'soft' elements of communication like expression and individuality, and contributes to a feeling of teamwork and personal cooperation between disparate teams.

Immersive Solutions

TelePresence is a sophisticated purpose-built room, designed around the needs of the enterprise and fitted with technology and discreet equipment that brings people from one room, in one country, into a room with the same solution, in another country. Datacraft can design, order, track delivery and install TelePresence solutions regionally.

Why Datacraft

Datacraft is a multinational, multi-disciplinary global services and solutions provider with a focus that drives all our client engagements. Our focus is on delivering customised, integrated IT solutions that enhance and accelerate business performance.

Founded in 1974, we have realised our founding vision, "to do great things", with the unique energy, flair and attention to business outcomes that characterise the Datacraft engagement experience and retain exceptional levels of client loyalty. We are a recognised leader in the provision and management of specialist IT infrastructure solutions.

WHEN IT COMES TO CONSIDERING A TECHNOLOGY PARTNER TO IMPLEMENT YOUR VISUAL COMMUNICATIONS STRATEGY, WE OFFER THE FOLLOWING MARKET LEADERSHIP:

- ▲ The new generation Visual Communications technology is over IP – we are industry-recognised leaders in networking related technologies.
- ▲ Multi-country deployment – we have an extensive regional footprint with a direct presence in 13 countries around Asia Pacific, unrivalled expertise in emerging markets and established business credentials in the mature economies of the first world. Through our prestigious Preferred Partner Programme, we offer extended service coverage. You will never be alone with Datacraft.
- ▲ Multi-country support – we offer round-the-clock support through our ISO 20000 - certified Global Service Centres, where we speak 6 local languages and offer the advantages of regional deployment.
- ▲ SLAs – we implement customised, individual Service Level Agreements, negotiated to suit your business needs, with stringent punitive clauses and defined service levels stipulated.
- ▲ We can manage tough logistics through our regional reach and our unrivalled procurement and logistics capabilities.
- ▲ Integration with other aspects of office automation such as scheduling through Outlook calendar, 'click to conference' to name a few.

But don't just take our word for it, please contact your Datacraft representative to arrange a personal demonstration, and experience the benefits and capabilities of Visual Communications firsthand.

Adaptive Solutions

Integrating TANDBERG videoconferencing and Cisco Unified Communications with desktop applications enhances productivity while decreasing costs. Datacraft's Integrated Collaboration solution enables organisations to be more agile, responsive and competitive. The solution also promotes cohesiveness among employees, and high satisfaction levels for collaboration between distributed teams.

ABOUT DATACRAFT

- Datacraft is a wholly-owned subsidiary of Dimension Data, a US\$4 billion global IT services and solutions provider
- Earned US\$606 million in annual revenue for FY2009
- Has over 2,000 client relationships around the Asia Pacific region
- Has a client base that spans five major industry sectors:
 - Financial Services
 - Media & Communications
 - Manufacturing
 - Travel, Transportation & Real Estate
 - Public Sector
- With a portfolio of solutions and services in:
 - Consultancy • Converged Communications • Contact Centres
 - Data Centre and Storage • Managed Services • Microsoft Solutions
 - Network Integration • Performance Optimisation • Security • Training
- Operates in more than 50 offices across 13 Asia Pacific markets

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