

## Pharmaceutical Company Boosts Productivity with Web Meetings

Daiichi Sankyo accelerates global projects with interactive online tools.

### Executive Summary

**Customer Name:**

Daiichi Sankyo

**Industry:**

Pharmaceutical

**Location:**

Tokyo, Japan

**Number of Employees:**

15,358

**Challenge:**

- Share documents in real time
- Enhance communication between multinational team members
- Simplify meeting preparation and arrangements

**Solution:**

- Implemented Cisco WebEx Meeting Center to support global collaboration
- Synchronous file-sharing helps team members to simultaneously review same pages
- Real-time feedback reduces communication gap and improves meeting flow

**Results:**

- Accelerated agreement and decision-making in meetings
- Eliminated need to rely on meeting minutes for reviewing purposes
- Cisco WebEx technology now standard for multipoint meetings

### Challenge

Daiichi Sankyo is an international pharmaceutical company based in Tokyo, Japan. With four main areas of drug research in thrombosis, diabetes, cancer, and autoimmune disorder, the company strives to remain best-in-class in product development.

To drive a truly global development process, Daiichi Sankyo has made it company policy to form project development teams that consist of multinational members. These teams are in charge of both project planning and progress management, so frequent audio and video communication is essential to keeping meetings on track. However, even with a videoconferencing system in place, global meetings proved to be a challenge.

“The biggest problem we had in meetings was sharing materials,” says Yuko Kawakita, a team member in Daiichi Sankyo’s project development group. “It was difficult to follow along with presentations because we would never know which page to be looking at. The presenter would have to verbally guide us by saying things like, ‘Okay, we’re now looking at Page 5.’” While the audio function in a video or teleconference was helpful, it failed to make meetings any more efficient because attendees lacked visibility into other participants’ screens. No one would know which page to refer back to during Q&A sessions, and confusion would escalate even further when English was being spoken.

Sometimes the trouble would start before the meetings would even begin. If a team member waited until the last minute to send out materials, it was difficult to help ensure that all attendees had the correct documents in front of them. The project development team needed a solution that would help everyone simultaneously review presentations during meetings.

### Solution

Kawakita was familiar with Cisco WebEx™ technology because she had used it in meetings with Daiichi Sankyo’s affiliate companies overseas. For her, one of the main selling points was that it was not just easy to use, but also highly secure. In particular, Kawakita liked that Cisco WebEx® Meeting Center never stores meeting data on servers and always requires a password when joining a meeting. Ultimately, it was this reliability and high level of security that led Daiichi Sankyo to make the purchase.

With Cisco® WebEx Meeting Center, project development teams are able to communicate much more effectively during global meetings. While it was once difficult to determine who was speaking when simultaneous translation was taking place, the team can now use WebEx technology to eliminate auditory and visual confusion.

WebEx meetings also allow the team to share any type of material, regardless of whether or not the supported application is installed on a user's PC. If an attendee wants to ask a question or chat with a colleague during a presentation, he or she can open up a private chat window and do so without interrupting the entire meeting. And with the WebEx meeting recording function, employees can easily review meetings at any time.

**“WebEx meetings have made it much easier to share meeting materials and follow points of discussion. As a result, we've significantly reduced the communication gap between team members.”**

**Yuko Kawakita, project development team member, Daiichi Sankyo**

## Results

Now Daiichi Sankyo considers WebEx Meeting Center the standard for multipoint meetings. Synchronous document sharing has made global meetings proceed much more smoothly by allowing attendees to stay in synchronization with the presenter. Even if a meeting host needs to make some last-minute changes to a document, he or she can simply upload the new version to the WebEx site, eliminating the trouble of resending an updated version to an entire attendee list. “WebEx meetings have made it much easier to share meeting materials and follow points of discussion,” says Kawakita. “As a result, we've significantly reduced the communication gap between team members.”

WebEx technology also helps employees review and confirm decisions made in a meeting, which eliminates misunderstandings in follow-up discussions. There's no need to rely on meeting minutes anymore because employees can play back a recorded session and just look at the slides. “Instead of waiting a few days later for meeting minutes to be passed around, we can simply access the recording,” says Kawakita.

In addition to improving global meetings, WebEx Meeting Center has also made daily communication between various departments much easier at Daiichi Sankyo. Whenever colleagues feel the need to discuss an issue in greater detail, they simply start an instant WebEx meeting. This approach has been especially convenient for employees attending a meeting from outside the office. “WebEx meetings have helped our global teams in so many ways,” says Kawakita. “We're moving projects along much more efficiently now.”

## Next Steps

To facilitate aggressive expansion plans across the globe, Daiichi Sankyo plans on using WebEx technology to share information and extend its scope of research and development to countries outside of Japan, Europe, and the United States. “Our goal is to become a Global Pharma Innovator, a company that is constantly creating innovative medical products,” says Kawakita. “I expect to see WebEx technology playing a major role in that process.”

## For More Information

- To find out more about Cisco WebEx, go to: <http://www.cisco.com/go/webex>.
- To read other collaboration case studies, go to: <http://www.cisco.com/go/customers>.
- To provide feedback or participate in the WebEx customer reference program, email: [real.results@webex.com](mailto:real.results@webex.com).

## Product List

Cisco WebEx Meeting Center



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Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV  
Amsterdam, The Netherlands

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