



# Manufacturer builds foundation for growth

Grupo Industrial Saltillo (GIS) increases revenue and productivity with a unified data center solution.

“We’re launching marketing campaigns faster and bringing in more revenue sooner.”

- José Izquierdo, Manager of IT Planning and Operations, GIS

When there’s a new product in development that can infuse the company with needed capital, nobody wants to wait months for IT to be ready.

## Challenges

- Speed time to market by reacting faster to business needs
- Fund new ventures by reducing IT costs by 30 percent
- Integrate acquisitions faster to support growth

GIS is an integrated manufacturing company that operates through three business units: construction materials, smelted auto parts, and domestic goods. It designs, manufactures, and markets metal and ceramic products for industrial and consumer sectors in Mexico and internationally.

Diversification and growth are key objectives for GIS. To gain market share, the company needed to gain speed and flexibility in deploying new systems and services, and free up cash flow for strategic investments.

“We had an IT outsourcing contract that was costly, and response times were insufficient,” says José Izquierdo, manager of IT planning and operations at GIS.

The company decided to terminate the contract and standardize on a data center platform that would be easy to use and help reduce IT operations by at least 30 percent.

## Case Study | Grupo Industrial Saltillo (GIS)

Size: 6,000 Employees

Location: Saltillo, Mexico

Industry: Manufacturing



## A unified data center solution from Cisco removes barriers to growth.

### Solutions

- Deployed Cisco® blade servers and network at primary data center in Monterrey
- Used Cisco UCS® Integration Pack for Microsoft System Center to automate configuration, monitoring, and deployment

8 TIMES  
THE  
CAPACITY

60%  
LESS  
COST

Eight times the capacity at 60 percent less cost

GIS now has the headroom it needs to grow. Servers are running at just 10 percent capacity, compared with 70 percent previously.

“We’ve also reduced IT costs by 60 percent, freeing up capital to fund new projects and drive revenue,” says Izquierdo.

### Faster time to market

Infrastructure to support new products and marketing campaigns can be ready within 24 hours instead of 2 to 3 months.

“Bringing even one product to market faster can make a substantial revenue difference,” says Izquierdo.

### Streamlined acquisitions

Acquisitions can be fully integrated in 2 to 3 months instead of 1 year, enabling faster bottom line contributions.

### More innovation, less maintenance

With standardization and ease of use, the GIS operations team can contribute to development and other efforts.

“The operations team is adding strategic value and not just maintaining the business,” says Izquierdo.





**Results**

- Reduces data center costs by 60 percent
- Reclaims 33 percent of operational staff time
- Integrates acquisitions in 80 percent less time

### A partner for growth

GIS plans to equip a second data center with Cisco UCS and replace its aging Avaya phone system with Cisco Unified Communications. "Our goal is to triple revenue in less than 4 years," says Izquierdo.

For all Cisco customer stories, visit <http://www.cisco.com/go/customerstories>.



## Products & Services

<p><b>Cisco Unified Computing System™</b></p> <ul style="list-style-type: none"> <li>• Cisco UCS B200 M3 Blade Server</li> <li>• Cisco UCS C220 M3 Rack Server</li> </ul>	<p><b>Switching</b></p> <ul style="list-style-type: none"> <li>• Cisco Nexus® 5000 Series Switches</li> <li>• Cisco Nexus 2000 Series Fabric Extenders</li> </ul>
<p><b>Wireless/Mobility</b></p> <ul style="list-style-type: none"> <li>• Cisco Wireless Controllers</li> </ul>	<p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Cisco Adaptive Security Appliances (ASA)</li> </ul>



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

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

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

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)

© 2015 Cisco and/or its affiliates. All rights reserved. This document is Cisco Public Information.