

Unified communications allows a leading supplier of supermaterials to improve customer service and stimulate productivity



EXECUTIVE SUMMARY
CUSTOMER NAME · Element Six
LOCATION · Shannon, Ireland
INDUSTRY · Manufacturing
COMPANY SIZE · 4,000 employees worldwide
BUSINESS CHALLENGE · Operating in global markets demands multi-national communication, information sharing, and teamwork · Needed to control the high cost of international travel and communication · Acquisition and business growth has resulted in an increase in company locations worldwide
NETWORK SOLUTION · Cisco Unified Communications · Cisco wireless networking
BUSINESS VALUE · Improved communication and collaboration helped support an increase in operational productivity and efficiency · Supports company ambition to reduce international travel · Improves customer service by increasing product supply chain reliability · Supported Element Six as its business dramatically increased both in revenue and size

A Cisco Unified Communications system has helped Element Six, the world’s leading industrial diamond manufacturer, to deliver a significant increase in productivity and improve supply chain performance, contributing to significant business growth.

Customer Profile

Element Six is the world’s leading supplier of high quality supermaterials used throughout the manufacturing industry for a wide range of applications. It is the frontrunner in the development of synthetic diamond and novel engineering materials used in industrial applications that span the optical, mechanical, thermal, electronic, automotive, telecommunications, and medical industries. With a turnover of more than £280m and almost 4,000 employees, Element Six has established production and processing plants in China, Germany, Ireland, South Africa, Sweden, Ukraine, and the UK with support from a global distribution network.

Business Challenge

- Meeting the needs of markets and customers worldwide requires a business structure and culture of multi-national, multi-location communication; information sharing; and teamwork.
- International travel and inter-office telephony costs were very high, in the millions every year.
- Acquisition and business growth resulted in more worldwide business locations.
- Global network sustained by multiple product types and equipment vendors.

Network Solution

- Cisco Unified Communications system comprising:
 - Cisco Wide Area Network (WAN) linking 22 worldwide locations;
 - Cisco Local Area Networks (LANs) at several locations, with other locations being upgraded to Cisco LANs;
 - 200 Cisco Unified IP phones at worldwide locations, eventually increasing to 2,000;
 - Integrating dual-mode mobile phones with the Cisco Unified Communications system;
 - Unified messaging platform: Cisco Unity.
- Cisco wireless networking at most worldwide locations.
- Cisco network security technologies.
- Piloting video conferencing over the Cisco Unified Communications system.

The Cisco Unified Communications system at Element Six was implemented by BT, a Cisco Gold Certified Partner.



Business Results

- Improved communication and collaboration helps deliver a significant increase in operational productivity and efficiency.
 - The Cisco Unified Communications system provides a more reliable and robust infrastructure to support international communication and collaboration.
 - Element Six uses the telephone and collaboration tools like Lotus Notes and Sametime instant messaging to communicate, share information, and manage its business.
 - The opportunity to reduce international travel through the use of collaboration tools.
 - Patrick Seeber, Group Information Manager of Element Six, says, “The Cisco solution is all about making sure people have the right information at the right time, that they know what is going on and can operate more efficiently. The onus used to be on callers to decide whether to use e-mail, the landline or a mobile, and determine the person’s location and time zone. Now we just call the extension number and technology sorts it out.”
 - Capacity in certain areas of the business has increased without the commensurate increase in either human or in capital resources.
 - Helps to increase revenue without increasing prices.

“In 18 months we have seen phenomenal business growth in terms of revenue, staff numbers, and locations; and we expect to deliver similar business performance over the next 18 months. Solutions such as the Cisco infrastructure, which help to improve communication and information sharing, play a key role in supporting business growth and expansion.”

Patrick Seeber, Group Information Manager, Element Six



- Improves customer service by increasing product supply-chain reliability.
 - Using the Cisco infrastructure, Element Six has been able to deploy collaboration applications that give customers Web-based access to product pipeline and delivery information, as well as other material (for example research capabilities).
 - Previously, these applications were slow and the company was reluctant to provide them due to concerns over reliability and security.
 - Deploying collaboration applications would be difficult without a network and communications solution like the one provided by Cisco. It helps to provide, in a timely way, the reporting data manufacturing and production need to speed up production and product supply.
 - “Our customers rely on Element Six to ensure that product supply is reliable, helping them plan leaner – and especially just-in-time – manufacturing. The Cisco infrastructure and improving communication have helped us increase delivery reliability into the high 90s,” says Seeber.
- Supported the business as it increased revenue and expanded its business over an 18-month period.
 - “In 18 months we have seen phenomenal business growth in terms of revenue, staff numbers, and locations; and we expect to deliver similar business performance over the next 18 months. Solutions such as the Cisco infrastructure, which help to improve communication and information sharing, play a key role in supporting business growth and expansion,” says Seeber.
- Improves time-to-market for new products.
 - Bringing products to market used to take between six and nine months, and now this has been substantially reduced.
 - Cisco technology has played a key part by improving communication and enabling staff to collaborate much more effectively.
 - Seeber says, “New product development depends on communication: sharing market information, interacting with customers, collaborating with design engineers, and talking to production. Without solutions like the Cisco Unified Communication system, sharing information is slower and there is a greater need to go and visit the various teams. Cisco technology has been a facilitator in terms of increasing and improving internal communication.”

PRODUCT LIST
<p>Routing and Switching</p> <ul style="list-style-type: none"> • Cisco Catalyst 6509-E Switches • Cisco Catalyst 3750 Series Switches
<p>Security and VPN</p> <ul style="list-style-type: none"> • Cisco PIX Firewall Software
<p>Voice and IP Communications</p> <ul style="list-style-type: none"> • Cisco Unified Communications Manager (CallManager) • Cisco Unified IP Phones 7900 Series • Cisco Unity



Americas Headquarters
 Cisco Systems, Inc.
 170 West Tasman Drive
 San Jose, CA 95134-1706
 USA
www.cisco.com
 Tel: 408 526-4000
 800 553-NETS (6387)
 Fax: 408 527-0883

Asia Pacific Headquarters
 Cisco Systems, Inc.
 168 Robinson Road
 #28-01 Capital Tower
 Singapore 068912
www.cisco.com
 Tel: +65 6317 7777
 Fax: +65 6317 7799

Europe Headquarters
 Cisco Systems International BV
 Haarlerbergpark
 Haarlerbergweg 13-19
 1101 CH Amsterdam
 The Netherlands
www-europe.cisco.com
 Tel: +31 0 800 020 0791
 Fax: +31 0 20 357 1100

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.

©2008 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco Logo, and the Cisco Square Bridge logo are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, GigaStack, HomeLink, Internet Quotient, IOS, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networking Academy, Network Registrar, Packet, PIX, ProConnect, RateMUX, ScriptShare, SlideCast, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website 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. (0609R)
 The Print Consultancy (01483 771211) / Sept 08

Printed in the UK