



Improving Manufacturing Agility

Cisco Collaboration Solutions provides TASNEE with oasis of financial and operational advantages.

Case Study

Customer Name: **The National Industrialization Company (TASNEE)**
Industry: **Manufacturing**
Location: **Kingdom of Saudi Arabia**
Number of Employees: **1200**

Business Impact

- **Easier to collaborate in real time across multiple workspaces**
- **Faster organizational responsiveness and decision-making**
- **Maintenance and mobile call savings**

Business Challenge

The National Industrialization Company, also known as TASNEE, is the second largest petrochemical producer in the Kingdom of Saudi Arabia. The manufacturer converts natural gas and crude distillates into a variety of petrochemical products, which, in turn, are used to make consumer goods. IT and communications play an important role in supporting these operations by enabling effective collaboration between product development, manufacturing, sales and marketing, and distribution teams.

However, aging telephony systems and networks were struggling to keep pace with a rapidly changing and expanding business. This IT model was also becoming difficult and expensive to manage. The company would often have to spend money on extra cabling and rely on third parties to manage services, such as voice and video conferencing.

Therefore, as well as improving communications and access to information for mobile workers, the company needed a new model that would help accelerate growth and the adoption of new technologies. TASNEE's vision was to create a borderless organization, where employees could see each other's real-time contact status, set up a virtual meeting, and share their workspace, regardless of the user's device or location.

Solution and Results

TASNEE has used Cisco® Unified Workspace Licensing to procure a broad range of Cisco Unified Communications applications and services on a pay-per-user basis. This integrated suite of solutions includes Cisco IP Telephony, Unity Unified Messaging, Unified Presence, IP Communicator, Mobile Communicator, and Contact Center Express.

The project, implemented by Cisco partner EBTTIKAR, will provide 1200 users with the ability to communicate using any device (desktop, phone, or mobile device) and any method (voice, video, email, instant messaging, Short Message Service, conferencing, or fax).

This highly collaborative environment makes full use of the company's internal network. For example, with Unified MeetingPlace Express employees can set up and attend voice, video, and Web conferences quickly and easily. These virtual meetings can be used to share and edit documents, demonstrate products, deliver compelling presentations, or to support training programs. Unity Unified Messaging has streamlined communications further still by enabling email, voice, and fax messages to be accessed from a single inbox, anytime, anywhere.

Additional benefits to TASNEE include the elimination of the on-site private branch exchange maintenance costs, and a reduction in the company's mobile phone expenses. The latter as a result of Cisco Mobile Communicator and Wireless IP phones which are being used to help drive employee mobility and flexibility throughout the campus.



“Placing collaboration and communications at the heart of our new IT model means we are better placed to respond to the changing requirements of the business.”

Abdulgader Al-Harathi
Chief Information Officer, TASNEE

For more information on Cisco's Collaboration portfolio please [click here](#)