

## Leading Logistics Company in Greater China Moves Into The Speed Lane.

### EXECUTIVE SUMMARY

#### Customer Name

- T.join Transportation Co., Ltd.

#### Country

- Taiwan

#### Industry

- Transportation and logistics

#### Business Challenge

- Improve reliability of communications infrastructure to support growing and complex business needs
- Need for advanced communication channels beyond traditional PABX system

#### Network Solution

- Cisco Unified Communications

#### Business Value

- 20% savings on monthly telecommunications costs
- Better management of distributed network for improved operational efficiency
- Improved information access and internal communications
- Better customer service

T.join Transportation Co. Ltd, one of Greater China's leading transportation and logistics provider, slashes telecommunications costs by 20 percent, improves operational efficiency and customer service with Cisco Unified Communications.

T.join is a first-tier integrated logistics service provider in Taiwan. Established in 1954 as a less-than-truck-load (LTL) transportation service provider with just NT\$170,000 capital and 10 trucks, T.join has grown to become the foremost logistics centre for large transportation and delivery in Taiwan boasting 5,000 employees, 3,600 trucks and an annual income of NT\$5,600 millions.

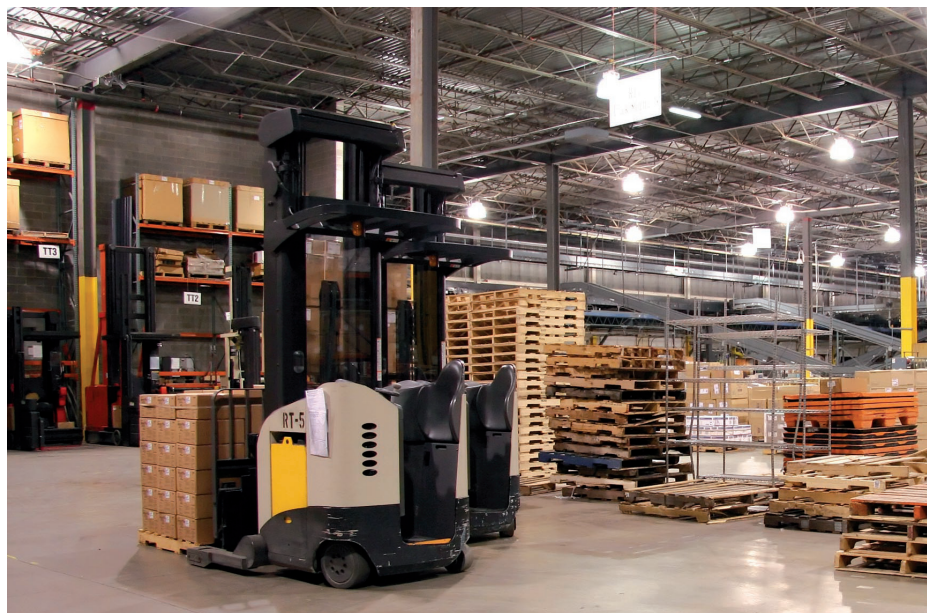
To create value for its customers and shareholders, T.join has transformed itself into a service oriented company since early 1990s. No longer just a trucking company, T.join offers complete logistics and professional delivery services from the time the client's product leaves the factory to the point it arrives at its destination.

This covers the simple one-day express delivery services for both consumer and business sectors to the more complex customized third party logistics services and integrated logistics that combines warehousing, purchase/sale order processing, inventory management and other value-added services executed through an e-JOIN electronic service platform.

T.join hopes to establish itself as the No.1 integrated logistics and transportation service provider in the Greater China region providing efficient, cost-effective and convenient service to its customers.

#### Business Challenge

As the only logistics service provider that uses a logistic centre system and the first company in Taiwan to adopt a hub-and-spoke truck transportation system to increase the efficiency of its delivery network of 160 service depots located across the country, T.join needed to continuously implement and utilize advanced technology solutions to stay on top of its expanding and complex operations.



“In many ways, Cisco Unified Communications has resulted in huge savings for us. What’s more, the system has created a platform to execute new business strategies and expansion plans successfully.”

- Yang Zhiwen, Information Centre Manager for T.join

“One of the reasons for our rapid growth has been our willingness to use leading-edge information technology to make communications even more efficient,” said Yang Zhiwen, Information Centre Manager for T.join. “We have also expanded our zone of operations to include the Greater China region since we started our ‘International Express Delivery’ in 1990 and set up full operations in China in 2001. This means that our data and voice communications requirements also need to extend beyond Taiwanese borders.”

“Prior to September 2006, our company had been using a 10-year old network. Unfortunately, as we grew, the network gave us more and more problems,” explained Yang. “It was becoming increasingly unreliable and was prone to slow downs and even stoppages during peak times. In addition, it could also no longer support our basic requirements of monitoring real-time operating processes of our 160 service depots spread across Taiwan. A communications breakdown at any of these depots was bad for business.”

In fact, T.join had already experienced delays in its delivery service as a result of communications network disruption at its service depots. The management team could access the necessary operational information from affected depots to facilitate decision making. On top of that, the company’s existing PABX voice system did not allow them to reach the right people fast enough to resolve the problems. Given the wide geographic spread of T.join’s network, calls over traditional trunk lines were also very costly. These issues compounded each other and quickly escalated into highly under-utilised and misallocated resources.

“What we needed was an advanced and highly reliable communications solution that would allow us to improve our internal voice and data communications between depots for better service and delivery quality, without incurring higher costs. The system had to be extremely scalable so that it could expand with our business, yet easy to manage so we could perform minor configurations ourselves, with minimal downtime,” Yang remarked.

### Network Solution

After an exhaustive review, T.join turned to Cisco to recommend changes to its communications network, and to implement the components needed to meet the company’s business needs. Given T.join’s requirements for real-time voice and data transmission over the same network, Cisco proposed its Unified Communications system, and redesigned the company’s network so that it would be able to converge both voice and data onto a single infrastructure.

Cisco and its local implementation partner, Peace Systems Integration Co Ltd, designed and installed a network over an eight month period that consisted of Cisco Unified IP Phones supported by 100 units of Cisco 2801 Integrated Services Routers (ISRs). The system delivers both data and voice on a single, resilient platform for fast, scalable delivery of T.join’s service depot requirements.

In addition, a combination Cisco Catalyst 4500, 3750 and 2950 Switches were deployed at the core and distribution layers of the network. Cisco also provided strong technical consultancy support and played a major role in the initial programming of the equipment specifications and the network’s future layout.

### Business Value

Within a short five months of the implementation of the Cisco Unified Communications system, T.join is already reaping the benefits. “The whole project was designed to achieve savings in our voice and data communications, and to enable real-time monitoring requirements for our operations,” Yang declared. “Cisco Unified Communications have achieved both objectives extremely well.”

Now that the system is operational, T.join is enjoying a variety of wide-reaching productivity benefits throughout the company.

- **20% savings on monthly telecommunications costs**

The largest and greatest source of cost savings came from T.join’s daily long-distance calling expenditure between its distributed service locations. By using cost-effective Voice over IP (VoIP) for internal communications, T.join reduced the company’s monthly telecommunications expenditure from NT\$1 million to NT\$ 0.8 million. Additional savings also came from the elimination of domestic conferencing traffic and toll charges related to voice conferencing, as well as decreased IT staff time for administration, troubleshooting and maintenance. “We are very satisfied with the cost savings so far. In fact, if we were to take into account the opportunity costs that would have resulted from service disruptions on the old network, the savings would have been even higher,” said Yang.

- **Better management of distributed network for improved operational efficiency**

The network monitoring and management capabilities of Cisco Unified Communications improved the company’s overall management efficiency. Yang said, “Now, we have clear visibility on what’s going on in the network, so that we can easily locate, isolate and troubleshoot network bottleneck issues. This boosts our operational and management capability.” This visibility has given T.join a greater sense of control and enhanced ability to pre-empt problems over its network.

- **Improved information access and internal communications**

Thanks to Cisco Unified Communications, T.join can enjoy faster access to vital operational information at its services depots. On top of that, T.join employees spread throughout the distributed enterprise are able to communicate with reach and collaborate with another even more effectively. "We have a real-time view of what's happening at our service depots, and our employees can reach one another quickly and easily. Both have had a real and positive impact on our reaction time to meeting customer needs."

- **Better customer service**

T.join's customers have also benefited. With greater visibility and faster access time over its network, the company has been able to offer its customers better transparency, higher

optimization of their supply chain inventory, and shortened time to market. In addition, the new system has complemented T.join's existing advanced logistics centre to offer customers up-to-date information on parcel movements, which can be accessed through the Internet or on a single phone call. Thanks to Cisco Unified Communications, customers are now able to reach the relevant sales and service staff from the very first call.

"In many ways, Cisco Unified Communications has resulted in huge savings for us. What's more, the system has created a platform to execute new business strategies and expansion plans successfully. We also don't have to worry about the technical aspects of our network," Yang said. "That's the real value of our partnership with Cisco."

## For More Information

To find out more about Cisco Unified Communications, go to [www.cisco.com/go/unified](http://www.cisco.com/go/unified)

To find out more about T.join Transportation Co., Ltd. go to <http://www.tjoin.com/e-company.htm>



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