



## The Value of Cisco TelePresence to Manufacturers

To accelerate product development and time to market, today's manufacturers are increasingly investing in world-wide R&D and production facilities. However, to succeed they must be able to ensure constant communication among globally dispersed design and account teams, partners, and suppliers. They require solutions to help strengthen value chain interaction, optimize productivity, foster innovation, and accelerate decision making.

The Cisco® TelePresence Solution for Manufacturing is a breakthrough collaboration technology that allows remote participants to interact with colleagues as though they are at meetings in person. In manufacturing environments, such a level of collaboration has been proven to reduce new product and service time-to-market by up to 30 percent. By leveraging the power of the secure network and collaboration technologies, Cisco TelePresence transforms the way global manufacturing partners work with each other and provides them with a competitive advantage in today's challenging economy.

## The Challenges of Collaboration in Manufacturing

Today's turbulent economy has presented many new challenges, requiring manufacturers to streamline operations and accelerate time to market while remaining competitive on a worldwide scale. Manufacturers need to:

- Securely and effectively collaborate using detailed information for effective decision making
- Resolve logistical uncertainties, order fluctuations, supply-side misses, and other related issues with speed and agility
- Connect the shop floor with design and engineering centers and equipment suppliers to streamline manufacturing processes and maximize production uptime

- Simplify and shorten the sales cycle while improving relationships among customers, account teams, and subject-matter experts
- Provide timely post-sales services and resolve customer issues to improve satisfaction and enhance overall reputation and loyalty

## The Cisco TelePresence Solution for Manufacturing

Cisco TelePresence optimizes collaboration, productivity and significantly reduces travel while delivering communications capabilities that improve the efficiency of the entire supply chain. The solution helps to increase sales, enable decision making, and speed time to market for new products.

- **Cisco TelePresence solutions** provide a consistent, high-quality image and sound with voice-activated switching at virtually zero latency, scaling from groups of one or two up to large meeting areas with 48 screens.
- **Cisco TelePresence Manager** automates much of the collaboration process, supporting groupware scheduling with an easy-to-use "one button" interface and integrated calendars and administration.
- The **Cisco TelePresence MultiPoint Switch** scales up to 16 units for a single call, supporting site or segment switching to maintain the image size and aspect ratio for a reliable, high-quality conferencing exchange.
- One-touch **auto-collaborate tools** include a PC projector and the ability to conveniently share physical objects with an optional high-definition document camera. For example, engineers can share CAD files or detailed, instant images of product designs for assessment and review.

## Benefits of the Cisco TelePresence Solution

Manufacturers gain a wide range of benefits with the Cisco TelePresence solution to speed and simplify development, supply, production, sales, and post-sales processes. This powerful solution:

- Improves the time to market of new products
- Facilitates decision making and problem solving at every level and stage of the project
- Reduces travel expenses and related downtime for team members in design, production, sales, and customer service
- Improves product lifecycle management, which effectively accelerates sales and revenue recognition
- Provides faster access to design and customer experts and executives throughout the supply chain
- Increases customer satisfaction, shortens the sales cycle, and improves partner relationships
- Improve product life cycle management, which effectively accelerates sales and revenue recognition

## Why Cisco?

Today's manufacturers require a streamlined organization that effectively shares information among globally dispersed offices and facilities. With the Cisco TelePresence Solution for Manufacturing, the network becomes the platform for continuous innovation and more responsive manufacturing. By adopting this powerful solution, manufacturers can transform business processes, streamline worldwide operations, and create long-term competitive advantage.

To learn more about Cisco TelePresence, along with all Connected Manufacturing solutions, visit <http://www.cisco.com/go/manufacturing>.