

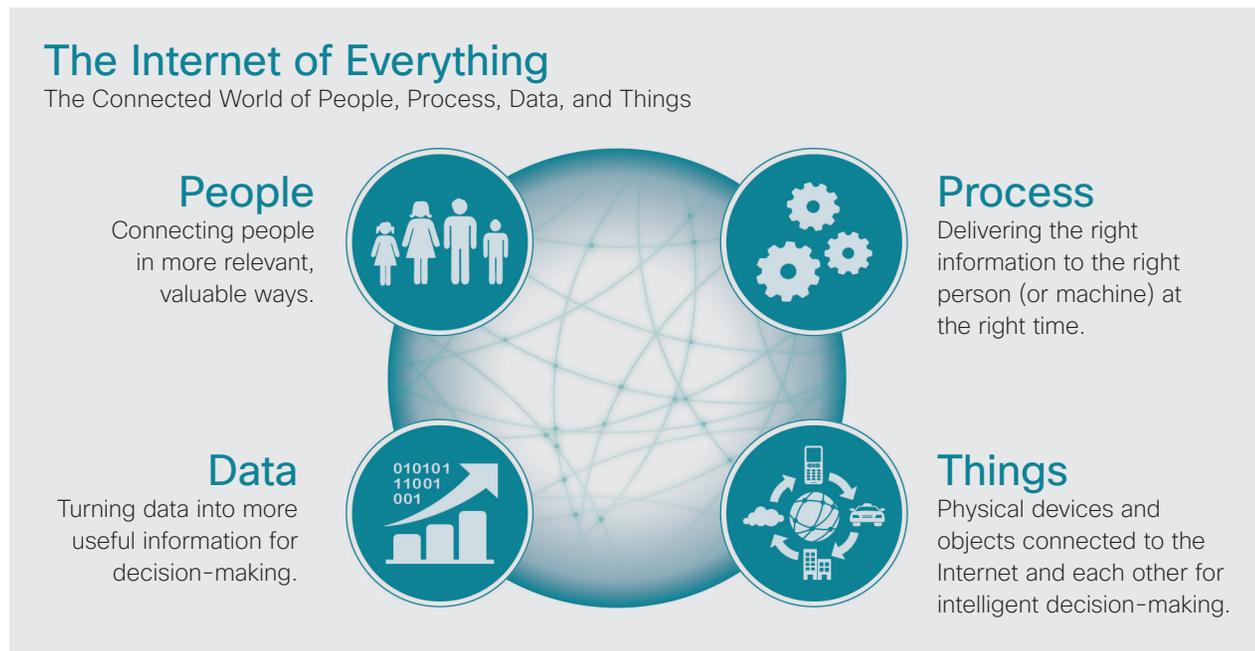
Cisco Consulting Services

Global Success Stories

Finding Value in the Connected World

The Internet of Everything (IoE) is reshaping all industries. IoE is the global connection of people, process, data, and things. Connecting the unconnected with ever-smarter technology is an unprecedented business opportunity for those who are ready to take advantage. Forward-thinking companies such as Toyota and Time Warner Cable have already started to see the benefits of IoE.

Figure 1. The Internet of Everything



IoE Keeps Toyota in the Driver's Seat

Toyota Motor Corporation is one of the world's largest automakers. To maintain its leading edge, Toyota sought to increase productivity, enhance revenue structures, and shorten time to market. Toyota turned to us for help.

Discovering the Potential for Growth

Knowledge-workers became the focus of our analysis. We teamed with Toyota employees to examine each task and see what could be eliminated, streamlined, or digitized.

Results revealed that Toyota could eliminate 61,000 unproductive hours.

Adding Value to the Process

After analyzing the results, we recommended that Toyota do two things:

- Eliminate traditional, paper-based processes.
- Increase collaboration by using Cisco® Unified Communications, including Cisco WebEx® technology.

Easing communication among widely dispersed knowledge-workers reduced Toyota's meeting times. And refining the operational processes that spanned divisions increased the company's production.

Generating Business-Critical Outcomes

The project was a great success. Collaborative technology led to better communication among workers and made them more effective in their roles.

- Productivity rose 18 percent.
- Slow, paper-based processes were eliminated.

Toyota anticipates even better performance in the future as workers get more comfortable with the new technology.

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Every IoE Journey Is Different

Our expertise is not limited to honing your process. We helped Time Warner Cable (TWC) capitalize on insightful data to cultivate the people aspect of their business.

TWC Taps High-Value Customers

Time Warner Cable, the second-largest cable company in the United States, wanted to reduce customer attrition rates and refine its focus on the residential market. TWC developed the Signature Home premium package to target high-value customers in specific areas. Before launching the package, the company needed specific information to validate its thinking about customer preferences.

Wiser Decisions Start with Real Knowledge

We mined one of our IoE resources—a primary “connected life” research survey—for relevant data. Although the research was not designed specifically for TWC, the questions and respondents mapped perfectly to the company’s needs. We were able to share valuable trends in customer tastes and preferences.

We made three key recommendations that TWC used for its Signature Home premium offer.

More Enlightening Data Means More Personal Offers

The first recommendation was to make broadband the cornerstone of the offer. Second, we advised TWC to make cable content more accessible across time, place, and device. And finally, we suggested that TWC offer a premium personal support option to Signature Home customers.

The Outcome of Smart Business Is Growth

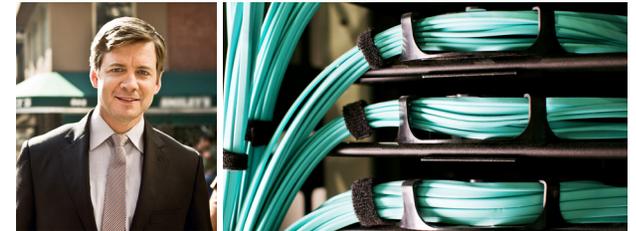
TWC deployed Signature Home in all its markets, generating dramatic results in customer experience and revenue.

- Sales grew monthly, surpassing 40,000 subscriptions by the end of first year (2011).
- 70 percent of subscribers upgraded from Triple Play to Signature Home.
- Revenue increased because Signature Home earned an average of \$40 more per month.



Find Your IoE Advantage

We can help your business find IoE opportunities, determine your best approach, and deliver results.



TOMORROW starts here.