



Business-to-Business

How Cisco Enables Electronic Interactions with Sales, Manufacturing, and Service Partners



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

 - Support Cisco's growth by automating routine transactions

- Solution

 - Electronic, business-to-business (B2B) interactions with selected partners

- Results

 - Cost, productivity, and relationship benefits for Cisco, the partners, and customers

- Next Steps

 - Enhance B2B architecture and integrate additional processes

Challenge

Support Cisco's Growth

- Growth = More
 - Sales orders to process
 - Product units to manufacture and deliver
 - Spare parts to track
 - Service calls to dispatch
 - Invoices to produce
- Challenge for Cisco to handle volume of manual transactions; not scalable for adding new partners
- Expensive and inefficient for large partners to use Web portals for complex sales orders



Solution

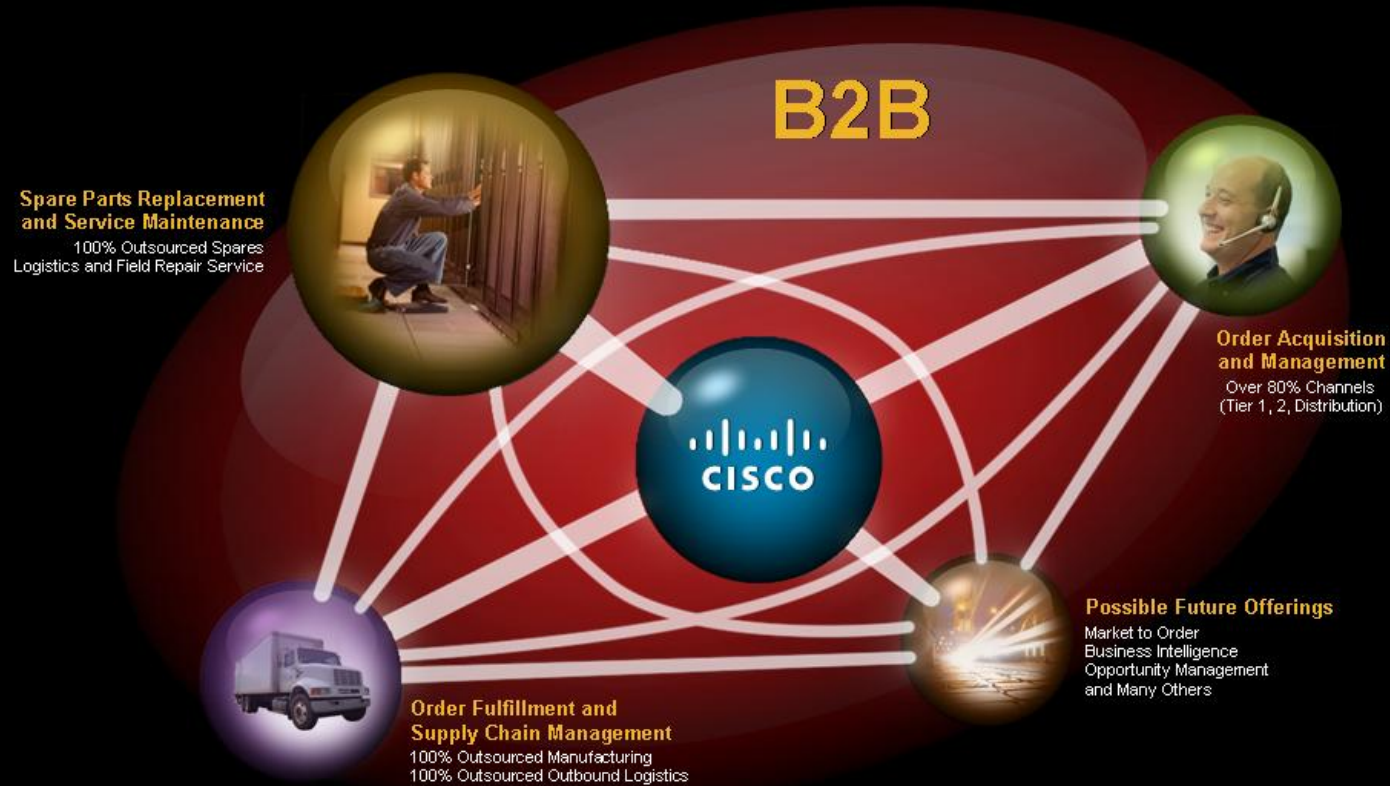
B2B Integration with Selected Partners

- Automate processes across the supply chain
- Link Cisco and partner systems for automated transactions and information exchanges
- Communicate over the Internet using secure gateways and industry standards (RosettaNet, EDI, XML)
- Integrations are unique to each partner:
 - Systems involved
 - Geographic scope
 - Process complexity
 - Automation goals



Solution

B2B: Seamless Interactions Between People, Processes, and Systems



Results

Advantages for Cisco, Partners, and Customers

- 50+ partners use some form of B2B integration
- 96,000 sales orders (39% of total) processed per quarter
- Benefits for Cisco and partners:
 - Lower transaction costs
 - Higher employee productivity
 - Faster product and service delivery
 - Greater of data exchanges
 - Stronger partner and customer relationships



Next Steps

Increase Flexibility and Automation

- Enhance the resilience of the B2B integration environment
- Implement a service-oriented architecture and Web services to deliver new capabilities
- Automate additional processes for:
 - Sales channel interactions
 - Technical service management
 - Global logistics
 - Virtual manufacturing

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT

www.cisco.com/go/ciscoit



CISCO



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.

 ©2007 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, HomeLink, Internet Quotient, IOS, iPhone, 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. (0704R)