

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

Business-to-business drives productivity, growth, and an improved customer experience

Cisco's growth has resulted in more and more sales orders to process, product units to manufacture and deliver, spare parts to track, service calls to dispatch, and invoices to produce. Handling this volume of information would be quite challenging if Cisco used only manual processes, such as receiving orders that are faxed or entered individually on a Web portal.

### BUSINESS BENEFITS

Benefits for Cisco and partners:

- Reduced transaction costs
- Increased employee productivity
- Faster product and service delivery
- Improved integrity of data exchanges

"Cisco wanted to make it easy and economical for our partners to conduct business with the company."

– Kris Cowles, director of Enterprise B2B, Cisco

The Cisco Business-to-Business (B2B) Operations group determined how interactions and processes between Cisco and its partners could be automated throughout the entire sales cycle.

The group began to create automated data links and processes between the Cisco enterprise resource planning (ERP) systems and the counterpart systems of partners, contract manufacturing and logistics providers, and third-party service companies.

Today, B2B integration and automated processes exist between Cisco and many of its partners for transactions related to sales orders, manufacturing and shipping logistics, spare parts tracking, service dispatch, and finance. Each integration is unique and is accomplished through the collaborative efforts of the Cisco B2B team, Cisco IT, and

the individual partner's business and technical staff.

**As of mid-2007, more than 50 Cisco partners use some form of B2B integration, and approximately 96,000 sales orders per quarter are processed through B2B integration.** Cisco and its partners have gained the benefits of reduced transaction costs, time savings from fewer manual processes, faster delivery of products and services, improved employee productivity, increased data integrity, and stronger partner relationships.

**As next steps,** Cisco plans to enhance the resilience of the business integration environment, implement a service-oriented architecture (SOA) and Web services to support new B2B integration capabilities, and automate additional processes in the areas of sales channel interactions, technical service management, global logistics, and virtual manufacturing.

### FOR MORE INFORMATION

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](http://www.cisco.com/go/ciscoit)

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**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

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