



SUCCESS STORY

Face-to-Face Meetings that Offer an In-person Experience Despite Great Distances with an IBM Video Communications Solution Using Cisco TelePresence

Enables communications and collaboration to accelerate decision making vital to global business, eliminating the time and expense of travel



Takeda Pharmaceutical Company Limited

Overview

Takeda is a research-based global pharmaceutical company. It is the largest pharmaceutical company in Japan and one of the global leaders of the industry. Setting its management philosophy, “Takeda-ism” as the basis of business, Takeda is committed to striving toward better health for individuals and progress in medicine by developing superior pharmaceutical products.

Solution

IBM Converged Communications Services video communications solution using Cisco TelePresence™ technology made it possible to create a cutting-edge video communications system that brings together Japan, America and Europe.

Benefits

- Accelerating decision making vital to global business, and improving communications between major locations and subsidiaries.
- Eliminating the time, fatigue and expense associated with overseas business travel.

Takeda Pharmaceutical Company Limited (Takeda), the largest pharmaceutical company in Japan and one of the global leaders of the industry, adopted cutting-edge video communications in order to strengthen its global strategy. Using high-quality video and sound, it overcame long distances to achieve communication and collaboration as if people were in the same room.

The use of this telepresence solution at Takeda is expected to accelerate decision making within the global organization and create more business opportunities. Additionally, it is estimated that reducing the amount of business travel will result in roughly a 20 percent reduction in transportation, lodging and other expenses, as well as improved productivity.



Background

Strengthening the Global Management System, Growing Toward a World-class Pharmaceutical Company

In March 2009, Takeda, which has long been number one in market share in the Japanese pharmaceutical market, finalized a plan for its global operational structure aimed at growing toward a world-class pharmaceutical company. An organizational restructuring was carried out and Chief Scientific Officer and Executive Vice President International Operations, Chief Administrative Officer roles were established. The goal was to further strengthen the company's global strategy.

Since 2000, Takeda has been pursuing initiatives such as establishing the foundations for new companies and integrating with sales subsidiaries on a global scale, as well as expanding the scope of its affiliated research and development companies through mergers and acquisitions and integration with companies such as Syrrx, Inc., Paradigm Therapeutic Limited, and Millennium Pharmaceuticals, Inc.

The current strengthening of its global operational structure is part of that strategy and part of Takeda's aim at continuing the creation of new pharmaceutical products and maximizing product potential in the global market.

The Challenge: Accelerating Decision Making and Reducing Travel Costs

As it pursued its global strategy, Takeda needed to achieve closer communication (especially with its affiliated companies overseas) and improve the speed and quality of its decision making. It also needed to reduce the time and money associated with overseas business travel, as well as deal with the fatigue that travelers undergo.

Though the company had used traditional audio and video conferencing to solve these problems, these technologies had limitations to replace business travel.

Solution

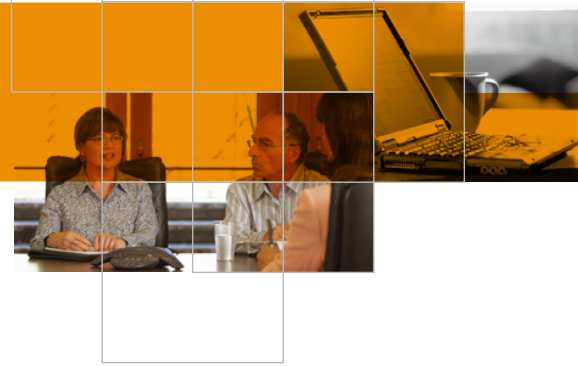
Solving the Challenges with a Telepresence Solution

To address those challenges, IBM and Cisco proposed a video communications solution using Cisco TelePresence. This innovative system with high resolution (high definition) big-screen video and latency-free audio enables a realistic face-to-face communication experience, despite the great distance between participants.

Meetings can be easily started in an instant with just the touch of a button and life-size images make it possible to sense the most subtle details of the facial expressions and body language of fellow participants in a way that's completely different from conventional videoconferencing. Multiple persons can appear simultaneously and the voice of the person who is speaking is played from the direction of their image, further enhancing the experience. Furthermore, multiple-location meetings are possible, as well as meetings with other companies.

IBM's Comprehensive Support for the Telepresence Solution

The telepresence project began in February 2009, with the first phase beginning operations in July 2009 in three locations: Tokyo headquarters, Takeda Pharmaceutical North America, Inc. (TPNA, Illinois*), and Millennium Pharmaceuticals, Inc. (Millennium, Massachusetts*). The second phase began in October 2009, bringing the telepresence solution to locations such as the Osaka headquarters, and Takeda Pharmaceuticals Europe Limited (TPEU, London, England). IBM's ability to support a global organization was vital to the introduction of this innovative video communications solution that could bring together Japan, America, and Europe.



IBM has a global alliance with Cisco and the network provider AT&T. With this alliance, and IBM's global network of trained personnel and experience of implementing telepresence to its own locations worldwide, IBM was able to provide Takeda with a complete solution including design, implementation, technology, telecommunications and management at Takeda's worldwide locations.

Future Deployment Plans

Plans to Expand Locations Using Telepresence Solution Throughout the World

The telepresence solution was operational at Takeda in July 2009 and has already been available in five locations. Further global expansion is expected in the future.

By implementing this video communications solution in Takeda's major locations all over the world, close communications are enabled between domestic and overseas locations, research and development, sales and other functions, making it possible to further increase the speed of decision making.

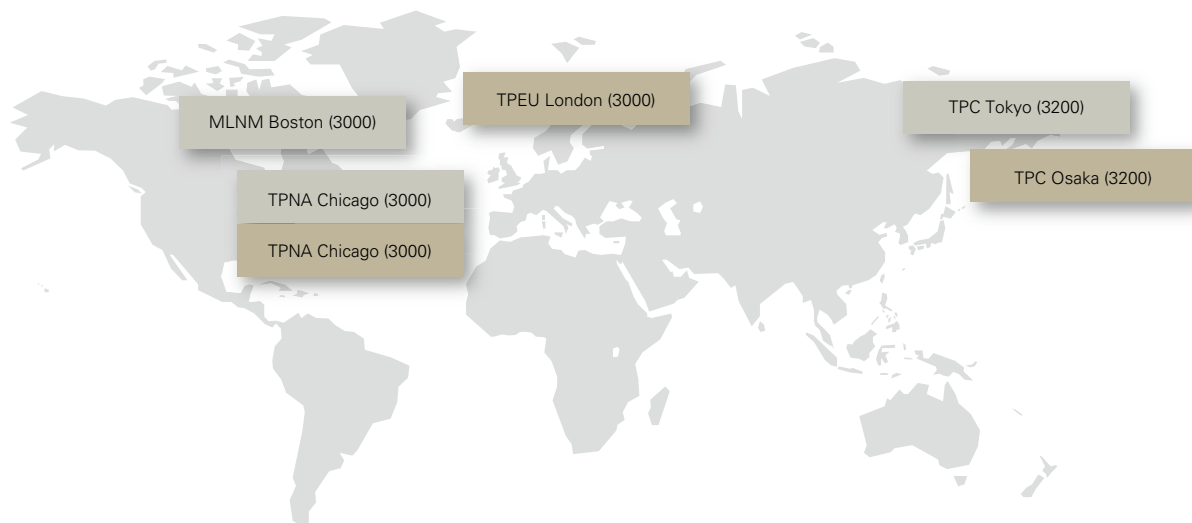
*All of these are 100% subsidiaries of Takeda

Transform Your Business Today

For more information, contact your IBM or Cisco representative to schedule a Cisco TelePresence demonstration, or visit:

ibm.com/cisco
cisco.com/go/ibm
ciscomeetingonus.com

Takeda's Locations with Telepresence (As of December, 2009)



Phase 1

- TPC Tokyo (3200)
- MLNM Boston (3000)

Phase 2

- TPC Osaka (3200)
- TPEU London (3000)

- TPNA Chicago (3000)

- TPNA Chicago (3000)

TPC	... Takeda Pharmaceutical Co., Ltd.
TPNA	... Takeda Pharmaceuticals North America, Inc.
MLNM	... Millennium Pharmaceuticals, Inc.
TPEU	... Takeda Pharmaceuticals Europe, Ltd.



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