



Cisco TelePresence for Manufacturing: Optimize Processes, Create Competitive Advantages

Executive Summary

Globally dispersed operations combined with a challenging economic climate make it more important than ever to find ways to maximize resources and optimize efficiency. In manufacturing, this increasingly means optimizing processes that rely on the knowledge, expertise, and availability of people and information—processes within the business and involving customers and supply chain partners. Cisco® TelePresence™ helps manufacturers reap short- and long-term gains, including:

- Optimizing globalized resources and productivity
- Fostering collaborative innovation throughout the value chain
- Improving supply chain agility and resiliency
- Achieving high customer relevancy

Introduction¹

Manufacturing challenges can be amplified by a dynamic economic climate. Customers often must recalibrate their forecasts. Suppliers can find it difficult to survive. And competitors become even more determined to win your customers. Traditionally, in challenging times, manufacturers have sought ways to reduce costs and optimize resources. Although this is also true today, global competition and extended supply chains introduce additional challenges that cannot be ignored.

Fostering Collaborative Innovation

Innovation is critical to increasing sources of revenue and market momentum. For example, in electronics and technology manufacturing, new products generate approximately 45 percent of new revenue. In challenging economic times, innovation—particularly cost-effective innovation,—becomes even more important for retaining existing customers and winning new ones. Organizations increasingly turn to solutions that provide a unified way to communicate, offer on-

¹ Source of figures used in this section: Businessweek, Accenture, Cisco IBSG, 2008

demand access to resources, and deliver real-time information that helps them effectively and collaboratively solve business challenges.

Developing an Agile, Resilient Supply Chain

Time to market in the high-tech industry has steadily decreased over the past decade—from 42 months to 14 months on average for a new product. As you increasingly rely on outsourced partners to help you achieve faster time to market, it becomes business-critical to efficiently connect all members of the supply chain. For example, when markets change, organizations that can quickly communicate and deploy new tactics or strategies across their supply chains can advantageously position themselves and their partners against competition. An agile supply chain is facilitated by collaboration to improve productivity and reduce risk.

Increasing Customer Relevancy

To win market share, delivering superior products and services is not enough. You must also improve the frequency, timeliness, and quality of customer interactions to help ensure that you are delivering what they need, in the way they need it. Including customers in decision-making processes also improves the customer experience and helps increase revenue.

Optimizing Globalized Resources

Globally dispersed operations and employees often enable you to gain talent, market, and production advantages. However, weaving people and resources located across different countries and cultures into a responsive organization can be difficult. Traditionally, executives and managers have had to travel extensively to maintain relationships and coordinate operations. With rapidly changing market dynamics and rising travel costs, extensive business travel can be counter-productive. Many companies are seeking ways to improve the quality of life for executives by reducing travel-associated fatigue and stress, all while gaining cost efficiencies and productivity.

Cisco TelePresence for Manufacturing

During economic downturns, you cannot afford to stand still. In past economic cycles, the companies that survived were those who found ways to invest in strategies and processes that helped improve their long-term cost position and competitiveness, increase relevancy with their customers, and optimize the potential of their employees and partners. Today, Cisco TelePresence can help you improve the business processes that deliver the most powerful advantages—the processes that rely on people, information, and expertise.

Cisco TelePresence creates immersive, in-person meeting experiences between people—over the network—with the visual context and richness of a face-to-face meeting. It combines innovative technology and design, integrating ultra-high-definition video with advanced audio, finely tuned ambient elements, and interactive collaboration tools. By enabling your employees, executives, suppliers, and external partners to meet, discuss, and make decisions in real time, you can reduce the time and delay inherent in traditional collaboration. Cisco TelePresence also reduces the need for frequent travel, enabling people to accomplish more in the same amount of time without the stress and fatigue associated with being away from home. You gain the ability to efficiently access data on demand, effectively interact with virtual teams all over the world, and manage these interactions in real time.



Optimize Your Global Footprint

Cisco TelePresence can help you connect people across global locations and facilitate cross-cultural communication. You can deploy Cisco TelePresence solutions in primary research and development facilities, manufacturing plants, and headquarters locations to enable face-to-face meetings. Executives and scarce expert resources can collaborate “live” with internal teams, major vendors, and customers. Cisco TelePresence minimizes the need for travel, in most cases significantly reducing travel costs while improving employee productivity. For many Cisco customers, a Cisco TelePresence solution pays back its investment within a year.

Foster Innovation

Cisco TelePresence enables you to increase innovation by linking global talent pools and sharing specialized expertise—regardless of location or whether ideas come from employees, customers, or members of your external ecosystem. As manufacturing often relies on technical interactions, Cisco TelePresence enables an environment in which it is easy to exchange information, share complex ideas, and accelerate decision making. These capabilities can result in shorter project cycle time and faster time to market for new products or product enhancements. Using Cisco TelePresence, other companies have involved key customers in their decision-making processes to improve the number and quality of ideas for new products.

Improve Supply Chain Agility

Improving collaboration has a direct impact on supply chain efficiency. The ability to collaborate in real time using Cisco TelePresence enables you to quickly tune product selections, adjust pricing strategies, audit suppliers, optimize inventory levels, track delivery schedules, and participate in sourcing negotiations. In the event of product shortages, changing market demand, or production issues, you can quickly meet “in person” to explore alternatives and accelerate problem resolution. The ability to immediately address issues and adapt to changing market conditions helps minimize business risk, increasing resilience.

Improve Customer Relevancy

Although face-to-face customer meetings will always play an important role in business, Cisco TelePresence enables you to offer your customers a more responsive, high-quality experience with your business. You can meet with them more frequently and provide them with a richer experience, such as by offering access to geographically dispersed experts during briefings. Increasing the frequency, timeliness, and quality of customer interactions helps ensure that you are delivering what customers need, in the way they need it—which can help increase market share and revenue. And with Cisco TelePresence Expert on Demand solutions, it is now easy to deliver the right information to customers, exactly when they need it, for making purchase decisions.

Why Cisco?

Cisco has years of experience working closely with leading manufacturers and has carefully built a collection of network, security, application, and management best practices. Cisco TelePresence solutions are proven in global deployments, allowing you to interact and collaborate in person, with colleagues worldwide like never before. Choose from a range of solutions to support meetings of individuals, small groups, or large teams with high-definition video, advanced audio, and finely tuned ambient elements for an immersive, face-to-face experience over the network. These solutions are compatible with other Cisco collaboration and video conferencing solutions and can be used with other companies over service providers' networks.

Cisco Connected Manufacturing

Cisco Connected Manufacturing solutions help you to use the strength of your network to be more connected, responsive, and competitive throughout your value chain. By using the network as your platform, you can easily integrate access to information for every user, including employees, customers, and suppliers. Security, management, rich connectivity, video, media, mobility, voice, and identity services are enabled in the network itself.

Cisco Advanced Services

Cisco Advanced Services help make networks, Cisco TelePresence applications, and the people who use them work better together. Using a Lifecycle Services approach, Cisco provides fixed-price planning, design, and optimization services to help increase business value and return on investment.

Cisco Partners

Understanding the need for manufacturing flexibility, Cisco collaborates with strategic partners to offer you Cisco TelePresence solutions that are right for your needs. Leading global telecommunications carriers offer Cisco TelePresence-based services, applications, and professional services.

Learn More Today

Cisco TelePresence for Manufacturing solutions can help you achieve your business goals while enabling new strategic business initiatives. Learn more about Cisco TelePresence and how it can transform manufacturing by visiting <http://www.cisco.com/telepresence>. Resources are available to help you establish a technical blueprint to begin your collaborative journey.



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