



Cisco Manufacturing Unified Communications and Collaboration 2.0



In a turbulent global economy, manufacturers are under constant pressure to remain profitable by creating new products while cutting costs. For this reason, they are increasingly compelled to become more agile and responsive, streamlining operations and productivity to improve innovation and shorten time to market. Many companies are expanding into emerging markets to enable research, development, and production as well as high-growth opportunities for sales. However, in an environment of globally distributed R&D labs, partners and suppliers, production facilities, and distribution centers, the ability to collaborate with every member of the manufacturing team becomes crucial to successful operations.

Cisco® Manufacturing Unified Communications and Collaboration 2.0 solutions provide the infrastructure to enable complete communications across the enterprise. Based on this powerful technology, enterprises are able to leverage a powerful platform for innovative, responsive manufacturing. Leveraging the power of a secure, end-to-end IP network and rich-media collaboration technologies, Cisco allows manufacturers to achieve competitive advantage by transforming the way they interact with employees and ecosystem partners, suppliers and distributors—from the desktop to the shop floor.

Manufacturing Communication and Collaboration Challenges

Communicating and collaborating throughout the value chain challenges manufacturers as they reengineer operations and management processes to work more effectively in a global environment. Such obstacles can include:

- Shortening product lifecycles and demands for new and innovative products and services
- Lower productivity in widely distributed research and manufacturing environments, where collaboration is inhibited by lack of team member availability, differing time zones, cultures, and languages
- High costs of travel, extended production efforts, work stoppages, and downtime on the production line
- Increasing regulatory requirements and considerations for employee, customer, and partner safety
- Demanding customers who expect continuous improvements in their overall customer experience.

Meeting these challenges requires efficient and effective collaboration between every link in the value chain—R&D labs, engineering teams, suppliers, production, sales, distribution, service teams, and customers.

UC Manufacturing Products and Solutions

Cisco's suite of unified communications products and solutions is designed to optimize collaboration, improve productivity, and significantly reduce travel throughout the manufacturing environment. They include:

- **Cisco IP Telephony:** Wired and wireless call processing and ruggedized handsets for the plant floor
- **Cisco Unified Presence:** Expose true availability and preferred mode of communication

- **Cisco Unity Unified Messaging:** Access voicemail on any device or within email
- **Cisco Mobile Applications:** Single-number reach, dial-by-office, Mobile Communicator
- **Cisco WebEx:** Integrated audio, web and desktop video conferencing
- **Cisco Show and Share:** Live desktop video feeds from anywhere in the plant
- **Cisco TelePresence:** High-definition, lifelike video conferencing
- **Cisco Unified Contact Center Enterprise:** Multi-channel customer contact management
- **Cisco Unified Mobile Agent:** Support remote contact center agents
- **Cisco Unified CallConnector:** For integration with CRM solutions
- **Cisco Unified Application Environment:** Extends the capabilities of business applications such as ERP through integration

Cisco also works with manufacturing technology partners to create business-impacting solutions specific to the industry, such as:

- **Collaborative PLM with PTC Windchill PLM Suite:** Managing product lifecycles
- **Warehouse UC Voice Picking with Datria:** More accurate inventory management
- **Unified CallConnector for Salesforce.com and other CRM solutions:** Higher agent productivity and enhanced customer experience
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Cisco UC Throughout the Manufacturing Value Chain

Cisco's Unified Communications and Collaboration solutions deliver compelling interactivity and connectivity at every step of the manufacturing value chain, minimizing the challenges of globalization, simplifying compliance, and enabling streamlined operations to deliver products on time, with the highest levels of quality, at a lower cost.

- **Engineering and R&D:** With R&D centers distributed across multiple sites and countries, manufacturers risk slower collaboration between teams, lower productivity, higher costs, and slower development cycles. Cisco UC solutions help enable R&D priorities to achieve faster time-to-market and greater speed of innovation, and are used by manufacturers to drive more effective and productive communication between teams, reduce latency in daily design processes, faster prototyping, lower travel-related costs, and fewer delays.
- **Supply Chain:** To keep customers satisfied in complex global environments, manufacturers must be able to mitigate risk and respond to problems with agility and resilience. Cisco UC solutions allow personnel to quickly and cost-effectively share information and collaborate in real time to resolve supply chain issues, providing advanced visibility via integration with logistics and ERP applications. They also enable faster and leaner distribution through solutions such as UC-based voice-picking for inventory management.
- **Production and Manufacturing:** Most manufacturing sites have a weak link in communication with and on the plant floor. Conversation is often limited to brief discussions using push-to-talk radio phones, lowering productivity and restricting ability to collaborate across sites. By relying on Cisco's UC solutions such as IP phones, live video streams from the plant floor, and integration with ERP applications, personnel on the production line achieve higher productivity and faster decision-making, reduce unplanned downtime, and decrease mean time to repair (MTTR).

- **Sales:** The greatest challenge for sales teams is freeing personnel to spend more time on strategic revenue-generating and customer-facing activities. Using Cisco solutions, sales teams can collaborate with customers, R&D teams, and remote experts to accelerate the decision-making process, advance creativity, reduce time-to-revenue, and establish stronger relationships. Capabilities such as Unified Presence, WebEx, and Mobile Communicator help to increase sales productivity, support Expert Locator services, and improve internal collaboration between sales and support.
- **Customer Service:** In intensely competitive environments, manufacturers need to be able to respond quickly to customer service queries, but resolving such issues can be both time-consuming and expensive. Enterprises miss opportunities by not offering proactive services or being unable to quickly connect with subject matter experts to resolve issues. Cisco Unified Contact Center Enterprise solutions streamline and reduce the cost of such services by improving agent capacity, helping to achieve faster resolution, and promoting a better service experience.

Business Benefits of Unified Communications and Collaboration

Manufacturers around the world are already achieving significant operational and productivity benefits with Cisco's Unified Communications and Collaboration solutions:

- Manufacturers typically see overall TCO savings of 20-30% through a Cisco UC deployment for voice, paying for itself in one to four years.
- Many enterprises experience IT staff productivity improvements of 20-40% upon deployment.
- The Cisco-PTC PLM solution can accelerate daily design tasks such as ECNs by up to 30% and yield 10-15% higher engineer productivity.

- At Coca Cola Enterprises, Cisco's Warehouse UC Voice-Picking solution delivered a nearly 10% increase in picker productivity, and supported a more than 50% reduction in the need to audit resources as the result of higher accuracy.
- Companies can achieve a one-to-two week reduction in a typical six-week prototyping process based on richer information sharing across the team.
- A large aluminum smelter recently achieved a 25% increase in productivity, a 50% reduction in control room costs, and fewer quality issues due to faster management decision making based on real-time information.
- In sales, the number of customer interactions may increase by up to 40%, with 4.5 additional meetings per week on average. One customer used UC to reduce response time for an RFP from 49 days to just 15.

Cisco Smart+Connected Manufacturing

Cisco provides comprehensive, highly secure networking offerings for manufacturers, working with an array of dedicated partners that deliver a broad portfolio of industry-specific solutions to take operations to the next level of efficiency. When combined with world-class service, network management, and support, Cisco solutions support the transformation of manufacturing operations into innovative, empowered, intelligent, and responsive environments.

To learn more about Cisco Manufacturing Unified Communications and Collaboration 2.0 as well as other Connected Manufacturing solutions, visit <http://www.cisco.com/go/manufacturing>.