



TOYOTA TECHNICAL CENTER ASIA PACIFIC MOVES AHEAD WITH IP TELEPHONY SOLUTION FROM CISCO SYSTEMS AND IBM

Success STORY



Cisco & IBM joint IP Telephony Solution becomes an **integral enabler** of Toyota's new **Product Development Process** as it brings together the **global strength** of its people's **knowledge, skills and innovation.**

Background

Officially opened in May 2005, the Toyota Technical Center Asia Pacific (Thailand) Company Limited (TTC-AP) was established in response to the increasingly complex needs of the automotive market in the region. The center plays an important role in supporting the Toyota Motor Corporation in designing and modifying Japanese-developed auto parts for the Asian market.

With an initial investment of THB 2.7 billion (USD 68.9 million), TTC-AP is a 80,000 square meter facility and employs 290 employees. Strategically based in Samut Prakarn, it enjoys close proximity to related companies in the automotive industry and easy access to the new international airport.

Business Challenge

Ultimately, TTC-AP aims to provide design, research and development (R&D) services, as well as produce prototype spare parts. As the networking requirements of an R&D facility are traditionally higher than that of typical commercial organizations, TTC-AP needed a highly effective and reliable networking platform to support their daily operations and R&D work.

Highlights of the Engagement

Customer Name

Toyota Technical Center Asia Pacific (Thailand)

Business Challenge

To build a converged network to enable IP telephony and improve communications between the Thai facility and Toyota centers in Japan

Solution

A Cisco IP Telephony Solution implemented by IBM Global Technology Services comprising a state-of-the-art telephony solution, a high performance network, system design and consultancy and implementation services.

Business Results

Improved collaboration and communication between engineers in Thai facility and counterparts in Japan, thus creating a knowledge pool that will result in higher quality automotive spare parts design in the future.

According to Mr Somsak Nantatovatana, Vice President, Administrative Department, TTC-AP, “We want to become a true R&D center in order to supply products that meet the needs of growing Asian markets, even as they diversify and become more advanced. The design of auto parts is extremely precise and we work hard to identify and correct any design flaws to deliver high quality, failure products for our customers.

“To achieve our objectives, we need to continuously enhance the skills and knowledge of our engineers, helping them gain in-depth expertise in their fields through collaboration with our R&D teams in Japan and around the world. We believe that a high quality networking infrastructure is absolutely critical to enable the exchange of knowledge and skills between different functions within the organization and with their counterparts in our centers located in other countries.”

TTC-AP also shares the commitment of its parent company, Toyota, to create a modern working environment that brings greater convenience and facilitates internal communications. As a result, TTC-AP decided to invest in a converged solution that would enable it to handle voice communications over a single network infrastructure. By moving from their previous solution to IP telephony, the organization would also benefit from a lower total cost of ownership (TCO) of their network infrastructure in long run.

Solution

Working with TT Network Integration Company Limited (TTNI), TTC-AP’s IT subsidiary company, it began its search for the right partners to make this vision a reality. As they did their research, the Cisco Systems® and IBM strategic alliance and joint capabilities emerged from the start as the strongest contender.

“Cisco and IBM are the perfect partners for implementing an IP telephony solution. Cisco is clearly the industry leader for IP telephony while IBM brings to the table unmatched services capabilities,” explained Mr Somsak.

The two companies have a joint focus on developing and implementing state-of-the-art Business Communications solutions for organizations of all sizes in the Asia Pacific region. The blending of Cisco®’s voice, video and rich-media conference solutions with IBM’s expertise in global services offer customers a convenient and cost-effective way to reap the benefits of convergence. With dedicated teams focused on helping customers to design and implement converged voice, video and data systems, Cisco and IBM have built integrated solutions that result in clear returns on investment (ROI), significant cost savings and improved employee productivity.

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– Mr Somsak Nantatovatana, Vice President, Administrative Department, TTC-AP

In addition, Cisco and IBM are among the world's heaviest users of the networking giant's IP telephony solutions, clearly demonstrating to customers their complete faith in the capabilities of the system.

IBM Global Technology Services worked hand-in-hand with TTNI to design and implement the Cisco IP Telephony Solution for TTC-AP. The services provided included system design and consultancy, implementation, as well as a two-month on-site service post-installation to ensure a smooth transition. The implementation began in December 2004 and went live in early 2005.

The Cisco IP Telephony Solution will benefit 300 users at TTC-AP located in three buildings. Among the Cisco products deployed are the Cisco Catalyst® 4506 Series Switches, Cisco Catalyst 3560 Series Switches with Inline Power, Cisco Call Manager and Cisco 7912 and 7960 IP Phones.

Mr Somsak added, "In TTNI's opinion, the Cisco and IBM teams were extremely professional and proactive. During the implementation itself, we made several ad-hoc requests to add more features to take greater advantage of the full capabilities of the Cisco IP Telephony Solution. They accommodated each one and made it happen quickly and seamlessly."

Business Results

The Cisco and IBM IP telephony solution is one of a key pillar of TTC-AP's infrastructural strategy to support its expected growth. While it is currently used in conjunction with existing systems, Mr Somsak firmly believes that the IP telephony system will become the company's primary telephony system in the near future.



“The Cisco and IBM IP telephony solution has enabled us to fully exploit network convergence and benefit from a range of efficient communications. Most importantly, the technology helps us achieve our objective of improving communication between our facilities in Thailand and Japan to facilitate the design of quality auto parts,” he said.

“It has become an integral enabler of Toyota’s new Product Development Process as it brings together the global strength of our people’s knowledge, skills and innovation. The incorporation of advanced technologies into our R&D and production facilities has helped establish Toyota as the industry’s unrivaled leader sales, product quality and service.”

In the future, TTC-AP will also enjoy cost savings from the elimination of existing maintenance services. As the telephony system now runs on the Cisco IP network, the company will be able to maintain both the telephony and data infrastructures with just the existing IT staff.

**For more information on the IBM and Cisco Global Strategic Alliance, please visit:
www.cisco.com/go/ibm and www.ibm.com/services/alliances/cisco/
For more information about Toyota Technical Center Asia Pacific, please visit www.ttcap.co.th**



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This customer story is based on information provided by Toyota Technical Center Asia Pacific and describes how that particular organization benefits from the deployment of Cisco products. Many factors may have contributed to the results and benefits described; neither Cisco nor IBM guarantees comparable results elsewhere.

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