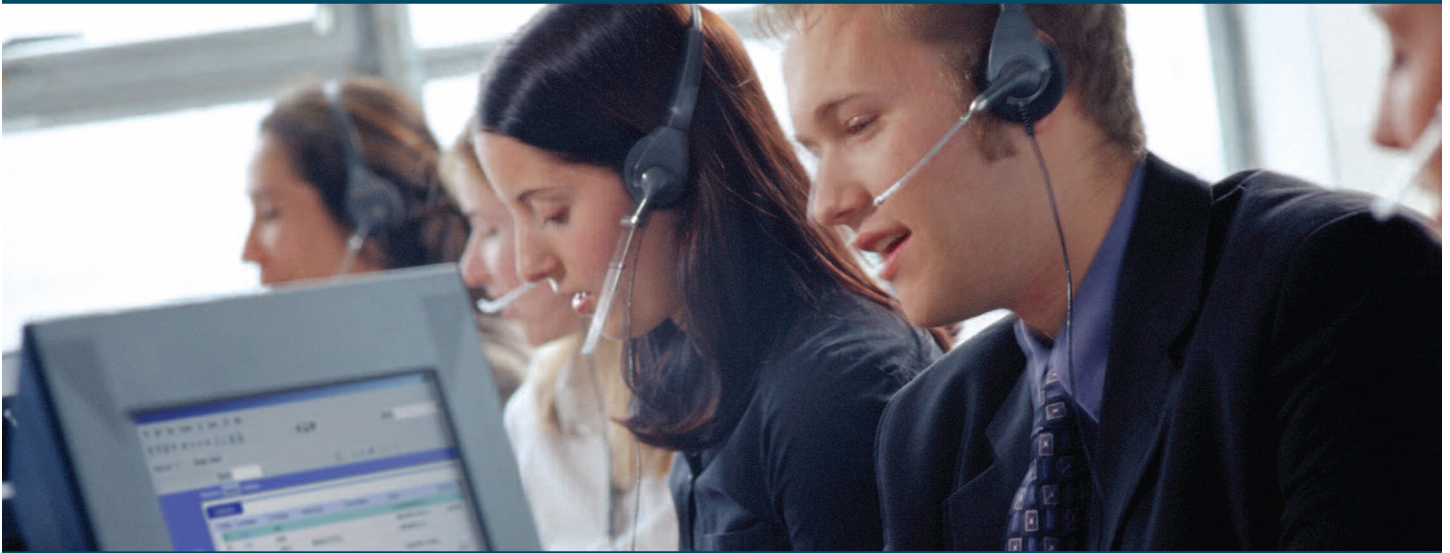


Cisco Customer Interaction Network

The Cisco Customer Interaction Network (CIN) solution helps manufacturers achieve their goals for customer intimacy by creating a network foundation for real-time information sharing across field sales, call centers, channel partners, and support organizations.



Cisco Customer Interaction Network helps to provide:

- **Visibility** across all customer interaction functions, systems, and processes.
- **Collaboration** with sales, service, outsourcing vendors, channel partners, and customers.
- **Network security** throughout the entire service and support chain, including channel partners and outsourced service functions.
- **Flexibility** to adapt sales and service organizations to offer new solutions based on customer needs.

The Cisco Customer Interaction Network solution helps enable all stakeholders in sales, service, and support to work together more efficiently and effectively to achieve greater customer intimacy. Cisco CIN is a part of the Intelligent Networked Manufacturing (INM) vision from Cisco Systems®.

The Challenge

In the past, the prevailing wisdom was that manufacturers could achieve leaner, more profitable organizations by reducing production and transaction costs. Today, manufacturers are focusing on customer intimacy as the way to stay lean and profitable by delivering what customers want, when they want it, with the high-quality, personalized service and support they expect. A major barrier to achieving customer intimacy is the limited ability of sales, service, and support to exchange information to better understand and anticipate

customer needs. Without a foundation for optimizing interactions across these crucial customer-facing functions, manufacturers face the following challenges:

- Customer retention becomes increasingly difficult as customers become more sophisticated and have ready access to alternative suppliers.
- The inability to anticipate customer needs may lead to waste in production, impairing profitability and competitiveness.
- As customers interact with an organization through multiple “touchpoints,” it becomes more difficult for companies to maintain a unified view of the customer.
- Concerns over control and security make it more difficult to outsource nonstrategic support functions to reduce costs.

The Solution

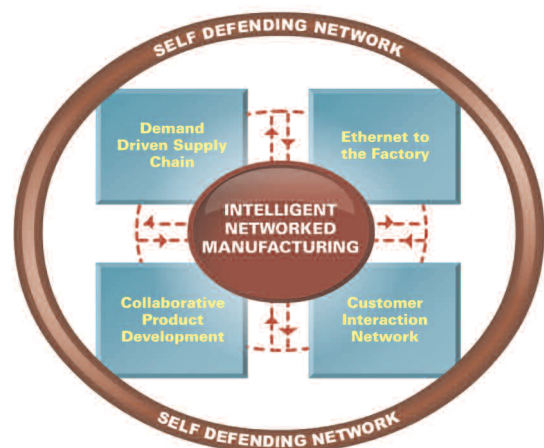
The Cisco Customer Interaction Network (CIN) solution helps enhance interactions across all customer touchpoints, including sales, service, outsourcing vendors, and channel partners, to work together more effectively and efficiently to achieve greater customer intimacy. By anticipating and responding to customer needs, companies not only improve customer loyalty, but also optimize the entire production process to deliver what sells. The Cisco CIN solution supports:

- **Visibility** across all customer interaction functions, systems, and processes.
- **Collaboration** with sales, service, outsourcing vendors, channel partners, and customers.
- **Network security** throughout the entire service and support chain, including channel partners and outsourced service functions.
- **Flexibility** to adapt sales and service organizations to offer new solutions based on customer needs.

Business Benefits

The Cisco CIN solution helps enable manufacturers to improve their customer interaction process. Benefits include:

- Anticipating and responding to customer needs
- Higher customer satisfaction scores
- Reduced time to problem resolution
- Lower cost of acquiring and servicing customers
- Tighter channel partner integration
- The ability to offer customers more options for interacting with the organization, including voice, chat, and e-mail, while maintaining a cohesive view of the customer
- More efficient use of resources for higher profitability and greater business agility
- The ability to outsource noncritical support functions without compromising service quality and customer intimacy



Supporting Solutions and Partners

Cisco partners are trained to manage the entire solution, from planning to deployment, and can even manage the Cisco network on an ongoing basis. In addition to a global network of qualified resellers, Cisco provides comprehensive design and support through CCIE® professionals and the Cisco Technical Assistance Center (TAC), both recognized as the best in the industry.

The Cisco Advantage

Cisco is the worldwide leader in networking technologies, with a 20-year track record supporting customers of all sizes, around the globe. The Cisco CIN solution supports Cisco Intelligent Networked Manufacturing, a suite of collaborative solutions that integrate information and processes spanning the entire manufacturing workflow and give companies a secure, customer-centric view of their organization.

By working with the established industry leader, manufacturers can benefit from:

- Proven performance, reliability, and security
- A broad range of technical experts and engineers who understand the unique requirements of the manufacturing industry
- Award-winning customer support services that help companies get the most out of their investments and extend the life of their network assets
- Ongoing investments in R&D initiatives benefiting the manufacturing industry
- Sustained value with upgradable, standards-based solutions
- A phased approach to support integration of new technologies or response to new mandates
- Best practices based on showcased network deployments

Cisco Services and Support

Cisco® Services and Support and its partners provide a complete range of services including highly specialized services and technical support that addresses each stage of the network's lifecycle—preparation, planning, design, implementation, operation, or optimization. Cisco Lifecycle Services help manufacturers envision, prioritize, and cost-justify Intelligent Networked Manufacturing solutions. During an initial project, a manufacturer's key business and IT stakeholders would come together with Cisco and a Cisco partner, who would lead them through a process that results in:

- Alignment of business objectives and IT initiatives
- Joint future vision and understanding of what's possible for the business, given the newest technologies
- Business and technology architectures to support the vision
- Joint understanding of the gaps between current state and future vision
- A 3-5 year roadmap that details the path from current to future state, including six-month “release cycles” along the way
- A solid business case based on ROI, TCO, and/or IRR justifying the prioritized projects included in the roadmap
- If necessary, a financing plan to help accomplish the roadmap

Once the plan is complete, Cisco and its partners offer a full range of services designed to help customers manage the transition to Intelligent Networked Manufacturing. Services include transforming the management office, process reengineering, change management, architecture migration, and metrics/performance monitoring. Working together, we can support you on your path to Intelligent Networked Manufacturing.

In addition, Cisco offers Technical Support Services, such as SMARTnet, that complement your in-house resources and help ensure that Cisco products operate efficiently, remain highly available, and benefit from the most up-to-date system software.

Cisco may work directly with its largest manufacturing customers. If you are interested in this type of support, please contact your account manager.

For more information on Cisco Services and Support, visit:

Technical Support Services: <http://www.cisco.com/go/smartnet>.

Next Steps

The solutions within the Cisco Intelligent Networked Manufacturing strategy are currently in widespread use by manufacturing organizations all over the world. For more information on successful real-world implementations and best practices, visit: <http://www.cisco.com/go/manufacturing>.

You may also contact your Cisco account manager or partner. To locate your Cisco partner, visit: <http://www.cisco.com/go/partnerlocator>.

If you are interested in manufacturing in China, Cisco has offices in Beijing. Multinational systems integrators and local partners can also be identified to best support the locations and technologies of your networks. For more information, please e-mail mnchina@cisco.com.

For related product information, visit the following online resources:

Cisco integrated services routers: <http://www.cisco.com/go/isr>

Cisco Catalyst 2950 Series switches: <http://www.cisco.com/go/2950>

Cisco Catalyst 3550 Series Intelligent Ethernet switches: <http://www.cisco.com/go/3550>

Cisco Catalyst 3750 Series switches: <http://www.cisco.com/en/US/products/hw/switches/ps5023/index.html>

Cisco 2600 and 3700 series modular access routers: <http://www.cisco.com/go/2600> or <http://www.cisco.com/go/3700>

Cisco wireless LAN solutions: <http://www.cisco.com/now/wireless>

Cisco integrated security solutions: <http://www.cisco.com/now/security>

Cisco IP Communications and voice solutions: <http://www.cisco.com/now/ipcommunications>



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