A technology-enabled business model enables businesses to act more quickly and scale faster than their competitors. Technology-enabled business processes help you establish relationships faster across a broader host of partners and work more closely with your own strategic thinkers to improve differentiation, increase market share, and accelerate innovation. Solutions such as Cisco WebEx and WebEx Connect let you establish a common platform for collaborating with these people globally. Here are three examples.

1. **Focus on strategic initiatives:** During economic uncertainty, turning your focus to strategic initiatives can solve short-term needs as well as position you for the economic upturn.

   **Energy Company Achieves Critical Industry Goal**
   A large energy company aspired to become the global reference for renewable energy. Part of its strategy was to achieve a working environment without geographic barriers and to reduce travel between its headquarters and 12 other offices. The company created a virtual office using Cisco collaboration tools, including Cisco Unified Personal Communicator, Cisco WebEx, instant messaging, and presence capabilities. Video conferencing capabilities enabled employees to share expertise in real time or through a video archive. And the company used Cisco Connected Real Estate solutions in its new headquarters to reduce energy consumption by 60 percent and achieve its country's first 5-star energy rating.

2. **Invest to extend your lead:** Once you have gained a competitive advantage, further investment can help you move further ahead of your competitors. Improving collaboration for training, stimulating innovation, increasing customer intimacy, or boosting employee productivity provides the foundation for increasing the distance between you and competitors.

   **Imaging Equipment Company Outpaces Competition**
   A leading provider of business and consumer imaging equipment accelerated its channel's ability to sell new software products. Using Cisco WebEx solutions, the company created a hands-on lab in its training center that connects the company's remote dealers to interactive training. Company experts conduct demonstrations and
assist the salespeople in real time. More than 1,200 salespeople received training in 30 days at a savings of US$1 million. At the same time, the company accelerated time to market at a rate that its competitors could not match.

3. Transform to increase speed and scale: Transforming your business may simply mean partnering with other organizations to help you expand or capture new opportunities more quickly.

Global Automaker Partners for Innovation
An entire class of consultants has grown up to help corporations locate partners to extend product lines, tap new markets, and streamline their supply chains. A global automaker turned to NineSigma, a firm that uses the Internet to match companies with outside scientists and engineers, to find partners to help develop hydrogen fuel cell technology. This approach opened doors to people and communities the firm was not originally connected with and enabled it to match its special needs to partners with unique capabilities.

Outpacing Your Competition
The Five to Outpace Your Competition strategy represents a proven, sound approach for building success. Taking advantage of the current economic situation to outpace your competition by focusing on strategic initiatives and making the right investments in collaboration capabilities will be the key to thriving in the favorable business climate ahead.