



# Online meetings make business flow faster

BAUER was stranded on an old-fashioned platform. Along came cloud-based video conferencing. Now it's pulling away from its competitors.

“Getting to market 10 percent faster is a huge advantage over our competitors.”

Andreas Schitter, Chief Finance Officer, BAUER

Anyone in a multi-site business would recognize the used-to-be meeting headaches at BAUER. Hours were lost travelling between sites for face-to-face meetings, totaling many weeks of wasted time. Today a faster, more agile business keeps both employees and customers more content.

## Challenges

- Sweep away yesterday's ways of working
- Improve teamwork and enhance productivity
- Make the business more agile and faster to market

Operating globally, BAUER builds irrigation and wastewater machinery. Until recently, workers in its Austrian and German core businesses communicated the old-fashioned way. Sometimes they spoke on the phone. Sometimes they used simple video tools like Skype. More often than not, they met in person—spending hours traveling in cars or trains.

So much time out was a chore and did little for the business. Stopping things from moving quickly, it was horrendously costly too. When the old phone system expired, Kapsch, the group's IT partner, proposed something better.

## Case Study | BAUER

Size: 650 employees

Location: Austria

Industry: Manufacturing





# Cisco video collaboration tools have had a truly transformational effect on decision-making and ways of working

**Solutions**

- Installed cloud-based collaboration system
- Made it easy to hold virtual meetings
- Put video endpoints in five sites

## Our video tools improve teamwork

The fact that it's quicker and easier to meet over video is helping move projects along. People are working better together, setting up virtual meetings and sharing papers, plans, and visuals. Cisco® Collaboration Meeting Rooms (CMR) in the cloud provides an online space where proceedings can be taped for later review.

## Cost of doing business reduces

Andreas Schitter, chief finance officer (CFO) at BAUER says, "You don't need to spend six hours in a car to attend a meeting. When people get together the discussion is interactive and effective. Travel costs have dropped by 50 percent." The Cisco technology is trimming expenses in other ways. Because it's delivered from the cloud, BAUER only pays for what it uses.



## Decisions are faster; business more agile

BAUER has become a more agile business. "Getting to market 10 percent faster is an advantage over our competitors," says Schitter. It's not just the business that wins. Employee satisfaction has gone up 10 percent. They complete work quicker and don't have to waste so much time traveling.

## And productivity is up

"You can arrange meetings and share documents fast using Cisco WebEx®," says Christian Bucher, IT Administrator. Cisco Expressway collaboration gateways keep content safe, and there's no need for a multipoint control unit. In-person communication has seen email drop five percent. People meeting through video and not traveling has raised productivity 30 percent.



## Results

- Reduced travel costs by 50 percent
- Increased productivity 30 percent
- Cut time to market by 10 percent

## Extending benefits worldwide

BAUER has introduced the collaboration tools in Austria and four subsidiaries in Germany. Next, it wants to extend the solution to Brazil, Hungary, and Slovakia, and integrate it with other business applications.

## Products & Services

### Collaboration

- Cisco Collaboration Meeting Rooms (CMR) Cloud
- Cisco Business Edition 6000
- Cisco TelePresence® SX10 endpoints
- Cisco Expressway advanced collaboration gateways
- Cisco WebEx solution



## For More Information

To learn more about the Cisco solutions in this case study, visit [www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration) or [www.cisco.com/go/cmrccloud](http://www.cisco.com/go/cmrccloud)



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)