Primax Electronics uses Cisco Collaboration to support a mobile workforce with a global communications infrastructure using video, IP Telephony and Cisco Jabber.

Company Introduction

Primax Electronics was established in 1984. It is a first-class solutions provider for information, electronics and consumer products. Its products and technologies cover computer peripheral products, as well as mobile communications and system products. Primax Electronics has over 15,000 employees, and it is headquartered in Taiwan for operations and Research and Development (R&D). It has production bases and three R&D centers in China. It also has Sales and Marketing offices in Hong Kong, Japan, Europe, the United States, making it a complete global setup.

Primax Electronics is focused on the important trends that will be developed for the IT industry in the future across areas including cloud technology, mobile devices, digital homes, environmental protection and green energy. It is committed to developing and strengthening its core competencies which includes product design, professional capability for Human-Machine interaction, automated mass production, management systems as well as firmware and software development. Primax Electronics provides customers with products and services of the highest quality.

Challenges

With R&D centres and operation plants in China, Taiwan, Hong Kong and Macau, carrying out multi-party conference calls with suppliers, R&D and sales personnel is crucial. To support this, it is essential to have a secure and stable communications infrastructure. Before adopting solutions from Cisco, Primax Electronics mainly used emails, traditional VoIP and various conferencing systems to carry out its trans-national communications. However, having different platforms tends to increase complexity. It is also not easy to control the call quality or integrate and monitor measures such as user ID. There are also other challenges concerning information security and cost.

| OVERVIEW |
| Company : Primax Electronics |
| Industry Nature : Solutions provider for information, electronics and consumer products |
| Address : The company is headquartered in Taiwan, and it has production bases and R&D centres in mainland China. It also has sales and marketing offices in Hong Kong, Japan, Europe and the United States |
| Company Scale : Total staff strength of more than 15,000 people |

| PREVIOUS CHALLENGE |
| Increased communication difficulties due to the presence of different platforms for communications and conferencing |
| Unable to control call quality or introduce and measure functions such as caller ID |

| SOLUTIONS AND PRODUCTS |
| Cisco TelePresence System Quick Set C20 |
| Cisco Unified MeetingPlace 8.0 |
| IP Telephony |
| Cisco Unified Presence 8.5 (Jabber) |

| RESULTS WITH CISCO |
| Simplification of formerly complex and diverse communication infrastructure accelerated product R&D, production and sales processes |
| Staff can maintain a high degree of competitiveness at all times |
| Increased communication efficiency between teams |
| Peace of mind for Primax Electronics when rapidly developing its core competencies, in turn increasing customer satisfaction |
Solutions

In order to allow teams located all over the world to communicate more smoothly and accelerate the decision making process, Primax Electronics decided to adopt the TelePresence System Quick Set C20, IP telephony and Unified MeetingPlace 8.0 conferencing system from Cisco. It also introduced Cisco Unified Presence 8.5 (Jabber). Having in place these comprehensive and complete end-to-end software and hardware facilities enables seamless global communication and more efficient collaboration.

Not only can the Cisco Unified Presence 8.5 (Jabber) solution integrate a variety of mobile devices across various platforms but it also provides users with real-time online status, instant messaging, high-definition videos, audio/voice messaging, desktop sharing and conferencing capability. Further, it allows users to “upgrade” from instant messaging to other collaboration features and benefits such as video, video or web conferencing and mobile working.

As an example, employees can connect to Cisco TelePresence System users to connect to the Cisco TelePresence System using mobile video. This puts the needs of users at the forefront and creates a whole new way of working and they can simply and efficiently collaborate with others using a variety of devices and operating systems (including Windows, Mac, iPhone, iPad, Android and Blackberry).

Results

Instant Interaction via IM and Presence
Reduce communication delays, instantly view user status, and carry out personal or multi-party communication with colleagues within and outside the company.

Business-Class IP Voice and Video Telephony
Provide secure and reliable high-definition video and desktop sharing functions.

Integrated Microsoft Office Functions
Can view user status and instantly launch chat, audio, video or multi-party conferencing functions.

Mobile Collaboration Using Any Device Anytime and Anywhere
Allow users an operating experience consistent with that for a desktop computer when they use any mobile device anywhere.

The integrated communications portfolio from Cisco helps Primax Electronics to handle the extensive use of all kinds of mobile devices. Employees do not miss any important call or meeting, raising staff productivity and reduced operating costs.

SOLUTIONS LIST

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<tr>
<th>Solution</th>
<th>Description</th>
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<tr>
<td>Cisco TelePresence System Quick Set C20</td>
<td>The Cisco TelePresence System Quick Set C20 solution offers high quality HD 1080p video for small teams and those just starting out with video conferencing. Ease of installation and management makes it quick to deploy, and the intuitive interface makes it easy to use.</td>
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<tr>
<td>Cisco Unified Presence 8.5</td>
<td>Cisco® Unified Communications Solutions unify voice, video, data, and mobile applications on fixed and mobile networks, enabling easy collaboration every time from any workspace.</td>
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<tr>
<td>Cisco Unified MeetingPlace 8.0</td>
<td>Cisco Unified MeetingPlace 8.0 provides a comprehensive collaboration experience with on premises audio and video conferencing and integration with WebEx meeting applications. The solution offers added flexibility with new deployment options.</td>
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Zhang Qingkai, the Chief Information Officer of Primax Electronics, said: “Cisco’s complete integrated communications solution and professional technical support helped us to simplify our originally complex and diverse communication interfaces. This raised the communication efficiency for teams and allowed Primax Electronics staff to maintain a high degree of competitiveness at all times. It also accelerated product R&D, production and sales processes allowing Primax Electronics to have a peace of mind when rapidly developing its core competencies. All these advantages help to increase customer satisfaction.”

Future Outlook and Developments

Primax Electronics is likely continue to develop its collaboration platform introducing the highly flexible WebEx cloud conferencing solution. It will also increase the use of the information sharing and video conferencing functions. At the same time, this situation will be extended to offices all over the world. Doing so will allow Primax Electronics to steadily operate and realize its future transformation to the cloud, mobile and digital homes industries. It will develop in these areas and work toward its goal of becoming a world-class solutions provider.