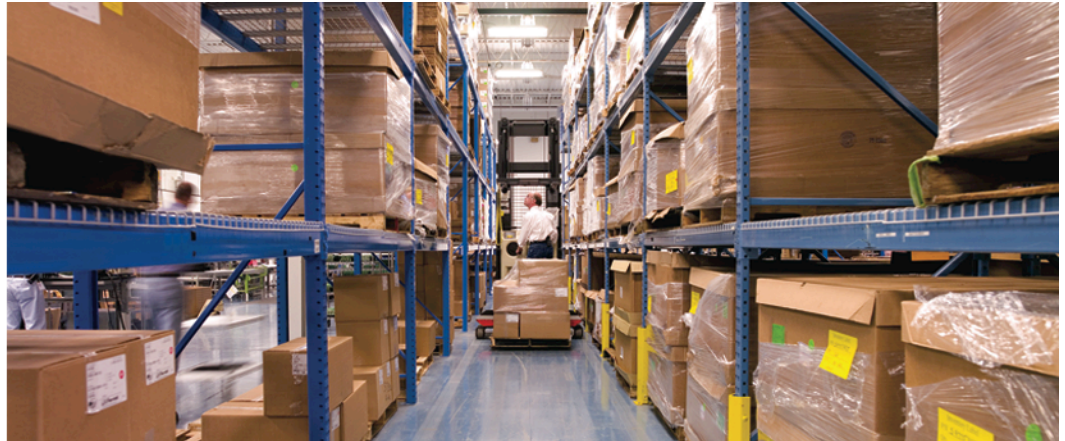


Cisco Unified Communications for Manufacturing Solutions



Transforming Productivity in Manufacturing Operations

Manufacturing operations play a critical role in a company's profitability. Efficiency and high productivity enable manufacturers to better meet increasing customer expectations while managing costs and supply chain processes. Today, information—immediate, current, and actionable—is the most important element of profitable manufacturing operations.

With instant access to data and people, companies can provide customers with the product information they seek. The enterprise gains deep visibility into its supply chains, enabling it to minimize time and rework throughout its processes. It communicates better with employees, leading to higher-quality products and higher company morale. Decisions can be made with greater confidence. Delays can be reduced or eliminated. And high manufacturing performance enables the company to rise above its competitors in the market.

How can manufacturing operations achieve these goals? With Cisco® Unified Communications for Manufacturing solutions.

Cisco Unified Communications for Manufacturing Solutions

As the 20-year worldwide leader in manufacturing networking, Cisco provides the most comprehensive secure networking offerings designed for manufacturers, together with a range of dedicated partners that deliver innovative solutions that take operations to the next level of efficiency. When combined with world-class service, network management, and support, Cisco helps transform manufacturing operations into empowered, intelligent, and responsive environments.

A Secure Intelligent Network

Cisco Unified Communications for Manufacturing solutions comprise a portfolio of proven, cost-effective voice and data products that support innovative communication applications. These applications are delivered over a single Cisco Intelligent Networked Manufacturing infrastructure, which extends to multiple plant locations, meets stringent quality of service (QoS) requirements, and delivers optimal availability and security. The Cisco Intelligent Networked Manufacturing

architecture integrates with existing manufacturing systems, protecting these critical investments while enabling migration to fully unified communications solutions.

Unified Communications Solutions

Cisco Unified Communication solutions transform how people find information, work together, and share data across widespread locations.

- **Access**—Access enables people to make or receive calls and view calendars, data, and e-mail anywhere. Whether in offices or connected using mobile devices, employees have immediate access to the people and information they need, when they need it.
- **Collaboration**—With Cisco solutions, suppliers, logistics providers, production, and engineering teams can easily collaborate using consistent, real-time information.
- **Improved customer service**—Innovative communication capabilities integrate with customer service applications to maximize call center performance and customer satisfaction.
- **Safety and security**—By integrating network-based video security solutions, companies can enhance employee safety, accelerate troubleshooting, and better protect corporate assets.

Revolutionary Meeting Solutions

Cisco offers a range of voice conferencing and meeting solutions that enable people to easily meet in real time—with the push of a button. In addition, Cisco Intelligent Networked Manufacturing infrastructure also supports revolutionary new in-person meeting technology known as Cisco TelePresence. Cisco TelePresence enables people to collaborate and share information across functions, departments, and geographical boundaries. Manufacturers can respond to customer demands, gather product feedback more easily, and accelerate response to operational concerns. Meeting participants can greet and communicate as naturally as if they were at the same table—no matter where they are. Cisco TelePresence integrates with enterprise groupware, such as Microsoft Outlook, and all other Cisco Unified Communications solutions.

Benefits of Unified Communications in Manufacturing

Facilitate Collaboration

From the ability to access voice and e-mail messages in the same mailbox to spontaneously initiating voice and video conferences—Cisco Unified Communications for Manufacturing solutions simplify communication for employees, suppliers, production, engineering, and management teams. Now people can share information quickly. Find answers. Collaborate in real time—easily, immediately, and cost-effectively.

Cisco Unity® Unified Messaging enables employees to listen to e-mail messages over the phone using text-to-speech translation capabilities. They can access voice and e-mail messages from one in-box. For maximum flexibility, people can use the messaging tool that is most convenient at the time.

“A salesperson may be meeting with a buyer at Wal-Mart or McDonalds and be able to connect to our science lab from the customer’s LAN. For example, lab workers can interact in real time to answer customer questions about protein composition or the fat content of an oil product. This capability will be an industry-leading sales capability and should greatly shorten the sales cycle.”

—Christopher Kerstell, director of IT Infrastructure, ACH Food Companies

Cisco Unified MeetingPlace® conferencing combines voice and video conferencing with Web collaboration. Participants anywhere in the world can set up multimedia conference calls ahead of time or spontaneously—at significant savings over using outside service bureaus. Communication is further improved when information such as emergency alerts can be pushed simultaneously to multiple devices, such as IP phones, cell phones, and computers. And Cisco TelePresence takes collaboration to a new level of effectiveness.

Improve Responsiveness

Cisco Unified Communications makes it easier for customers, suppliers, and external partners to reach the right resources the first time. Callers can use one telephone number to reach any person or department. Employees can easily transfer callers. And customers can quickly reach customer service representatives for assistance. Enterprises can easily create virtual call centers that maximize agent availability while supporting global customers and providing 24-hour service and support. Virtualized operations also support business continuity and disaster-recovery strategies.

“A call center in North America can be logged into a European call center across the IT backbone, and it will seem as if the call centers share the same premises. We now have the ability to virtualize our agent pool, enabling us to load balance customer support resources globally to provide ubiquitous, 24-hour support. This capability also delivers significant benefits for our business-continuity and disaster-recovery strategies.”

—Steve Murphy, director of Global Network Services, NCR

Boost Productivity for Mobile Workers

Cisco Unified Communications products enable employees to be as productive on the production floor as they are in the office. Cisco Unified IP phones can deliver a wide range of innovative applications that provide access to data, as well as advanced voice capabilities. Cisco IP Interoperability Collaboration System (IPICS) is an innovative solution that integrates a wide range of disparate communication technologies to provide voice, video, data, sensor, and messaging within or across any network boundary. Cisco IPICS enables any device to communicate—in

real-time—from anywhere, on demand, when authorized. Advanced mobile capabilities improve productivity by enabling comprehensive voice, data, and video features that bridge geographic and organizational boundaries.

Improve Safety and Security

A Cisco Intelligent Networked Manufacturing infrastructure enables customers to integrate existing video surveillance investments across locations to boost overall physical security. Video is accessible at any time from any place, enabling real-time incident response, investigation, and resolution. Integrated video solutions can monitor and detect problems on production lines, increase employee safety, and cost-effectively secure corporate assets. Real-time information can be delivered to crisis-management teams in the field. Emergency communication channels can be made more resilient. And manufacturing operations can better coordinate security efforts with local law enforcement.

Support New Applications and Services

An open, intelligent manufacturing network provides the foundation for manufacturing operations to implement new applications and services over time. Secure Cisco Unified Communications solutions can be integrated with existing data applications to improve operational effectiveness. Customized applications can be developed using the Cisco Unified Application Environment. And new Cisco Unified Communications services can be added at any time to meet changing needs.

Reduce Operational Costs

With secure Cisco Unified Communications solutions, manufacturers can simplify their network infrastructures, thereby helping reduce equipment, maintenance, and operating costs.

With the ability to deliver powerful, advanced communication solutions over a converged network, manufacturing operations eliminate the equipment and maintenance costs associated with multiple, separate infrastructures. Companies no longer need to invest in dedicated devices for call processing or maintain separate networks for videoconferencing. With Cisco Unified Communications solutions, manufacturers minimize expenditures associated with telephone and network moves, adds, and changes. A converged network also simplifies management, improving staff productivity. Many customers experience IT productivity improvements of 10 to 40 percent. Delivering voice calls over the network significantly reduces carrier costs, such as toll-bypass charges and dedicated voice circuits.

Unify Communications and Transform Productivity

Secure Cisco Unified Communications for Manufacturing solutions are transforming operations for many enterprises. For more information about Cisco Unified Communications solutions, visit: <http://www.cisco.com/go/unifiedcommunications> or contact a Cisco representative.



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