

Leading Tire Maker Boosts Competitive Position

Pirelli Opens Collaboration Opportunities for Improved Teamwork and Speed to Innovation, with Parallel Productivity Gains

EXECUTIVE SUMMARY	
Customer Name:	Pirelli
Industry:	Automotive
Location:	Italy
Company Size:	38,000 employees
CHALLENGE	<ul style="list-style-type: none"> • Improve efficiency and time to market • Reduce costs and unproductive work practices
SOLUTION	<ul style="list-style-type: none"> • Collaboration platform based on Cisco Unified Communications, Cisco TelePresence, and Cisco WebEx
RESULTS	<ul style="list-style-type: none"> • Greater access to people, information, and expertise • Faster decision-making with more opportunities for innovation • Time and expense saved on travel

Challenge

One of the world’s top five tire manufacturers, Pirelli has 22 production plants globally with a commercial presence in 160 countries. In its quest for a majority share of the premium tire market, the company decided to improve collaboration across its organization. Giuseppe Fiorentini, telecommunications director at Pirelli, says, “Face-to-face meetings are an important part of our culture, but frequent international business trips were becoming tiresome and hampering our decision-making. We were also seeing rises in travel costs and unproductive time.”

Solution

Eager to explore an alternative to physical meetings, Pirelli brought in Cisco® partner Dimension Data to carry out a transformative networking assessment. This served as the basis for a network refresh, designed to give Pirelli one of the most advanced collaboration platforms in the industry.

The platform’s foundation is an enterprise network using Cisco Catalyst® 6509 Switches for core Layer 3 switching, with Catalyst 3750, 3500, and 2900 Series Switches in the distribution layer. This infrastructure supports a wireless network comprising more than 1000 access points worldwide, managed through Cisco 5500 Series Wireless LAN Controllers, and a broad range of videoconferencing endpoints.

“People can engage and innovate: anywhere, any time, on any device. Cisco collaboration makes it easier to exchange ideas, pool resources, and unlock business intelligence.”

— Giuseppe Fiorentini, Telecommunications Director, Pirelli

These include Cisco TelePresence® Systems, and Cisco video-enabled IP phones, managed through Cisco TelePresence Multipoint Control Units, with Cisco Unified Communications Manager providing call control. Completing the solution are 10 Cisco WebEx® virtual meeting rooms and a Cisco Secure Access Control Server for authentication and authorization.

Results

Operations are better connected, for example, using Cisco TelePresence and WebEx to promote closer, richer interaction between sales and production. “Cisco collaboration tools are helping us reduce travel and improve efficiency,” says Fiorentini. High-definition (HD) video has provided greater opportunity for virtual face-to-face meetings, resulting in stronger working relationships, cost control, and improved productivity. With WebEx, staff can share desktops, content, and applications, and create cloud-based meeting spaces for project teams.

PRODUCT LIST
Collaboration
<ul style="list-style-type: none">• Cisco TelePresence• Cisco Unified Communications Manager• Cisco WebEx
Routing and Switching
<ul style="list-style-type: none">• Cisco Catalyst 2900, 3500, 3750, and 6509 Switches
Wireless
<ul style="list-style-type: none">• Cisco 5500 Series Wireless LAN Controllers
Security
<ul style="list-style-type: none">• Cisco Secure Access Control Server

“People can engage and innovate: anywhere, any time, on any device,” says Fiorentini. “Cisco collaboration makes it easier to exchange ideas, pool resources, and unlock business intelligence.” These benefits are illustrated in motor racing events, where live HD video links allow trackside technicians from Pirelli to interact in real time with remote experts as the race unfolds.

For More Information

To learn more about the Cisco architectures and solutions featured in this case study, go to: <http://www.cisco.com/go/collaboration>.



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