

# Leading Tire Maker Boosts Competitive Position

Customer Case Study



Pirelli opens collaboration opportunities for improved team work and speed to innovation, with parallel productivity gains

## EXECUTIVE SUMMARY

**Customer Name:** Pirelli

**Industry:** Automotive

**Location:** Italy

**Number of Employees:** 38,000

### Challenge

- Improve efficiency and time-to-market
- Reduce costs and unproductive work practices

### Solution

- Collaboration platform based on Cisco Unified Communications, Cisco TelePresence, and Cisco WebEx

### Results

- 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 Series 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.

These include Cisco TelePresence® System EX90 and EX60 Series video endpoints, C20 and SX20 Quick Sets, C40, C60, and C90 Codecs, and Cisco video-enabled IP Phones, managed through Cisco TelePresence MCU 5300 Series 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.



“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

### Results

Operations are better connected, for example using Cisco TelePresence and WebEx to enable 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.

“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: [www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration)

### Product List

#### Collaboration

- Cisco TelePresence System EX60 and EX90 Series
- Cisco TelePresence System Quick Set C20
- Cisco TelePresence SX20 Quick Set
- Cisco TelePresence Codec C40, C60, and C90 Series
- Cisco TelePresence MCU 5300 Series
- Cisco Unified Communications Manager
- Cisco WebEx

#### Routing and Switching

- Cisco Catalyst 2900, 3500, 3750, and 6509 Series Switches

#### Wireless

- Cisco 5500 Series Wireless LAN Controllers

#### Security

- Cisco Secure Access Control Server



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