



Cisco Collaboration Case Studies

Discover how organizations around the world are using Collaboration solutions to better connect with employees, customers and suppliers.

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AGCO Corp.

Challenges

- Improve communications across geographically diverse workforce
- Provide better channel support and relationships
- Collaborate between brands for greater innovation

Solutions

- Enabled collaboration everywhere
- Increased business responsiveness
- Simplified operations

Results

- Cost reduction of \$45,000 per month
- Encouraged greater collaboration and productivity through video
- Streamlined management and moved more administration in-house

“Through video and chat, we’re giving employees more opportunities to communicate and share insights globally.”

Years of acquisitions and growth left AGCO Corp. with multiple respected brands, a highly distributed global workforce, and a disparate voice and IT infrastructure.

“As a global organization, communication is essential to our success,” says Nikhil Narvekar, director of global infrastructure operations. Taking advantage of global connections, AGCO plans to continue expanding into new markets by addressing the concerns of each market and region. By intelligently connecting people, data, and processes worldwide, the company can better respond to customer needs by developing new products and services.

“Rather than trying to expand and upgrade numerous piecemeal systems to meet our growth, we would be better served by leveraging economy of scale and standardizing onto one platform that would serve us for years to come,” says Narvekar.

AGCO swiftly deployed Cisco Jabber® for Everyone across 17,000 users, improving communications for its mobile and remote workforce and connecting 2000 Jabber iPad users.

AGCO is currently expanding the rollout to an additional 2000 Android smartphone and tablet users in South America.

Fueling product innovations by sharing ideas across geographical regions and brands, AGCO uses Cisco collaboration solutions to host hundreds of meetings daily. Employees meet “face to face” without the lost productivity and burden associated with travel.

By deploying a Cisco contact centre solution, AGCO streamlined call flows for its support agents, empowering them to manage multiple chat sessions simultaneously. Sessions are completed with a high level of service and satisfaction, regardless of how dealers engage with AGCO.

With a solid infrastructure in place, AGCO’s goal is to continue to optimize systems and deliver new, innovative solutions that improve workforce engagement and efficiency. With more efficient IT operations, AGCO can deliver these capabilities faster to help drive business expansion.

“Looking at where the industry and technology are heading,” says Narvekar, “we decided that Cisco voice and collaboration solutions were the best fit for us, now and in the future.”



BAUER

Challenges

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

Solutions

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

Results

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

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

Anyone in a multi-site business would recognize the 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.

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: Cisco's collaboration solutions.

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

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, and recording proceedings for later review.

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.

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 more quickly and don't have to waste so much time traveling.

“You can arrange meetings and share documents fast using Cisco WebEx®,” says Christian Bucher, IT Administrator. Cisco 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 rather than traveling has raised productivity 30 percent.

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.



A Winning Edge for a Global Communications Firm

Golin

Challenges

- Simplify how creative teams work together.
- Speed up time-sensitive design reviews.
- Organize information better to be highly responsive.

Solutions

- Create Cisco Spark spaces for different clients and projects.
- Keep all project-related content and comments in one place.
- Efficiently organize content to share on social media.

Results

- Cut design review and approval time by 50 percent.
- Sped up decision making to become more nimble.

“Tools like Cisco Spark help us stay out in front.”

“Go All In.” That’s the motto for Golin, a global public-relations and marketing communications firm with 50 offices around the world. Recipient of nine Agency of the Year awards since 2013, Golin has forged a reputation for helping clients win in a digital world. One of those clients is Cisco.

Great teamwork among Golin’s specialists requires constant collaboration. “We used to struggle with file sharing, especially during the design concept stage,” says Farrah Cox, executive director for Golin.

For example, a client might require Golin to create an infographic in less than half a day. That takes efficient teamwork, and popular cloud file-sharing services fell short. Some clients found it difficult to use these services and Golin couldn’t tell who had viewed important files. And reviewers generally emailed their comments, so files and review comments were scattered in different places.

Now, select Golin teams communicate and share files in Cisco Spark virtual spaces. Bringing all workflows together in one place is changing the way Golin interacts internally and with clients.

The Cisco Spark application was up and running in just a couple of minutes. “People love that Cisco Spark is so easy to use,” says Kaycee Holmes, senior manager for

enterprise business for Golin. “It helps to make a high-stress job less stressful.”

Teams create at least one space for each project. The creator can invite anyone to join, including clients. The moment someone uploads a file or posts a comment, all space members receive a notification on their Cisco Spark desktop, browser, or mobile application. So now, account managers can quickly alert other team members by posting a message in the project space when an urgent project is requested. Everyone sees the message immediately and can get right to work. “In our business, timeliness is everything,” Cox says.

Golin teams have also begun collaborating with clients in Cisco Spark spaces. Designers can invite clients to a space to review files, so all content and feedback stays together. “Getting approvals in Cisco Spark is much more efficient than emailing files or uploading them to file-sharing cloud services,” Cox says. Designers report that projects are now reviewed and approved approximately 50 percent faster.

Now Golin is introducing the Cisco Spark app in more of its 50 global offices. “Many of us travel globally, and Cisco Spark gives us a way to share ideas at the concept stage,” Cox says.

Cox concludes, “The communications industry is ultracompetitive. Clients tell us that we’re extremely nimble and flexible. As other agencies catch up, we need to take two steps ahead. Tools like Cisco Spark help us stay out in front.”



Pirelli

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

“Cisco collaboration makes it easier to exchange ideas, pool resources, and unlock business intelligence.”

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.”

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. This infrastructure supports a wireless network comprising more than 1000 access points worldwide, managed

through Cisco Wireless LAN Controllers, and a broad range of videoconferencing endpoints.

These include Cisco TelePresence® Systems and Cisco video-enabled IP phones, managed through Cisco TelePresence Multipoint Control Units. Completing the solution are virtual meeting spaces, a call control solution and a Cisco Secure Access Control Server for authentication and authorization.

Now, operations are better connected. For example, using Cisco TelePresence and collaboration tools 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.

“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.”



Sub-Zero, Inc.

Challenge

- Meet launch schedule for 60 new products
- Adhere to stringent quality requirements and manage issues from new supply-chain partners
- Increase staff productivity time and collaboration while reducing travel and costs

Solution

- Integrated manufacturing mobile video capabilities into daily workflows and processes
- Upgraded wireless networks to support mobile devices and video streaming and conferencing within manufacturing facilities
- Integrated solution into existing video infrastructure and tools

“The use of video collaboration turned our model on its head and resulted in even greater integration with teams across the country.”

A family-owned business, Sub-Zero, Inc. pioneered the development of the built-in refrigerator in the 1950s and is still the leading manufacturer of luxury appliances in North America after more than 65 years in business. After acquiring Wolf in 2000, Sub-Zero expanded its refrigeration product line to include premium cooking appliances and has since been on a strategic path to expand its production in the United States and its brand presence globally.

Recently, Sub-Zero faced its largest product launch in the company’s history. With 60 new appliances in the design process and the opening of a new “greenfield” refrigeration production facility in Arizona, Sub-Zero was focused on designing a series of new generation products that coordinated with the Wolf line of cooking products. This project became known as the New Generation Collaboration Initiative.

To prepare for the integration, engineers and development teams at Sub-Zero required continuous communication and collaboration with each other and with external suppliers and partners. Additionally the majority of product development and design occurred at the headquarters in Wisconsin, while the manufacturing facility was located in Arizona.

Throughout the project, teams from both locations needed to continually communicate and collaborate to finalize designs, correct production-line issues, and train installers and servicers. Furthermore, Sub-Zero wanted to identify an effective way to access the “experts” without requiring constant travel between offices.

After experimenting with consumer-grade mobile video collaboration technology, Sub-Zero turned to Cisco networking expertise and Librestream’s ruggedized cameras for a more robust, enterprise-grade mobile video solution that would effectively support the massive new product design undertaking. The solution included Cisco® wireless networking infrastructure, Cisco TelePresence®, and Librestream Onsite mobile collaboration software and rugged cameras.

The video and voice capabilities were used to share and discuss design and production issues from the manufacturing plant floor with Sub-Zero engineering teams in the office. These tools also enabled Sub-Zero personnel to communicate more effectively with the broader community of users in real time, including global suppliers, distributors, and vendors.

Additionally, the solution included Librestream’s rugged mobile cameras, which were connected wirelessly through the network, providing high performance and mobility for Sub-Zero. The use of connected smart cameras from the manufacturing facility floor gave engineers immediate and anytime access to colleagues. Remote experts were able to



see, talk, and interact on their computer or tablet. Sub-Zero recorded these sessions for future use, including training, warranty remediation, and trouble-shooting.

Sub-Zero, Inc.

Results

- Reduced NPI cycles by 10-20 percent, and met aggressive schedules to launch unprecedented number of product releases

- Saved approximately \$100k to date on field testing by decreasing engineers required onsite, utilizing video along with diagnostic data streaming

- Reduced production line downtime by 5-10 percent, saving significant costs based on average \$2500 per production line, for each hour of avoided unplanned downtime

“The video and mobile capabilities ushered in a new approach to collaboration for our team,” says Mike Grimm, vice president of IT at Sub-Zero. “Meetings, development sessions, and testing used to require hefty budgets and travel for engineers across the country, but the use of video collaboration turned our model on its head and resulted in even greater integration with teams across the country.”

By implementing a complete mobile video collaboration solution, Sub-Zero is able to solve production challenges more quickly while reducing travel and increasing the productivity of the core team.

“With the Cisco and Librestream technology, we are able to log onto any device at any time and connect to a camera to examine problems as they arise, helping us bridge the communication gap,” says Mark Swartz, corporate director of quality for Sub-Zero.

Depending on the initiative, Sub-Zero estimates they cut 10-20 percent off the new product introduction (NPI) cycle by immediately connecting teams and speeding decisions. As part of the process, teams now show the latest product prototypes to colleagues across

facilities using live video collaboration.

Teams can take pictures and record the sessions for comparison and learning, during future review meetings. Sub-Zero also uses the technology to show suppliers quality testing with live video and discuss the performance issues in real time.

At the new production facility in Goodyear, Arizona, the team improved flexibility and reduced downtime by engaging experts directly with ongoing issues, in real time, meeting daily production goals and optimizing manufacturing throughput. Sub-Zero estimates an internal cost saving of \$2500 per production line, each hour, with a direct 5-10 percent reduction in downtime related to design and manufacturing issues.

The company also increased the productivity of the engineering team with faster decisions and fewer travel requirements for design reviews, production-line troubleshooting, and distributor training. For one project, Sub-Zero estimates an annual travel savings of more than \$40,000.

In field test inspections, Sub-Zero reduced the number of engineers required onsite by bringing in colleagues using video. A process that typically required two or three Sub-Zero engineers at a customer’s home was now accomplished by one person. This translates into an estimated cost saving of over \$100,000 for this project alone, and dramatically reduces the time required to make design adjustments from days to hours.

“With this solution, we found a way to see and discuss very detailed video and images from afar in a highly secure manner. We are now using video collaboration on a daily basis to finalize designs, correct production-line issues, work with suppliers, and train installers and servicers,” says Paul Sikir, VP of Design Engineering at Sub-Zero.



Telestra

Challenges

- Make important communications stand out from “noisy” email and instant messages
- Speed up the flow of information, for faster decisions
- Make it easier to find relevant information

Solutions

- Use Cisco Spark for project-based conversations
- Share documents and photos, conduct video calls, and exchange secure messages

Results

- Teams get work done faster
- Meetings are more efficient
- Employees communicate any time with any device

“Cisco Spark helps us get work done faster.”

Telstra is Australia’s leading telecommunications and information services company. The company’s purpose is to create a brilliant connected future for everyone.

A Telstra product development team wanted a better way to communicate and collaborate. “Email can be too slow and doesn’t provide the context for discussions,” says Akash Jattan, senior product manager for Telstra. “When information moves slowly, so do decisions.” To speed up information flow, his team wanted something similar to over-the-top consumer applications, but with enterprise-class security.

Now the product development team can get work done faster in topical Cisco Spark spaces. Team members set up Cisco Spark spaces to decide on new features, for example, and to communicate securely with vendors. “Encrypting space conversations keeps intellectual property off the Internet and eliminates some security concerns about business-to-business communications,” Jattan says.

People tend to be more direct in team spaces than they are in email. “With Cisco Spark I say it as it is,” says Jattan. “It takes me about 30 percent less time than composing an email.” More straightforward

communications strengthens relationships. So does seeing the photos, not just the names, of team members who are online or have viewed messages.

Employees pay more attention in spaces focused on a specific topic. Before a meeting, team leaders upload background information, such as documents, photos, and pictures of whiteboard sessions. “The information in a Cisco Spark team space provides the context for the conversation,” Jattan says. “Outcomes have improved, and meetings that used to take me an hour can now take 20 minutes.” Uploading images from whiteboard discussions might eliminate the hour it typically takes to write up meeting minutes. And keeping all project information in one place makes it easier to find later.

What’s more, someone who comes up with an idea at midnight can immediately send a message to the space, knowing that teammates will see it the next day. Team members can join early-morning and late-evening meetings from home. Some even review and respond to messages on a mobile device while traveling to or from the office - on the train, for example.

Jattan concludes, “When information doesn’t flow quickly enough, we can’t execute decisions quickly enough. Cisco Spark helps us get work done faster.”



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We're here to help you speed up innovation, empower mobile workers, and beat your competition to market – all while keeping your data safe, and production on schedule. Are you ready to take the next step?



Collaboration solutions



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