

# Transforming team collaboration in manufacturing

In a rapidly changing market, better communications mean accelerating time to market and streamlining supply chains.

# The benefits of Webex with AT&T



Streamline communication and help workers break out of silos.



Simplify your communications needs under one subscription.



Modernize your communications infrastructure without upfront CAPEX.



Integrate with third-party solutions, cloud, and on-premises.



Choose a future-ready hybrid solution that combines cloud and on-premises.



Help support compliance, transparency, and ease of auditing.



Consolidate vendor management with one company and one key contact.



A recent study on the application of artificial intelligence (AI)-driven analytics in the oil industry found that data-based drilling cut non-productive downtime by 45%.<sup>[1]</sup> According to a 2018 paper on Industry 4.0 technologies in manufacturing, the use of Internet of Things (IoT) technology on the factory floor can cut product defects by 45%.<sup>[2]</sup> In logistics, the use of data-driven technologies can help cut fuel costs by up to 25% and boost vehicle utilization by 20%.<sup>[3]</sup> Manufacturing and industry are changing rapidly.

*Emerging technologies such as artificial intelligence, data analytics and the Internet of Things all promise to revolutionize the way factories are run, logistics schedules are planned, and systems are maintained.*

Rather than operating according to the law of averages, each sub-system can be run according to specific, data-derived tolerances. This will maximize both uptime and productivity.

To reap the full benefit of these, and other developments in technology, companies in the manufacturing and industrial sector must build an environment that supports and propagates technologies like AI and IoT. Among other things, this means improved communications platforms with greater integration, automation and intelligence to enhance how

manufacturing operations collaborates with parties across the supply chain - as well as all agents up the value chain.

AT&T is an expert in business communications with over ten years' experience working with industry, including manufacturing, logistics, construction, and more. Our experts deliver solutions such as enterprise core-networking, mobility, and cybersecurity services to companies throughout the U.S.

In this market brief, we look at how Cisco Webex with AT&T can help manufacturers deliver a better ecosystem and customer experience as well as accelerate the highly secure and compliant sharing of information internally. Whether as a stand-alone platform or as part of an organization-wide approach to collaboration, Webex with AT&T can accelerate your business and give you a head-start on the competition.

1. Mohammadpoor, M. and Torabi, F. (2019). Big Data analytics in oil and gas industry: An emerging trend. [online] Science Direct. Available at: <https://www.sciencedirect.com/science/article/pii/S2405656118301421> [Accessed 3 Jul. 2019].

2. Ahmad, S., Badwelan, A., Ghaleb, A., Qamhan, A. and Sharaf, M. (2019). Analyzing Critical Failures in a Production Process: Is Industrial IoT the Solution?. [online] Hindawi.com. Available at: <https://www.hindawi.com/journals/wcmc/2018/6951318/> [Accessed 3 Jul. 2019].

3. Kohli, P. (2019). Driven by Data. [online] Shell.com. Available at: <https://www.shell.com/business-customers/shell-fuel-cards/driven-by-data.html#formnew> [Accessed 3 Jul. 2019].



# The right communication solution for the manufacturing industry

Designed to meet the needs of today's connected enterprise, Webex with AT&T is a powerful and industry-leading communication and collaboration platform. It gives manufacturers the range of tools and depth of functionality they need to be more dynamic and accountable to end-customers.

Being able to communicate, share data, and respond across the supply and value chain is increasingly important, even for manufacturers and other companies that traditionally aren't customer facing. Rising customer expectations and lower turn-around times for partner resellers, means even original equipment manufacturers must now participate in providing an outstanding customer experience. Webex with AT&T gives you the tools to achieve this.

*Webex with AT&T consists of three separate but interlocking solutions:*

- **Webex Calling with AT&T:** includes voice calling, instant messaging, chat, email, voicemail, video conferencing, and much more.
- **Webex Meetings with AT&T:** a collaboration suite that includes desktop sharing, webinar and presentation functions, and integrates well with leading third-party software.
- **Webex Teams with AT&T:** this workflow-management solution connects all team members in a highly secure, shared workspace for teamworking, co-creation, and content sharing.

Research by Forrester found that manufacturing and industrial enterprises that prioritize customer-experience are 1.3 times more likely to see improved product ratings and 2 times more likely to lead their sector than rivals that don't focus on experience.

Specifically, the report attributed this to the ability of these companies to optimize customer experience across the entire sales journey, from the top of the funnel right through to loyalty and retention.<sup>[4]</sup>

## Why Webex with AT&T

AT&T is a leader in the field of enterprise collaboration. Our experts have worked with manufacturers, logistics specialists, energy providers and other sectors to implement Webex with AT&T as part of a virtually seamless collaboration infrastructure.

Benefits of implementing Webex with AT&T include:

- Unifying your calls, meetings, document sharing, and collaboration functions in a single platform accessible to all colleagues, remote or on-premises.
- Delivering a consistent unified communications (UC) and collaboration experience, across virtually any device or location.
- Accelerating business transactions by giving co-workers and customers faster access to subject-matter experts.
- Consolidating your collaboration infrastructure around one set of interoperable and feature-rich solutions.

Our specialists can help integrate Webex with AT&T with other communications platforms, whether on-premises, cloud, or hybrid. This supports a unified experience across the enterprise's different solutions. It helps protect your investment in existing communications infrastructure while also providing a managed path for cloud migration.

# Is Webex with AT&T right for you?

If your organization meets any of these criteria, then Webex with AT&T could be right for you:



Looking for ways to cut costs and improve outcomes through sharing intelligence and knowledge.



Requires a field and mobile workforce to work remotely.



Needs to protect legacy investments.



Consolidating a multi-vendor communications, messaging, and collaboration suite.



Migrating more IT infrastructure to the cloud.

Machine produces

*“AT&T has provided the solution we needed and worked closely with our internal technology teams to ensure a seamless transition. The capability of providing a uniform voice/video solution to our locations in North America, EU, and Asia was critical for our success.”*

Director of IT Infrastructure - Global Services Organization

4. Fenty, K. (2019). The Business Impact Of Investing In Experience. [online] Adobe.com. Available at: <https://www.adobe.com/content/dam/acom/en/industries/manufacturing/pdfs/adobe-impact-of-cx-spotlight-manufacturing.pdf> [Accessed 3 Jul. 2019].

# Building a better ecosystem experience

**Use case:** Communicating design changes down the supply chain



In response to user-experience research, a manufacturer decides to change the design of a product in a way that makes it easier to operate.



Using Webex Calling with AT&T, product designers and plant managers hold a series of accelerated meetings to get the improved products into production faster.



The COO gives near-real-time sign off for production to begin using the Webex video-conferencing function.



To ensure that channel managers, distributors, retailers, and marketers all understand the change, the engineering department hosts a webinar using Webex with AT&T.



This rapid turnaround process cuts downtime and allows the company to bring the new and improved product to market faster.

**Use case:** Improving order visibility



To operate a just-in-time distribution network, a new logistics provider needs improved visibility of orders.



By using Webex Teams with AT&T, the company gives the distributor near-real-time access to case-management information.



Individual managers from the two companies use the full range of Webex with AT&T features to collaborate regularly, improving the flow of information.



Using video conferencing and call function, the company can give the distributor increased notice of delays and changes to the schedule.



With greater access to the distributor and other suppliers in the chain, the manufacturer reduces delays and cuts costs.

Suppliers and partners get quick access to manufacturing specialists, regardless of location. This expedites decision making on production, design changes, and more.

Distributors can plan, track, and optimize logistics, coordinate better with production timescales, changing just-in-time customer schedules, and other factors.



How Webex with AT&T can help transform your organization



Managers standardize the collaboration between different plants to improve workforce management and resource planning.

Resellers handle queries and replacements faster, reducing the number of customer complaints. This helps improve customer experience and brand sentiment.

# Choose AT&T as your collaboration specialist

AT&T is a leader in communications technology and infrastructure, with a global network that helps secure more connections than any other communications company in North America.



## AT&T IP Flexible Reach

can reduce your monthly spending through on-net calling.



## AT&T Dynamic Traffic Management

improves employee productivity by prioritizing your business applications including Webex with AT&T and QoS for mobile devices.



## AT&T VPN

provides outstanding network performance, reliability, and consistency to ensure highly secure data networks. It provides improved application performance including Webex with AT&T whilst maintaining network control.



Our experts will help you envision and strategize a UC transformation roadmap. With a track record in delivering

## world-class solutions,

AT&T has the capabilities and expertise required to integrate and automate your siloed voice, UC, and collaboration technologies.



The world's largest Cisco Webex deployment; Webex with AT&T deployed to over

## 400,000 employees worldwide.



The AT&T network connects businesses in countries and territories, representing

## 99% of the global economy

Webex with AT&T is your gateway to new standards in team collaboration and innovation.



**AT&T Business**

Contact AT&T or visit [www.att.com/collaboration](http://www.att.com/collaboration) to discover how Webex with AT&T can help your company.