

Automotive Distributing Agent Races Ahead Of The Pack With Cisco Unified Communications

EXECUTIVE SUMMARY

Customer Name

- Motor Image Enterprises Pte Ltd

Country

- Singapore

Industry

- Travel & Transportation

Business Challenge

- Replace traditional PABX with flexible and feature-rich telephony solution
- Provide employees with enhanced communications solution that integrates voice, fax and email.
- Reduce costs of IDD calls and network maintenance and management

Network Solution

- Cisco Unified Communications System

Business Value

- 20 percent reduction in monthly telecommunications charges
- Lower network maintenance and management charges
- Better collaboration between Motor Image offices in Asia
- Good foundation for offering better customer service

Motor Image Enterprises Pte Ltd cuts costs, improves customer service, and strengthens internal collaboration and decision-making capabilities with Cisco Unified Communications.

Business Challenge

Nothing motivates Glenn Tan, Group Chief Executive of Motor Image Enterprises Pte Ltd, more than the challenge of driving the world-renowned Subaru brand image to its fullest potential in the highly competitive retail automotive market across Asia. It's this drive that has helped to double the sales of Motor Image in Singapore during Mr. Tan's five year watch.

Still, he's not resting on his laurels. Motor Image – which is the automotive distributing agent for Subaru in the region – has plans to expand its business in the region, and to further exploit the marque's well-established association with world motor rallying.

Motor Image introduced Subaru to Singapore more than ten years ago, and has since set up offices in China, Hong Kong, Indonesia, Malaysia, Philippines, and Thailand to let more people in the region discover and enjoy the difference of driving a Subaru.

Mr. Tan underscored the organization's aim to be the leading distributor for the retail automotive industry. "To be successful in this business, merely carrying a good automotive marque like Subaru is not enough. Our customers must also have a strong and positive impression about Motor Image's ability to deliver outstanding customer value and service throughout the entire sales and support process, from the moment the customer walks into our showrooms, to the moment the customer drives away with a new Subaru, and for each time the customer comes back for regular maintenance."

For Mr. Tan, the strategy was clear. "In the end, good customer service needs to be supported with good communications, both with our customers, and within our own organization. To deliver on our end-to-end promise to our customers, we need to ensure that our employees are enabled with the right communications tools to stay accessible no matter where they are, and whatever the medium, whether its through email, fax or voice." In addition, Motor Image wanted to ensure that employees spread across the seven offices in Asia could communicate and collaborate better on complex tasks and projects.

However, the organization could not achieve the above goals with its existing legacy PABX system. "As we grew, so did our costs of making IDD calls between offices in the region," explained Mr. Tan. "And because our voice and data systems ran on separate infrastructures, it also became more expensive to maintain both systems. Our legacy PABX systems could also not scale up to meet the growing number of employees, and was unable to integrate with the other applications that was necessary for day-to-day business communications, such as email and fax."

After due consideration of the above factors, Mr. Tan decided to replace the existing PABX system with an IP-based unified communications system. However, the replacement would have to be achieved within the confines of a limited IT budget, without constraining Motor Image's ability to deploy new applications that would support its business expansion

Network Solution

After some deliberation, Motor Image selected Cisco Unified Communications to help resolve its challenges. "Cisco's leadership in unified communications was a strong contributing factor in our decision making process. We



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- Glenn Tan, Group Chief Executive, Motor Image Enterprises Pte Ltd

wanted to make sure that our business was equipped with the best solution available in the market, capable of meeting all of our communications requirements well into the future.”

The Cisco Unified Communications system deployed by Motor Image consisted of more than 80 Cisco IP Phones 7900 series – fully featured IP phones that take full advantage of converged voice and data networks - supplemented by the Cisco IP Communicator, a software application that allows Motor Image employees to use their laptops as IP phones.

In addition to the Cisco IP Phones, Motor Image deployed a Cisco network, with Cisco Catalyst 3560 and Catalyst 3750 switches with Power-over-Ethernet (PoE) and Cisco ISR 2800 series at the core and distribution layers, and incorporated Cisco Unity Voicemail, a unified communications application which provides powerful voice messaging and automated attendant features. The implementation for the pilot site in Singapore was completed within a month, with further plans to extend the solution to all of the company's regional offices in the near future.

Business Value

The results of the introduction of Cisco Unified Communications into Motor Image's network were immediate and obvious: a prompt 20 percent reduction in IDD call costs, improved customer service thanks to better accessibility to sales and support staff, and better project collaboration between employees in regional offices.

Call costs slashed by 20 percent

Thanks to Cisco Unified Communications, Motor Image enjoyed an immediate 20 percent savings due to a reduction in monthly telecommunications charges. Mr. Tan said, “We can now make free VoIP calls between offices, instead of having to utilize expensive IDD calls.” In addition, by merging data and voice onto a single network, Motor Image was able to reduce the management and administration effort that was previously required to maintain two separate systems.

Better collaboration between regional offices

Now that Motor Image employees are now able to reach the right person the first time – whether its through email, fax or voice - and enjoy greater accessibility to vital information and decision makers in the head office in Singapore, collaboration and decision making have improved by leaps and bounds. “Decisions now need to be made so much faster than before, given the highly competitive nature of the automotive market. We see Cisco Unified Communications as an important enabler to help us make faster decisions, and get our people to work more effectively together on complex issues and tasks.”

Foundation for Improved customer service in near future

With the Cisco Unified Communications System, Motor Image will have the ideal foundation to strengthen its customer service in the near future. “With the new system, we hope to be able to provide our customer with multiple channels of communications to our sales and support personnel.”

Mr. Tan concluded, “Thanks to Cisco Unified Communications, we are in a good position to strengthen our communications between our offices across Asia, and to improve the way we serve our customers. I have no doubt that the system will help drive our business to greater achievements.”



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

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