

# Distributor Transforms Working Practices

Customer Case Study



“Anytime, anywhere, any media” communications help Emmelibri improve flexibility, productivity and service levels.

## EXECUTIVE SUMMARY

**Customer Name:** Emmelibri S.p.A.

**Industry:** Distribution

**Location:** Italy

**Number of Employees:** 350

### Challenge

- React faster to take advantage of changing market opportunities
- Improve operational efficiency through closer collaboration between colleagues and partners

### Solution

Pervasive solution incorporating Cisco voice and video communications technologies, including:

- Cisco Jabber IM for BlackBerry
- Cisco Jabber for iPhone and iPad.
- Cisco Unified Communications Manager
- Cisco Unified Contact Center Express
- Cisco TelePresence System EX90 personal endpoints

### Results

- Increased productivity thanks to more efficient internal communication
- Employees stay connected and accessible by using mobile collaboration solutions
- Significant savings on business travel
- Faster decision making and rapid response to customer demand

## Challenge

Part of the Messagerie Group, Emmelibri is one of Italy’s leading book distributors. The company supplies wholesale and supermarket retailers, as well as traditional bookshops and discount book stores. It also has a strong online presence through a number of Internet-based retail businesses.

As elsewhere in the world, Italy’s book distribution market is competitive and fast-paced, with rival companies in a race to supply outlets with the books customers want to read. To stay on top in this environment, it is essential to have efficient, agile operations that enable distributors to react quickly and flexibly to opportunities and issues as they arise.

However, with an extended network of affiliates and subsidiaries, Emmelibri was finding it difficult to achieve the cohesive teamwork required to deliver such fast, efficient and tailored service. The company realised that improving communications could significantly enhance its performance across the enterprise by helping employees and external partners to collaborate more closely. “To increase efficiency, it was mission-critical to make it possible to reach the right person quickly, at the point we needed them,” says Luca Paleari, chief technology officer at Emmelibri. “We wanted our employees and partners to be able to connect at any time and in any location, so they could resolve issues quickly and serve our customers faster.”

## Solution

Emmelibri’s IT staff worked alongside a Cisco partner to identify situations, such as briefings about new book releases, where employees and partners need to collaborate to address customers’ needs. The project team then developed an architecture that integrates a wide range of voice and video communications technologies. These would work pervasively across Emmelibri’s organisation and allow people to work together more closely.

For Emmelibri, a key concern was to help ensure a smooth transition from the old way of communicating to the new system. “The solution had to work flawlessly from the very beginning,” says Paleari. “If not, the average employee would consider it to be too complicated, and adoption would inevitably be slower.”



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Luca Paleari  
Chief Technology Officer, Emmelibri

Emmelibri was in no doubt as to the technology provider who would help it to meet these high expectations. “We have a long-standing relationship with Cisco and trusted its exceptional staff to help us ensure that the project was successful,” says Paleari.

The Cisco solution includes Cisco Jabber™ IM for BlackBerry and Cisco Jabber for iPhone and iPad. These technologies give employees constant access to Emmelibri’s corporate network, including access to all their contacts, and allows them to answer incoming desk calls while on the move. Moreover, Cisco® Unified Communications Manager has been installed to process all voice, video and messaging communications across the organisation.

In addition to this, Emmelibri implemented Cisco Unified Contact Center Express, a customer interaction management solution that routes calls smoothly to appropriate personnel within the company’s network. This solution helps ensure that customers are able to speak quickly to someone who can assist them, so they can get the answers they need fast.

Cisco Jabber software on employees’ desktops provides information about colleagues’ availability, as well as instant, at-a-glance access to all their incoming and outgoing communications, whether voicemails, instant messages, voice or video calls. Cisco TelePresence® System EX90 personal endpoints enable office-based staff to initiate video calls at the touch of a button.

A comprehensive training programme and an intranet site with online reference manuals provided the staff the support they needed to make a successful transition to the new system. “The equipment is very user-friendly, and the Cisco partner was on hand to answer any queries,” says Paleari.

## Results

As well as voice and messaging media, extending video across the organisation has increased the quality as well as the quantity of communications, leading to more successful collaboration. Employees need only click a button, and they can speak to each other, or external suppliers, face to face. “It makes a huge difference to see how someone reacts and the expression on their face when you’re speaking, particularly in situations where there is a problem that needs to be managed sensitively,” says Paleari. “In a company like ours, which relies heavily on outsourcing, we really value the more intense interaction that video provides.”

More efficient communications have led to smarter, more streamlined working practices across the organisation. Just one example of this improvement is within IT support. “Before we introduced the Cisco solution, it could take up to half an hour before a response reached the person making the enquiry,” says Paleari. “Now, we can chat using Cisco Jabber or a video call to resolve the issue as quickly as possible.”

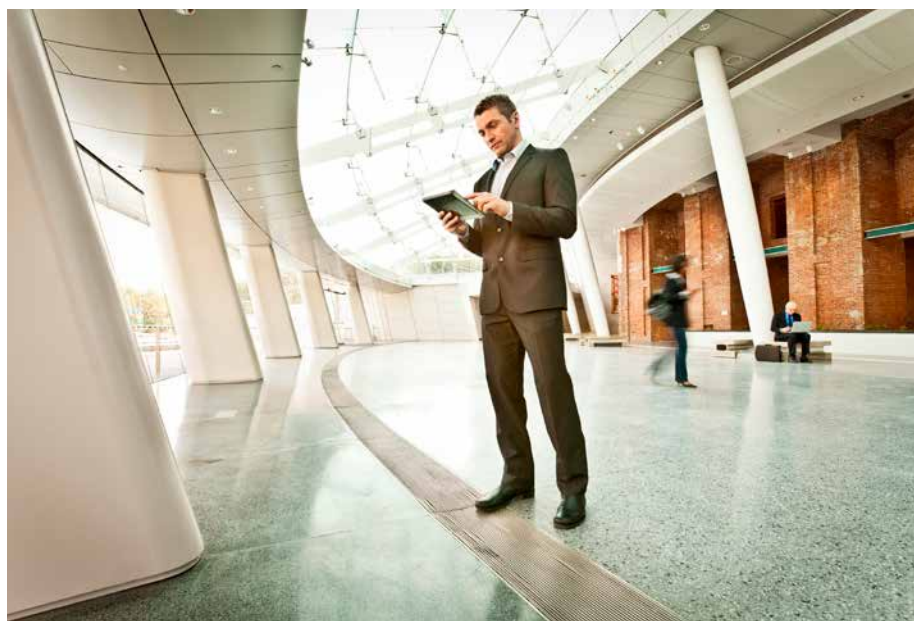
Functionality such as extension mobility, where you can automatically re-route calls to your mobile phone when you are away from your desk, enables employees to stay productive when they are out of the office. “The end-to-end Cisco solution has really changed the way we work for the better,” says Paleari. “With people able to collaborate using multiple communication media, we can stay in touch and work in a more cohesive way.”



“With people able to connect using multiple communication media, we can stay in touch and work in a more cohesive way”

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Luca Paleari  
Chief Technology Officer, Emmelibri



The ability to stay in close contact with colleagues in a different location is particularly appreciated by Tommaso Giorgi, CIO at Fastbook S.p.a., a wholesale publisher and affiliate of Emmelibri. “I work from our site in Rome, but all my relationships gravitate towards our headquarters in Milan,” he says “Tools such as video calling, media sharing, and extended mobility have rapidly become part of my everyday life, making my geographical location irrelevant.”

The process of briefing and training staff who promote new books to retailers has also been transformed thanks to the solution. “We are now using Cisco WebEx® collaboration tools to help us organise training sessions without the people involved having to travel around the country,” says Giorgi. “This enables us to keep our promoters better briefed, so they can inform buyers quickly as and when new titles are available. We also anticipate that it will result in savings of up to 25 percent in travel costs.”

Emmelibri’s architectural approach has enabled an “anytime, anywhere, any media” way of working, and Cisco Collaboration Solutions have so far been deployed across all of Emmelibri’s subsidiaries and affiliates. Paleari anticipates that this initiative would also be extended to any new acquisitions in future. “The Cisco end-to-end solution is helping us to collaborate more closely, not just internally but with our wider ecosystem of partners,” says Paleari. “This helps to ensure that everyone is working together towards the same goals, resulting in more efficient and profitable operations.”





### For More Information

Learn more about Cisco Collaboration, go to:  
[www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration)

### Product List

#### Collaboration Applications

- Cisco Jabber
- Cisco Jabber IM for BlackBerry
- Cisco Jabber for iPhone and iPad

#### Unified Communications

- Cisco Unified Communications Manager

#### Customer Collaboration

- Cisco Unified Contact Center Express

#### Telepresence

- Cisco TelePresence System EX90 personal endpoints



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