

Procter & Gamble Transforms the Way Business Is Done

P&G implements Cisco TelePresence solution to transform collaboration capabilities worldwide.



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EXECUTIVE SUMMARY
PROCTER & GAMBLE Cincinnati, Ohio, United States
CHALLENGES <ul style="list-style-type: none"> • Limited access to innovators worldwide • Lack of a global collaboration strategy • Complex communication and collaboration • Increasing travel costs
SOLUTIONS <ul style="list-style-type: none"> • Cisco Services for planning, design, implementation, and remote management • Cisco Business Video systems, including Cisco TelePresence
RESULTS <ul style="list-style-type: none"> • Empowered global collaboration • Simplified communication and collaboration • Improved access to innovators • Gained highly reliable performance • Retained control and high quality • Gained solid return on investment

Challenges

Some of the world's most recognizable consumer brands come from Procter & Gamble (P&G), and the company touches the lives of 4 billion consumers a day. For a company with more than 135,000 employees in 80 countries, and one of the world's largest product portfolios, developing personal connections and communicating fast and effectively are paramount to success. To better enable employee connection and communication, and to deliver on its renewed commitment to sustainability, P&G identified and implemented a strategy supported by a high-end communication system. The first step on this journey to leverage technology to drive sustainable collaboration was to look beyond the online space to real-time connections.

Historically, experience with video collaboration had been mixed. Connectivity and image quality problems had resulted in low adoption. A new approach was clearly needed.

Staying Connected

P&G people are constantly on the go, working from home, on their mobile phones, or traveling. They need to communicate to stay connected, which is critical to fostering innovation and market success. Keeping people connected requires a network that can help P&G overcome traditional time and distance barriers to collaboration.

"The borderless network is something we're all pursuing in the infrastructure space," says Laurie Heltsley, Director, GBS Flow. "Obviously for a company like ours that aspires to get 50 percent or greater of our innovation from the outside, the network cannot be a barrier."

Simplifying Collaboration

In 2006, collaboration was largely achieved through the telephone, email, and physically meeting with people. Executives and man-

agers traveled extensively. Although P&G's internal and external teams had access to 300 proprietary videoconferencing systems, the technology was outdated, unreliable, and difficult to use. Poor audio quality and low video resolution resulted in low adoption and utilization of the videoconferencing rooms.

Implementation Complexity

Video communication is instrumental in P&G's collaboration strategy, and the company was looking for innovative ways to improve it. However, implementing video collaboration quickly across P&G's global network seemed almost impossible. Major obstacles included complexity and network readiness. In addition, establishing video collaboration studios in multiple countries would require multiple vendors, facilities, financing, installation teams, and oversight. Also, P&G's network needed extensive preparation to help ensure optimized, low-latency connectivity to all locations.

“Through the leadership of its services organization, Cisco takes a business solution approach, which is an approach that we need going forward. We can take a challenge, such as deploying collaboration capabilities worldwide, and with the Cisco Services organization, turn it into an end-to-end solution, fully integrated into whatever we need to have done, with excellence.”

– Linda Clement-Holmes, vice president of external strategic alliances,
Global Business Services (GBS), P&G

Solution

In 2007, P&G challenged Cisco's Internet Business Solutions Group (IBSG) to develop an innovative strategy for improving collaboration, increasing agility, and accelerating decision-making. Cisco suggested Cisco TelePresence™. P&G challenged Cisco to help it deploy 43 Cisco® TelePresence-based Video Collaboration Studios in less than eight months. Cisco Services helped P&G meet its accelerated deployment schedule, providing the technology expertise, deployment capability, reach with channel partners around the world, technical support, and a fully managed service that addressed P&G's specific implementation and operational needs.

Cisco successfully met the challenge and implemented 43 Video Collaboration Studios in 26 countries in the required amount of time. Cisco Services' planning and design services prepared the network infrastructure for delivering high-quality video. The team also identified partners in each country and assisted them in performing the physical installations, working through partners to obtain extra solution components, such as displays and document cameras. In some cases, Cisco Services even helped arrange financing for systems in countries where Cisco CapitalSM does not operate. The relationship with Cisco Services as a strategic partner and TelePresence Remote Management Services capabilities catalyzed P&G's ability to achieve its goal of rapid implementation.

To maximize its resources for focusing on innovation, P&G chose Cisco TelePresence Remote Management Services to provide continuous, proactive monitoring and management of the systems for high performance and reliability. Customized management services leverage Cisco's leading expertise, tools, and processes to deliver incident, problem, and change management. Continuous monitoring identifies events that occur outside of normal parameters for network performance, and remote remediations typically take place before network performance is affected.

Results

P&G's Video Collaboration Studios are transforming its business in a number of ways: from general-purpose collaboration and conversation through business process reinvention. Now conversations occur more rapidly, in more rapid succession, and with people all around the world. Video is also a powerful part of the organization's plan to reduce costs and increase productivity.

Empowered Global Collaboration

The Video Collaboration Studios have allowed P&G teams to have face-to-face experiences and maintain relationships without the inconvenience and expense of travel. Connections between employees, partners, customers, and suppliers have improved while giving employees more time at home. P&G has avoided thousands of flights and saved millions of dollars in travel costs. As an extra bonus, the use of Cisco TelePresence has helped to reduce decision-making time from days to minutes.



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"We recently went through a request-for-proposal process to select a strategic partner and used the Video Collaboration Studios," says Bill Metz, section manager, external strategic alliance, GBS. "We brought people together from around the world, aligned our goals and processes, and began negotiating an agreement without having to bring a single person to or from Cincinnati."

Simplified Communication and Collaboration

As employees became comfortable with the Cisco TelePresence solution, studio usage reached more than 80-percent utilization in some locations. Service volume topped 1000 hours, and a user satisfaction survey indicated that the approval rating of the new technology was a 9 out of 10. This success led to the implementation of more than 70 Video Collaboration Studios around the world.

Cisco Remote Management Services is available to help ensure high user satisfaction. If users experience a problem, the "Concierge" button on the phone connects them directly to assistance. The Cisco TelePresence Remote Management team also assists P&G, when necessary, with scheduling and coordinating large, multipoint TelePresence events.

"The Video Collaboration Studio has dramatically transformed the way we collaborate," says Damon Frost, associate director of GBS for Employee Solutions. "It's an immersive experience for our employees to be able to participate and feel like they're in the same room with their partners that are across the ocean."

Improved Access to Innovators

In addition to helping overcome global communication barriers, video collaboration has also opened the door to new possibilities. As a global company, P&G needs to be close to its customers, wherever they are. P&G achieves this through networks and groups, as well as through its online portal for open innovation, where anyone, anywhere, can submit their innovation ideas. P&G and Cisco's Internet Business Solutions Group (IBSG) maintain an Innovation Portfolio of P&G business problems that Cisco works with the company to solve.

Reliable High Performance

High availability and reliability are inherent in the Cisco TelePresence technology. Cisco remote monitoring and management services help ensure ongoing availability, enabling P&G to maximize its business benefits and have confidence in ongoing system performance while retaining network control and visibility. The Cisco TelePresence Optimization Service continues to analyze and engineer the network to increase performance, improve audit system stability, and evaluate functionality requirements as P&G scales its deployment.

"Our video collaboration studios are very reliable," says Frost. "As we have partnered with Cisco to continually increase availability, we recently achieved our 100-percent reliable metric. This is phenomenal, given a footprint of over 70 studios that operate every day with meetings scheduled hourly."

Retaining Control and Quality

Cisco TelePresence Remote Management and Optimization services enabled P&G to simplify and accelerate user adoption of the Video Collaboration Studios. By leveraging Cisco's expertise, P&G retains control of the network without having to hire additional staff, enabling the company to stay focused on business.

"We wanted to sit down, push a button, and talk and very similarly we want to be able to sit down and push a button if we need help," says Heltsley. "Cisco has arranged to have that capability for us in all of our studios and it has proven itself to be valuable and an essential part of the experience."

“Our relationship with Cisco changed from one of a traditional vendor to one of a strategic partner over a very short period of time. This change and the TelePresence Remote Management Services capabilities that Cisco extended to us have been the catalysts behind our ability to move quickly.”

– Laurie Heltsley, Director, GBS Flow

P&G's TelePresence systems operate with tailored quality-of-service (QoS) rules to help ensure high-quality service delivery over the network for an outstanding user experience. The Cisco TelePresence Optimization Service also provides visibility into the network's change management history to help ensure that proper QoS parameters are maintained for continuously optimizing Cisco TelePresence performance.

Solid Return on Investment

P&G estimates that it has achieved \$4 in benefits for every dollar spent on Video Collaboration Studios. In addition, the company has avoided the cumulative costs of establishing, training, and equipping its own management staff for the Video Collaboration Studios. However, the value gained goes beyond just financial benefits. Video collaboration increases employee productivity and enables them to spend more time with their families. It has also helped employees strengthen relationships with customers and suppliers and has freed up the IT team to maintain its focus on strategic initiatives.

Next Steps

P&G plans to expand its Cisco Business Video deployment, enabling more people to use the systems in more locations. And as it has from the beginning, Cisco Services is standing with P&G to help deliver the quality of collaboration critical to achieving the company's goals.

“I see the future of the Cisco and P&G relationship as one that is limitless in terms of its possibilities,” says Linda Clement-Holmes, P&G's vice president of external strategic alliances and global business services. “We have seen a dramatic change in the last few years in terms of what we have been able to deliver and I think that only gives us a glimpse of what's possible.”

For More Information

To learn more about Cisco Services, visit
www.cisco.com/go/services

To learn more about Cisco Business Video solutions, visit
www.cisco.com/go/businessvideo

To learn more about Cisco Internet Business Solutions Group (IBSG), visit
www.cisco.com/go/ibsg

To learn more about P&G, visit www.pg.com

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