Drive Enterprise Productivity Through Continuous Global Collaboration
Increase speed and efficiency with collaboration technologies

The manufacturing workforce is experiencing unprecedented change. Global teams are on the front lines of innovation, working across organizations and geographies to push products and services ever-forward. With agile methodologies, 3D modeling and printing, and continual collaboration, it’s become easier than ever to meet the C-suite’s mandate of providing speed-to-market.

Inside the enterprise, teams are using video, audio, and content tools to share ideas and iterate on critical processes with valued suppliers and thought leaders. In this brave new world of constant, restless search, analysis, and iteration, all the world’s a white board.

Collaboration technologies link cross-functional improvement teams, integrate product design and manufacturing operations, and continually align sales and product groups to meet customer expectations—three business activities AberdeenGroup says 70% of all best-in-class manufacturers do.

Collaboration tools also provide companies with the tools they need to drive enterprise effectiveness and efficiency. Manufacturers that deploy collaboration technologies:

• Gain and operationalize key insights from the marketplace and strategic customers
• Accelerate R&D and product design for faster speed-to-market and greater ROI
• Optimize and simplify global supply chains, even as suppliers grow more diverse and dispersed
• Improved quality management throughout the manufacturing process—and beyond
• Enhance employee engagement and retention through targeted workforce development and training
• Provide exceptional customer service, enabling just-in-time manufacturing processes and reducing costly machine downtime

Go global, think “glocal”

With globalization and the creation of a single-world market, manufacturers are serving more diverse markets and managing suppliers and production across borders. This imperative will only grow. Between 2010, another 1.8 billion people join the consuming class globally. (Source: McKinsey.)

These markets can’t be served with traditional approaches. Fragmentation and evolving customer demand rule the day, meaning that companies will need to become experts at mass customization.

Become a “Digirati” to lead the pack

Companies will use their big data know-how and digitized processes to design products for this new customer base. Today, only 38% of companies are currently coordinating digital initiatives across functions and regions. (Source: CapGemini Consulting and MIT Center for Digital Business.) Those manufacturers that close the connectivity gap by improving cross-departmental systems, enabling process collaboration, and integrating processes will have a significant advantage over less fleet-footed competitors. Adopting digital tools can help manufacturers cut costs as much as 30%. (Source: Cap Gemini/MIT.)

Continue the quest for operational excellence

Manufacturers have become highly skilled at automating key operational processes, bringing efficiency to the factory floor. Now they can apply those insights throughout the enterprise and with key suppliers. Leading manufacturers will invest in building the capabilities of suppliers’ skills, knowing that their partners’ success increases their own.

Support the technology-savvy, mobile workers

Today’s employees often work remotely and are on the go—visiting company offices, customer sites, and suppliers. They’re also apt to use technology to bridge work and personal lives, conducting meetings in the car or at social or family events. Collaboration technologies, which can be accessed via smartphones and technologies, support employees’ desire for easy access to ideas, experts, and resources. They also play a key role in talent retention and delivery. Video-enabled companies averaged a 7.7% reduction in voluntary turnover of talent, and a 4% increase in productivity over a 12-month period. (Source: AberdeenGroup.)

Gain the Polycom advantage

Polycom collaboration solutions enable the high-performance workplace and help teams defy distance. With on-demand and recorded video, content, and audio, company executives, global teams, and suppliers and partners are linked in a continuous, virtuous loop of knowledge sharing. Embedding video in key business processes, reduces time-to-market by an average of 24% and equipment downtime by 27%. (Source: Wainhouse Research.)

Teams can meet face-to-face wherever they are in the world—and in whatever environment they choose: on a factory floor, in an R&D lab, on the go, or via mobile devices.
Align Technology, a leading manufacturer of invisible orthotics, uses collaboration tools to share interactive 3D models, annotate renderings, and discuss key processes in workplaces ranging from conference rooms to hotel rooms. Empowering key contributors with collaboration technologies on mobile devices enables them to make faster, better decisions and track development work wherever they are in the world.

With Polycom, efficient manufacturers improve global competitiveness through. Improving operational efficiency

- Collaboration tools can positively impact operations in numerous ways. Staff can use video, audio, and content to:
  - Continually analyze production and workflow to identify new opportunities to streamline existing processes or implement new ones
  - Seek the input of non-traditional contributors, such as line workers, who know core systems and processes
  - Improve quality control with Lean Six Sigma and other waste-reduction initiatives—and share key insights across teams
  - Deliver staff training when non-compliance instances are identified, for higher retention of core concepts
  - Troubleshoot and understand operational issues, on the factory floor or customer site
  - Service and fix capital equipment, with remote input from experts, reducing maintenance costs
  - Offer real-time detection of safety violations
  - Facilitate “on site” audits, with input from offsite teams, to prepare for rigorous internal audits and industry certifications such as ISO 14001

Innovation and product development

Collaboration technologies accelerate product development and speed-to-market. Leverage these tools to:

- Assemble all key contributors for real-time input into decisions and reviews
- Enable real-time product and process design and iteration
- Provide 3D models for review and approval, from internal teams up to the executive suite
- Capture key users’ feedback with real-time mark-up of documents
- Integrate suppliers, customers, crowdsourcing networks, and pilot groups into idea generation and iteration processes

Increasing customer intimacy

Customers should be embedded into the heart of the manufacturing business model and key processes. After all their requirements and feedback helps drive the enterprise strategy and execution processes: from top-level decisions to factory floor production.

Polycom enables manufacturers to gain a deeper understanding of customer needs and requirements. Collaboration tools:

- Facilitate face-to-face virtual meetings that allow for productive formal and informal information sharing
- Build trust and rapport through more frequent checkpoints and lifelike interactions
- Position manufacturers and their suppliers as true business partners to customers
- Enable customers to collaborate on building products that meet their needs, allowing for the creation of higher-margin, differentiated solutions
- Gather all key decision makers in the room for real-time input, reducing product and operational risk

Streamlining the supply chain

Collaboration tools can bring your entire supply chain “under one roof,” making it simple to coordinate processes. Use these technologies to:

- Build closer relationships with suppliers, thought leaders, and internal teams and enhance their capabilities through knowledge sharing and training
- Integrate supplier core competencies fully into the corporate value chain
- Access crowdsourcing networks and implement the best new ideas
- Mass-customize products in real-time, deciding which features and functionality offer the most value
- Refine key processes with 3D modeling and markups
- Implement emerging technologies, such as 3D printing, robotics, and sensors, and learn from their deployments
- Provide real-time supplier visibility into plant floor operations issues
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• Accelerate the product development process, meeting customer needs for speed-to-market
• Personalize the customer experience at all levels, from strategic decision making to routine service interactions
• Enable swift resolution of issues, ensuring companies meet their SLAs and preserve customer satisfaction

Reducing downtime
The modern manufacturing factory is a marvel of automation. Companies are able to produce quality products with largely touchless processes.

As a consequence, unplanned machine downtime is especially costly. Not only do companies lose the ability to fill customer orders, but the ripple effect goes throughout the value chain. If the issues are severe enough, manufacturers risk losing valued customer relationships that have been typically years in the making.

• Polycom’s enterprise-grade audio and video conferencing solutions enable technicians and experts to:
  • Quickly identify, diagnose, and repair with the support of remote experts
  • Contribute physically and virtually via the device of their choice, including tablets, smart phones, laptops, and wireless carts
  • Conduct swift and effective root cause analyses to mitigate risks and strengthen operational effectiveness
  • Capture and share best practices via video recording, for employees, partners, and customer review
  • Create a library of resources that can be used to onboard and train new staff

Designing and developing products
The race is on to produce high-value, game-changing products and services. R&D, once viewed as a cost center with uncertain ROI, is now a company’s value creator. Collaboration technologies enable manufacturers to:

• Share business intelligence, processes, and tools with customers, suppliers, and business partners
• Integrate supply chains with key partners to keep mission-critical projects on-track
• Identify opportunities for serving new markets and customer segments or customizing offerings for higher ROI
• Leverage online platforms to share business needs and data, sponsor competitions with crowdsourcing networks, and vet submissions

Globalize quality management
Manufacturers often manage a diverse portfolio of factories, with differing levels of automation and capabilities. Quality teams on the ground review operations, implement waste reduction programs such as Lean Six Sigma, and report back to global leads. This process can often be daunting.

Leverage collaboration tools to:

• Rapidly identify patterns and determine their applicability to other sites or businesses
• Share best practices through the organization easily and effectively
• Map process flows, annotate them with supporting data, and identify opportunities for process optimization
• Involve suppliers and outside experts in quality initiatives
• Streamline the analysis of root causes, potential improvements, and the deployment of solutions

Develop and retain employees
Make no mistake: There is a grab for skilled talent, and manufacturers are competing globally for thought leaders and operational experts. Skilled workers are retiring in waves, creating a “silver tsunami.” Meanwhile, in the U.S., 52% of teenagers aren’t interested in a manufacturing career (Source: ForbesBrandVoice.)
Companies can use collaborative decision environments (CDEs) to develop and retain talent. These technologies enable them to:

- Use video interviews to gather all key participants, screen candidates, and shorten hiring timeframes
- Implement live and on-board virtual training to acculturate employees to their new company and learn strategic priorities
- Leverage video to build and strengthen teams, increasing engagement and rapport among staff
- Support workers’ desire for mobility, with the ability to interact via any smart device
- Provide easy, searchable access to multiple content streams at a moment’s notice, making discovery and knowledge sharing easy and effective
- Support employees’ desire for flexible working styles as they move between environments
- Update staff on new products, processes, and relationships.
- Enable the transfer of knowledge and insights from one generation of workers to another via training, content annotation, and metaknowledge storage and search
- Train customers, sales engineers, and technicians on new products and support processes
- Onsite training can be costly, time-consuming, and resource-intensive, while web-based courses don’t necessarily deliver the engagement or retention of concepts employers require. Polycom technologies facilitate the creation of the ultimate global training environment where learning is continuous and professional development is a given. Investing in employees’ career growth can be a key differentiator as companies compete for talent.

**Be a customer service leader**

No customer wants to be placed on eternal hold in a phone queue or talk to support staffers that aren’t trained on their industry, processes, or problems.

However, dispatching skilled technicians to customer sites can be costly and slow. Customers expect fast, expert service. Delaying issue resolution can put these critical relationships in play.

Deliver exceptional customer service via collaboration tools. Use video, audio, and content to:

- Connect directly with key customers, providing them with a diagnosis of the issue and plan for its resolution
- Provide rapid, remote diagnostics, ensuring continuity of operations, compliance, and worker safety
- Walk customers through root cause analyses, bolstered with supporting documentation, building confidence in their partner’s ability to solve ongoing issues
- Allow agents to interact face-to-face virtually with customers visiting the company website, stores, or kiosks in public areas
- Provide video-based customer service at all levels, differentiating the company from its competitors
- Train and support partners and channels via the Internet thanks to secure browser-based video

Leading manufacturers use Polycom’s collaboration tools to energize their global ecosystem of partners, suppliers, customers, and employees, accelerating transformation and speed-to-market while streamlining critical operational processes. Contact Polycom to learn how you can drive enterprise effectiveness and efficiency today.

**About Polycom**

Polycom helps organizations unleash the power of human collaboration. More than 400,000 companies and institutions worldwide defy distance with video, voice and content solutions from Polycom. Polycom and its global partner ecosystem provide flexible collaboration solutions for any environment that deliver the best user experience and unmatched investment protection.