

# Swiss Systems Integrator Achieves Efficiencies through Online Meetings

Customer Case Study



**Bucher + Suter uses Cisco WebEx Meeting Center to conduct real-time multimedia communication with partners around the world.**

## EXECUTIVE SUMMARY

**Customer Name:** Bucher + Suter AG

**Sector:** Systems integrator for Cisco Unified Contact Center

**Location:** Berne (Switzerland), Heppenheim (Germany)

**Number of Staff:** 90

### Challenge

- Multimedia, real-time communication with international business partners
- Provision of support during implementation of sophisticated software solutions without being present in person

### Solution

- With Cisco WebEx Meeting Center, meetings can be held independent of location
- Desktop Sharing enables Bucher + Suter's specialists to provide efficient on-site support to their partners during implementation

### Results

- Online meetings mean that more business appointments can be scheduled
- Because solution is very easy to implement, it is widely accepted by business partners

### Challenge

Bucher + Suter is a global systems integrator, specializing in the implementation and support of the Cisco® Contact Center solution, a corporate platform enabling integration of communication and telephony. In addition to delivering comprehensive contact center solutions, the company also develops value-added facilities, such as multichannel routing, reporting, and workforce management solutions. Bucher + Suter has carried out over 70 projects around the world, for example, in Switzerland, Germany, Great Britain, France, Scandinavia, the Middle East, and the United States.

This international bias has meant that communication has become a major issue for the company. This is true, for example, in presenting sales pitches or with projects for new customers, where not only on-site partners, but also experts from both main offices are involved. Further co-ordination is required where people, such as systems engineers, are called in to work together with customers and partners to resolve specific problems. The enormous amount of time that this would require, if Bucher + Suter staff had to be on-site in person, made it impracticable, and so the company had to use different methods of communication.

### Solution

Thanks to Cisco WebEx® Meeting Center, the Cisco web conferencing solution, Bucher + Suter is able to use multimedia communication with business partners around the world. The company deploys this solution for initial contacts with new customers via an online meeting, involving a local partner, where proposals can be presented and discussed. With Cisco WebEx Meeting Center, documents can be displayed and edited, while a video conference runs in parallel, so that the people involved are able to get to know each other quickly. The web conference can also be used for the implementation itself, enabling Bucher + Suter specialists not only to advise both customers and on-site partners, but also to log-in to the respective systems via Desktop Sharing, better helping ensure that the implementation process runs smoothly. There is no video conferencing during these online meetings; they are restricted to voice communication, joint revision of documents, and Desktop Sharing. Last, but not least, web conferences are used for the weekly meetings between management teams, based in Berne and Heppenheim.



**“The Cisco WebEx solution has helped us very much in recent years. Time lost through travel has been reduced, and we have achieved greater efficiency and presence on the market simply by being able to schedule more appointments. Without Meeting Center, we would not have been able to achieve our global growth.”**

Martin Wüthrich  
CEO  
Bucher + Suter AG

### Results

Online meetings using Cisco WebEx Meeting Center are now an integral part of the work flows at Bucher + Suter, with the company holding about 50 web conferences per week. Its integration into Outlook makes this solution very easy to operate for all participants. As the call-back function is used, individual meetings can be accessed simply via a mouse click. Implementation of Cisco WebEx Meeting Center is also very straightforward. The application is web-based and does not require local software to be installed. This capability also means that integrating external contacts is very easy, which is why it is so readily accepted by business partners.

As far as Bucher + Suter is concerned, web conferences using Cisco WebEx Meeting Center have had a very positive effect on the company during its recent growth phase. It would not have been able to expand its activities on such a scale if its staff had had to be on-site in person for every meeting. Cisco WebEx Meeting Center has given the company enormous flexibility and helped ensure that the appropriate processes could be designed with great efficiency. Staff are also able to log-in to meetings while on the move using mobile devices such as notebooks and smart phones.

### Next Steps

Bucher + Suter is about to introduce Cisco WebEx Connect, the presence and instant messaging solution, throughout the company to complement online meetings. This new tool will enable staff to communicate very easily and spontaneously with one another. As a member of the Noser group of companies, Bucher + Suter is playing a pioneering role as Cisco WebEx Connect is to be gradually introduced throughout the entire group.

### For More Information

For further information about Cisco WebEx, go to:

<http://www.cisco.com/go/webex>

For further case studies, go to:

<http://www.cisco.com/go/webexcasestudies>

### Product List

- Cisco WebEx Meeting Center
- Cisco WebEx Connect



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