



Global Biotechnology Manufacturer Builds Higher Value Relationships with Collaboration Tools

As the world leader in specialty materials for home and industry, this biotechnology manufacturer has a strong reputation for its role in equipping companies that engage in scientific research. Tools and technologies have become increasingly vital to scientific research. The company has responded with a strategy of designing new products to meet customer's specific research challenges. This strategy has evolved their relationship with their customers from a role as supplier of products to a role as key partner in science.

As part of its strategy, the biomaterials sciences group set its sights on building higher value relationships with its current and potential customers. An important element of this effort was educating the researchers who influenced buying decisions – chemists, biologists and other life science laboratory professionals – on industry key issues and the company's activities to support them. The company began by inviting researchers to meet with their scientists at breakfast sessions and small conferences at hotels around the world. While effective, the impact of these events was limited in scope by the production costs involved and the time and travel burdens they placed on the invited guests.

The Director of Training and former field sales executive, believed he could make a bigger impact.

To accomplish this, he turned to innovative, IP-based virtual conferencing technology from AT&T. He bet that the company could effectively deliver scientific content to its desired audience – and build stronger relationships with them in the process – by supplementing physical conferences with virtual ones. Within these virtual events, the company science experts from around the world would present to, and interact with, researchers participating via their computers, from the comfort of their own offices and laboratories.

The Director proved that he had the right idea. Using AT&T Connect®, the company began holding frequent, live scientific exchanges over the web. Participants were pleased with the ability of the integrated voice, web and video technology to deliver high quality presentations and facilitate interactive discussions. The overall reach of the seminars expanded greatly since those invited did not have to travel, they could easily invite other colleagues, and the company had great flexibility

Global Technology Manufacturer

The biomaterials sciences group is one of four core business segments comprising the manufacturing company. Together, they achieved a record \$500 million in 2006.

AT&T is the communications platform for the company's global outreach to its science community, sales and channel partners.

Revenue: \$500 million

Employees: 10,000

Locations: 20 worldwide

Business reach: Global

The manufacturer's scientific seminars offer events with a distinct science message to scientists in many industries, universities, government, research and medical institutions.

As many as 300 scientists participate in the seminars with no worries; AT&T Connect handles hundreds of people within a single meeting, at no extra cost to the company.

in scheduling the sessions for maximum attendance in different time zones. Per person event costs dropped dramatically, in some cases by 90%, since there was no travel, room or food expenses incurred. An added benefit has been the ability to record the sessions and offer them via the company website or electronic newsletters to those who were unable to attend the live events.

The virtual conferences had just the effect that the Director and his team sought – the company's image as a partner in science began to grow and with it, so did customer loyalty. According to the Director, "The seminars have really had an impact on our place in the research community as a provider of not only tools, but process and research knowledge that can benefit programs in drug discovery, cell biology, molecular biology and more."



Today, the seminars have become a cornerstone to the company's efforts to build an ongoing community of current and potential customers. The company offers monthly seminars that reach more than 5,000 scientists and researchers annually, using AT&T Connect.

The costs of engaging with the research community and customers virtually, has proven to be minimal, compared to site-based events. Every seminar conducted over AT&T Connect saves at least \$20,000 in conference facility fees, hotel accommodations and travel.

Leveraging Science for Sales

Building on the relationships developed through the virtual seminars, the company sales associates use AT&T Connect to extend more personalized events for customers and channel partners. For example, a sales representative will travel to a customer location where multiple researchers have gathered for a presentation. Using a laptop and projector, the sales person projects an AT&T meeting where one or more company scientists are waiting remotely, to discuss a relevant research topic. The company's channel partners often arrange the event and participate in answering questions, while also developing business opportunities.

"Using AT&T Connect® we have broadened our relationships with the science community while driving customer loyalty."

Director of Training

The ability of AT&T Connect to improve the transfer of complex information to people around the globe, also prompted the company to begin a virtual training program for its global sales organization. According to the Director, "We provide all of our new product training for sales associates virtually, over AT&T Connect. These regular monthly sessions accelerate sales readiness when we introduce new products, improve our ability to respond to competitive activities and keep our sales people up-to-date on current technology.

The Director's staff has used AT&T Connect to be in more than one place at a time. As the Director describes it, "We recently trained people in three U.S. cities simultaneously by broadcasting the program we were running on site in Boston to rooms of sales associates gathered at our Philadelphia and San Francisco sites. Now that is a really cool way to use virtual technology!"

On the heels of the successful launch of AT&T Connect for the North American sales organization, the tool is being launched to the company's European sales teams in the fall. New applications include internal sales reviews, staff meetings and channel management support. AT&T is also replacing the use of more expensive and less collaborative audio conferencing to improve meeting costs, frequency and results.

Building Efficiency into Manufacturing and Other Operations Through Collaboration

The Director of Training is expanding AT&T meeting capabilities to other functions beyond sales and marketing, to help them address their needs for critical, remote collaboration.

The company has 2 manufacturing facilities located across Mexico and the United States. Engineering teams will soon be able to use AT&T Connect® to organize the transfer of equipment between the various facilities, reducing the travel costs associated with planning and managing production schedules. The same technology will also be applied to help train plant personnel on equipment installations and setup, operator training, maintenance and more. An added bonus is the ability of AT&T Connect to support widespread disaster recovery communications as well as the company's Six Sigma program areas that other AT&T customers have implemented successfully.

AT&T Connect is already integrated with the company's learning management system and therefore the live, online and media rich sessions hosted and recorded through AT&T Connect, can be easily integrated into their permanent on-demand courseware portal. For example, for critical sessions such as instruction on setting the controls used in manufacturing plastic and glass items, being able to incorporate video from the floor as well as live interaction with the equipment is invaluable. AT&T makes this not only possible, but very easy to accomplish.

In another area of expansion, the Director of Training recently worked with the group's finance team to renew his contract with AT&T. As the contract was being signed, he explained what the tool was for and the costs savings it was providing his team for their massive, long distance communications. The finance group, already enduring their own charges around monthly and quarterly closes, wanted to hear more. Could AT&T reduce the audioconferencing costs from their frequent calls between teams in Japan, Europe and Asia? The answer was "Yes!" With that, plans started underway to apply AT&T to the groups finance operations. Using AT&T Connect, the finance teams will be able to communicate, share, analyze and revise their numbers in meeting with just a few, or dozens of colleagues around the globe, at no incremental cost. Prior to having AT&T, a 2-hour meeting between the three continents cost as much as \$5,000 in long distance conferencing charges. Extrapolating across the group, the savings potential easily reaches \$60,000 annually.

The IT organization has benefitted from using AT&T Connect, but in another way. Working with Peoplesoft, the company has been implementing a major, global ERP upgrade over the past year. As the application was deployed in North America, Peoplesoft, another AT&T customer, hosted training and feedback session with the company's IT and training staffs. As the rollout has expanded to Europe, Japan and Asia, AT&T Connect has been applied to help ensure the best practices and lessons learned in earlier phases, are leveraged by the office on other continents. The Director anticipates that with the increased internal usage of AT&T Connect that is expanding to IT as well, the rollout of their new ERP system to their Tokyo-based employees will go particularly smoothly.

At all levels of management, AT&T Connect is improving connectivity with remote teams and employees, while expanding leaders' abilities to organize and direct their teams. Meetings between division vice presidents and their director and manager can be done virtually and more often, with less disruption to selling activities because of the reduced need to travel. Regional directors can meet with their local field managers to review accounts and solve special problems, on the fly.

Enabling Adoption Across the Company

Despite the large operation he supports, the Director says that the ease of use and installation of AT&T Connect® has made it possible to him to respond to growing demand for virtual conferencing without the need for extra staff.

AT&T's integration with Outlook® has allowed the director to roll out capabilities to new groups without adding extra burden to his IT department.

"I give new users a lesson in the capabilities and the types of process efficiencies they can gain from using AT&T Connect, and then direct them to install the application with its Outlook integration," the Director illustrates. "With a button for AT&T meetings integrated right into their calendar, it becomes second nature for users to choose a live, AT&T meeting with its rich application sharing, remote control, recording and other features."

The company is not only far ahead of its competitors in marketing to the science community, it is ahead in building a global culture of collaboration. The company has been able to improve efficiencies as several departments and important processes such as sales training and forecasting are seeing reduced time to complete as a result of people having a better way to connect.

"The adoption of AT&T Connect is helped immensely by its viral appeal for users and its ease of deployment to larger numbers of employees," says the Director. "Virtual collaboration supports a high performance culture as it reduces communications costs, project cycles and the need to travel. It is essential to powering a mobile, distributed enterprise."

What the Scientific Seminar Series Audience is Saying:

"Despite having been involved in cell culture for 16 years. I still learned a number of new things from your seminar."

"I use your seminars as training for new employees and estimate they save my company more than \$24,000 a year in training costs."

"Thank you for the wonderful presentation...realizing how much work went into solving those common and uncommon problems really impressed me!...the calm, slow pace made it easy to follow. A wonderful presentation!"

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