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—Dan Kirkling, Director of Automotive and Industrial Applications Support

Cummins optimizes customer productivity globally with WebEx.



INDUSTRY

Diesel Engines

WEBEX APPLICATIONS

WebEx Enterprise Edition

SUMMARY

To conduct its global engineering meetings and trainings, the Cummins Engine Business Unit had to rely on extensive travel and cumbersome conference calls. Using WebEx Enterprise Edition, Cummins dramatically improved the efficiency of its meetings, replacing approximately 24 in-person trainings per year and reducing travel costs by 80%. WebEx made it possible for Cummins to transform its customer-supplier relationships into collaborative working partnerships. Cummins is in the process of deploying WebEx across its enterprise.

ABOUT CUMMINS

Headquarters

Columbus, IN

Number of Employees

33,500 worldwide

Line of Business

Design, manufacturing and distribution of engines and systems

Target Markets

Automotive and industrial equipment manufacturers

WebEx Customer Since 2004

Founded in 1919, Cummins Inc. is a technology leader in the diesel engine market. Comprised of four complementary business units, the company designs, manufactures, distributes and services engines and related technologies, including fuel systems, controls and electrical power generation systems. A multinational Fortune 500 company generating close to \$10 billion in annual sales, Cummins serves customers in more than 160 countries through 5500 company-owned and independent distributor locations.

The Challenge

In 2004, Cummins Engine Business sought a more effective way to conduct meetings across its distributed, global business unit. Application engineers and their customers were located in seven countries, and meetings required either extensive travel or complicated conference calls. "We would email presentations for our global engineering meetings before each conference call, but they were difficult to follow, especially when participants spoke different languages," explains Dan Kirkling, Director of Automotive and Industrial Applications Support for Cummins Engine Business. Joint design reviews with customers over conference calls were also ineffective. "We needed an online meeting solution that we could use outside of the Cummins firewall for a number of applications, including internal trainings, customer meetings, and sharing files with our OEMs," Kirkling says.

The Solution

Kirkling consulted with the Cummins IT department regarding the Customer Engineering Division's needs. When WebEx was recommended, he decided to adopt WebEx Training Center to deliver remote training to his engineers. The Customer Engineering Division now uses Training Center to teach engineers a number of systems, including those that interface with vehicle manufacturing and are used to install engines. Cummins lists these trainings on its web site, which integrates with WebEx and enables participants to sign up easily for the sessions. In addition, Kirkling and his team record the trainings and post the recorded sessions on a customized WebEx portal for on-demand viewing. "The recorded Training Center sessions are excellent because they give engineers who missed the trainings an opportunity to review and learn the material at their convenience," he says.

For engineering certification and compliance training, the Customer Engineering Division uses the Training Center On-Demand Module. He explains, "We use the On-Demand Module to edit live training sessions into shorter, polished presentations. The On Demand-Module gives us the ability to remove any extra conversation that took place during the live sessions and insert other useful information, such as frequently asked questions." Engineers then access these presentations as needed to prepare for various certifications.

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— Dan Kirkling, Director of Automotive and Industrial Applications Support

With the additional adoption of WebEx Meeting Center, Cummins has ensured that its application engineering meetings and customer meetings are as effective as possible. “Now, all meeting participants can see exactly what’s happening,” says Kirkling. Using Meeting Center, Kirkling’s team can ensure participants are active within meetings and can take control of their computers to regain their attention when necessary. “Meeting Center has transformed our joint design reviews into highly productive sessions by enabling both engineers and customers to view and discuss the designs in real-time.”

Kirkling’s team also recently began using WebEx Workspace to better collaborate with its OEMs. “In Workspace, we can securely post future product designs, changes to existing products and specific modifications the OEMs request in order to expedite and enhance the collaborative work process,” says Kirkling.

Integrating the WebEx solution into the Customer Engineering Division was easy. According to Kirkling, “Today, there are 30 people using WebEx in the division, and they trained themselves by reading the WebEx Quick Start Guides.” The division now hosts up to 96 WebEx meetings per month with approximately five attendees participating in each session.

The Benefits

WebEx has enabled the Cummins Engine Business to bridge global communication gaps and optimize productivity by strengthening its information delivery across continents. “Now we can deliver

presentations to our internal and external customers from wherever we are to wherever they are,” says Kirkling. “WebEx has optimized our customers’ time and expense, and we can provide solutions to them more quickly than ever before.”

For the Customer Engineering Division, WebEx has become an essential tool for increasing business efficiencies. “WebEx Training Center has enabled our division to replace approximately 24 in-person meetings—conducted around the world each year—with online sessions. As a result, we’ve experienced an 80% reduction in travel costs,” states Kirkling.

WebEx has also played a significant role in helping Cummins redefine the traditional customer-supplier relationship. Kirkling says, “By adopting innovative WebEx technology, we’ve developed true collaborative partnerships with our customers. WebEx has made working together easy, and we now support our customers more effectively.”

Kirkling appreciates that WebEx was designed for worldwide use. Because WebEx maintains robust servers throughout different continents, it consistently provides optimal availability and speed. “The application has been very reliable, and the network has never failed. Plus, there is never a delay in the information our meeting participants see regardless of their location,” he says.

The Future

As a result of the impressive productivity gains the Customer Engineering Division

has achieved with WebEx, Kirkling is expanding its use of WebEx solutions. To better service the division’s internal customers, he recently began to implement WebEx Support Center. The division currently delivers engineering software upgrades on CDs. “Many of our internal customers are not computer savvy. Support Center will make it easy for us to upload the applications directly onto our customers’ computers, reducing the number of support calls surrounding this activity,” he explains. Support Center will also enable Kirkling’s team to perform remote troubleshooting and repairs.

Word of mouth about the Customer Engineering Division’s WebEx results has spread throughout the Cummins organization. Kirkling remarks, “Since we often use WebEx with our internal customers at Cummins, many employees have experienced the benefits of the solution first-hand and now want to implement WebEx into their own departments.” Kirkling has already impacted the migration of WebEx into seven departments at Cummins, and adoption continues to grow.

Kirkling has found that WebEx helps Cummins achieve the efficiencies that today’s successful organizations need. He summarizes, “Cummins is a lean organization that needs to be very efficient. And we believe in the innovative application of technology to create a more efficient organization. WebEx has enabled us to reach these goals.”

HIGHLIGHTS

- WebEx Meeting Center improved the delivery of information across continents, making meetings more efficient and optimizing employee and customer productivity.
- WebEx Training Center replaced approximately 24 in-person meetings and reduced travel costs by 80%.
- With WebEx, Cummins Engine Business redefined the traditional customer-supplier relationship by creating collaborative working partnerships with customers.