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WebEx Consulting Services helps Stellite improve global collaboration.



LINE OF BUSINESS

Engineering services business specializing in wear-resistance solutions

WEBEX SERVICE IN USE

WebEx Training Center, Meeting Center, Event Center, WebEx Sales Center, Support Center, Consulting Services

SUMMARY

Deloro Stellite required a web collaboration strategy that would assist the company in further developing as a unified global entity. WebEx Consulting Services provided Stellite with a strategy that helped the company optimize web technology and work more effectively across its distributed enterprise. WebEx Consulting Services expedited the integration and adoption of WebEx, improving global collaboration at Stellite. As a result, the company streamlined business processes, expedited decision-making, and improved its competitive edge in the market.

ABOUT DELORO STELLITE

Headquarters

London, England

Number of employees

1300

Target market

Manufacturers in a wide range of industries including power generation and oil and gas

WebEx Customer Since 2006

Deloro Stellite is a global provider of wear-resistant, alloy-based materials and components that deliver advanced protection for demanding environments. The company provides products and services to a variety of businesses in industries that encounter product life limitations due to heat, corrosion, and abrasion. Designing engineering solutions to challenging wear problems, Deloro Stellite works as a technical partner to its customers, enabling them to produce products that last longer, perform better, and are more cost-effective than their competitors'.

The Challenge

For a company like Deloro Stellite—a group of engineering businesses servicing nearly every country in the world—effective web collaboration is essential to creating a unified global enterprise. “We had been functioning as a group of separate legal entities in different countries until Duke Street Capital, a venture capital firm in London, acquired us in 2006. At that time, we decided to implement a new strategy that consolidated the various entities into one integrated group of businesses working closely together,” says John Pawlikowski, CEO of the Coating Services and Materials Group at Deloro Stellite. To execute this new organizational vision and improve global communications, the company chose to implement WebEx. Once WebEx was in place, however, Stellite wanted to ensure employees across the organization utilized it effectively. Pawlikowski says, “At first, employees didn’t understand the differences between WebEx and the telephone. We wanted to expose the solution to as many people as possible, get them up to speed quickly,

and really jump start WebEx integration.” Stellite required a web collaboration strategy that would optimize WebEx usage across the organization and enable the company to continue to develop as one unified entity.

The Solution

WebEx Consulting Services immediately began working with Stellite to ensure the company could incorporate its new web capabilities effectively into the business. The Consulting Services team conducted approximately 25 in-depth interviews with various departments at Stellite. Through these interviews, Consulting Services learned how the company worked, what it did, and how Stellite wanted to interact with its different teams. “WebEx Consulting Services asked us critical questions about our organization, making us think about how we wanted to communicate with our employees and our customers moving forward,” explains Pawlikowski. “For instance, they asked us where our sales teams fit into our manufacturing process and at what point we wanted to communicate with them on new product developments.” After conducting the in-depth evaluation, Consulting Services created a custom-tailored recommendation plan for Stellite. “The WebEx Consulting Services proposal outlined how we could implement WebEx throughout our organization to improve our business processes,” he says. To present its findings and recommendations to the various Stellite departments, the WebEx team conducted a series of workshops at the company’s Belleville, Ontario and Goshen, Indiana offices.



As a result of the customized web collaboration strategy Consulting Services created for Stellite, the company now uses WebEx to hold frequent meetings that enable global teams to work together effectively regardless of location. “In the past, we sent email back and forth and relied on that email to generate discussion during teleconference sessions,” says Pawlikowski, adding, “Because English isn’t the native language of many team members, communication was extremely difficult. Now, WebEx enables the teams to communicate visually to get their points across.” Groups of Stellite employees use WebEx to work on spreadsheets and documents interactively onscreen and make changes in real time. In addition, WebEx improved external meetings, enabling Stellite team members to share drawings and detailed documents with customers.

The Benefits

By developing a customized web strategy for the company, Consulting Services helped streamline Stellite’s business processes, expedite corporate decision-making, and improve the company’s competitive edge. “WebEx Consulting Services provided a complete strategy that told us exactly how to optimize web technology to work more effectively within our distributed enterprise,” states Pawlikowski. In the past, Stellite’s management team met only once or twice a year because in-person meetings were time-consuming and expensive. As a result of the infrequent meetings, enterprise-wide communication was weak. “Today, our engineering, sales, and management teams use WebEx to meet daily or weekly as needed. Thanks

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WebEx Consulting Services expedited the integration and adoption of WebEx at Stellite. Pawlikowski says, “Through the presentations and recommendations the WebEx Consulting Services team provided, we were able to get the buy-in of our employees more quickly, shorten their learning process, and ensure that as many people as possible use the solution effectively throughout the enterprise.”

Because of the Consulting Services efforts, Stellite now uses WebEx extensively, facilitating corporate-wide initiatives. Stellite is currently using WebEx to roll out Salesforce.com across the organization. “We set up two WebEx events that together attracted 175 employees from North America, Asia, and Europe. During each event, we had ten different presenters located in various countries across the world, and within two hours, we were able to deliver our key messages to the majority of individuals affected by the Salesforce.com deployment,” explains Pawlikowski. “Before WebEx, an important rollout such as this would have been cumbersome

and would not have made as much of an impact. Working with WebEx Consulting Services, we learned how to use WebEx to execute corporate initiatives quickly and effectively,” he says.

The Future

Stellite plans to continue engaging with Consulting Services on future projects. “Our next priority is to develop our marketing efforts more fully to better reach prospects, and we intend to work with WebEx Consulting Services to achieve this goal,” states Pawlikowski. In the future, the company plans to use WebEx to conduct meetings with prospective customers. “We want to enable customers to schedule one-on-one WebEx meetings with our technical staff through the corporate website, capturing the prospect’s information directly in the Salesforce.com database. We’d like to work with Consulting Services to help us map out this process,” he says. Pawlikowski concludes, “We plan to keep working with WebEx Consulting Services to ensure we continue using WebEx in innovative ways.”

HIGHLIGHTS

- WebEx Consulting Services provided Stellite with a web collaboration strategy that streamlined business processes, expedited decision-making, and improved the company’s competitive edge.
- WebEx Consulting Services expedited the integration and adoption of WebEx at Stellite.
- As a result of working with WebEx Consulting Services, Stellite now uses WebEx extensively, improving global collaboration and facilitating corporate-wide initiatives.