Fierce global competition means that being first to market only gives you a temporary advantage – you still need rapid and ongoing innovation to keep ahead. Supply chains are now longer and more complicated, making efficient communications essential. And brand loyalty is fading, with customers seeking the best price as well as the best quality, making customer service even more important.

AT&T Unified Communications Services (UC Services) is a cloud-based, as-a-service communication and collaboration solution that accelerates your business processes with customers, vendors and strategic partners across your manufacturing ecosystem. By removing communication blocks, you increase worker productivity and help improve all functions, including sales support, problem resolution, and access to experts. AT&T UC Services integrates multiple communications and collaboration tools with presence information behind a single user interface and makes them easily accessible via the AT&T cloud:

- IM/Chat
- Email integration
- Mobility
- Video conferencing
- Presence awareness
- Unified messaging
- Voicemail
- Shared calendar

Manufacturing Challenges
You probably face these critical issues every day, and AT&T UC Services can help with the following:

- **Accelerate your product development cycle.** To stay ahead of competition, you need to innovate faster.
- **Improve manufacturing processes.** Look to lower costs without sacrificing quality.
- **Raise manufacturing quality.** Competition is always trying to leapfrog your position.
- **Manage inventory and supply chain.** You need fast and accurate communications to effectively respond to changing market conditions.
- **Respond quickly to customers.** Slow or unsatisfactory service can lose a customer forever.
- **Locate the right person to address the problem.** This can add hours to issue resolution.

Strengthen Your Organization
AT&T UC Services can help speed communications and collaboration across all of your functional teams to help improve innovation and competitiveness, and boost organizational efficiency.

Executive
Guide and Inspire Your Organization with Faster and More Targeted Communications: Senior executives have a complex portfolio of responsibilities and need to be everywhere at once. Communications on any day can include strategic planning, negotiations, coordination, motivation, and follow-up. Getting the information you need right now can enable better-informed decision making and better alignment across your organization. With unified communications (UC), you give your teams the tools they need to improve efficiencies, improve competitiveness, lower overall costs, and reduce time-to-market.
• Do you need to convene an urgent executive meeting to discuss an M&A negotiation? The CEO needs to speak urgently with the CFO to discuss a merger and acquisition opportunity. The CFO is traveling in the UK and is indicating via presence that he is available on AT&T UC Central. The CEO calls the CFO to discuss an issue over the phone and realizes shortly into their conversation that they need to escalate the call to a web conference. The CFO’s mobile device seamlessly switches from a phone call to a web conference. The CEO shares the financials and within minutes they have agreed upon a negotiation strategy.

R&D
Collaboration and Conferencing Facilitates Product Development: Manufacturers need to respond quickly to changing market conditions. This means development teams need to communicate frequently and efficiently to share information, especially during product development cycles. In a distributed work environment, UC can speed the coordination for meetings and enrich the collaboration among team members.

• Do you have widely dispersed teams that will innovate better and faster through ongoing collaboration? The head designer hosts a web conference with video to introduce all team members, help build relationships across the team, and accelerate product development. Rather than exchanging emails with attachments, the engineers, designers, and R&D constituents collaborate from multiple locations, presenting and participating in real-time demonstrations. Participants can see everyone else, see who’s talking, share visuals, demonstrate prototypes via video, use the white board feature to diagram prototype options, raise a hand to be recognized, give the presenter a “thumbs up,” exchange private and public notes, answer polls, and collaboratively draft a development plan – including a timeline, and roles and responsibilities.

Supply Chain
Rapid Updates Can Help You Keep Your Ducks in a Row: You can’t control what you don’t know, and with long and sprawling supply chains now the rule, there’s no room for error. A missing part or material can stop manufacturing dead in its tracks. Presence information, single number reach (SNR) and instant messaging (IM) help people find you immediately to keep you in the loop.

• Do you want to stay on top of JIT (Just in Time) production and be alerted to potential problems without delay? The COO is out of the office, but the procurement team just received a heads-up from the vendor of a possible delay in a crucial parts delivery. A team member checks the COO’s presence on the UC client, finds he’s in a meeting, and sends an IM. The COO sees the IM, excuses himself from the meeting, and promotes the IM to a telephone call to get the full story. The other team members join the conference from their PCs or mobile devices. One participant IMs a production team member who also joins the call. They brainstorm a workaround and have a plan ready in case the parts are delayed.

Production & Operations
Improve Production Processes: Manufacturing organizations need effective communications to stay on top of production. Often, progress slows down when a team is unable to reach a decision-maker for an approval, which can add days to the delivery time – and might lose revenue.

• Does your team need to find the QA inspector to get the go-ahead on a new product? A test run is two hours late and the QA inspector is now at the other end of the plant. The foreman uses presence to check the QA inspector’s availability. On his AT&T UC Central client the foreman sees the inspector is not in a meeting, and calls him on his mobile phone. The QA inspector will be back in five minutes to get this run approved and moving.

Logistics
Single Number Reach (SNR) Speeds Connections: Most supervisors and managers carry several communication devices including smart phones, pagers, and PDAs. They also receive messages via email, instant messaging, and voicemail. In critical situations, this typically results in multiple messages sent across all modes of communication. With presence and SNR, your teams can save time finding the person they need to help accelerate decision making and business processes.

• Do you want to hear the bad news about a possible delay in our shipment? 110 containers are being hand-inspected by customs and might not be delivered to the factory on Wednesday as scheduled. The shipping agent calls the VP of logistics to indicate the delay. Because the VP has AT&T UC Voice Single Number Reach (SNR) preprogrammed, the call also rings on his mobile, and finds him having lunch. The VP of logistics calls his team into an ad hoc web conference to discuss alternative strategies in case the containers are not released by customs.
Sales & Marketing

Advanced Conferencing Features Help Deliver the Message: Getting everyone up to speed and on the same page is crucial to keeping on brand and making sales.

• Would you like to brief the sales team on the products being introduced this quarter? The VP of sales hosts a web conference. Traveling sales staff, remote workers, and agencies can easily join the web conference to present or participate because the web conference is accessible on multiple mobile devices.

Real-time Conferencing with a Subject Matter Expert (SME) Can Improve Sales Potential: Account managers can pull a SME onto a call with a prospective customer for a collaborative meeting with just a quick point-and-click on their PC.

• Do your salespeople sometimes need assistance? The customer has a technical question that the salesperson cannot answer. The salesperson checks the presence of his subject matter expert (SME). He is available and the salesperson sends him an instant message conveying the customer’s question. Within minutes, the SME resolves the issue and the salesperson is able to address the customer’s concerns.

Service & Support

Improved Response Time Promotes Customer Satisfaction: Manufacturers need to quickly and proactively solve customer problems. Reducing internal hurdles speeds customer support responses and helps improve customer satisfaction ratings.

Do your people ever need to handle a customer emergency? A customer calls with a problem. The call appears on the service representative’s AT&T UC Central client. The customer indicates that 24 units arrived damaged. The service manager consults his CRM system, looks up the customer’s record (as it turns out, this is a very important customer), and within minutes he IMs his colleague in the inventory group – and arranges for pick-up of the damaged units and replacement with new units on the same day.

Summary

Contending with ever-tougher competition, manufacturing companies need rapid communications internally and with their business partners, suppliers and customers in order to stay ahead. AT&T UC Services can support many functional groups in manufacturing – from product development to production to support – and enable your teams to improve core business processes:

• Improve competitive position. Fewer communication delays can speed development and process time, which means faster time-to-market and increased sales revenue.
• Increase supply chain efficiency. Seeing co-worker presence on handheld devices and ad hoc conferences means faster updates and problem resolution.
• Speed customer problem resolution with faster access to experts. Complex customer issues can be quickly moved to subject matter experts (SMEs) to help increase customer satisfaction.

Choose AT&T for Enterprise-Class UC

With our depth and breadth of unified communications, telephony, system integration, and cloud-hosting expertise, AT&T can be the single point of responsibility for your multi-vendor UC platform. Our hybrid architecture approach and mobile-centric design can help you protect existing investments while we deliver cloud-based UC and telephony services to your team in many locations.

• A single point of responsibility: AT&T offers a complete UC and telephony solution – from planning, implementation, application functionality and voice services, to network transport, security, monitoring and management, billing, customer care, delivery and ongoing support.
• Preserve existing investments: A hybrid architecture approach including multi-vendor system integration with prem-based or managed components from multiple vendors.
• UC Services provides carrier-grade quality
  – Network engineered for 99.99% availability
  – Built-in geographic redundancy via dispersed global data centers
  – Automatic disaster recovery within the core network
• Mobility expertise and services, for full functionality across diverse platforms, networks, and operating systems.
• Flexibility: An “as you need it,” pay-per-seat pricing model that reduces capex and makes AT&T UC Services an operating expense.

For more information and timely news contact your AT&T Representative, visit us at http://www.att.com/uc, or follow us on Twitter at http://twitter.com/BizSolutions.