

## Cisco packages up a market with reliable facts and figures

### The mission

Quantify the potential of a new Cisco offering, “Remote Machine Services”, for Machine Builders.

### The solution

Commission Cambashi to conduct market research.

### The results

- Market figures that identify the number and size of industrial machinery builders across Europe
- A model that relates automation projects to industry network investments and enables easier assessment of business opportunity and revenue potential
- A means of enabling sales teams to recognise opportunities beyond their comfort zones

### The customer

“I chose Cambashi because of the quality of their people and this paid off. Their industrial knowledge enabled them to create a model and integrate it with research and analysis to give us solid data that is really significant.”

Stuart Robinson, Manager, Manufacturing, Retail and Transportation Industries Team, Europe, Cisco Systems Incorporated

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Cisco Systems Incorporated is the leading supplier of network systems. The company's solutions include routing, switching, WAN optimisation and Internet services which securely connect employees, suppliers and customers to enable instant communication and the delivery of real-time applications. In every sector Cisco enables its customers to achieve closer collaboration, resolve issues quickly, reduce operational costs and increase productivity.

Stuart Robinson leads the European team responsible for business development within the oil and gas, hi-tech, pharmaceutical, consumer packaged goods and automotive sectors of manufacturing plus retail and transportation. During 2008 the team welcomed a new business development manager who, as a former account manager, had sold a solution to a company which supplies machines, tools and materials for the food processing and packaging industry.

Stuart Robinson takes up the story: “This particular company had recognised the value of incorporating routing and switching into its machinery to enable the integration of production lines, factories and warehouses and assist its own customers to save time and money. The future demand for industrial machinery is huge, especially in emerging economies such as Brazil. Our new business development manager was convinced that this sector was an opportunity for Cisco. If we could help machine builders to sell and remotely service their equipment as a platform for responsive manufacturing, then we could secure a position through each of their distribution chains.”

Machine builders had previously been regarded as a niche sector but with Europe officially entering recession in the third quarter of 2008, it was clearly worth checking out any potential. The question for Stuart and his team was “Is there a real opportunity here?”

### **Expert assistance**

Stuart needed to find out more about the market for industrial networks in Europe. “I knew that embedding ethernet into manufacturing is one area of Cambashi expertise so after initial discussions I asked Cambashi to prepare a project statement.”

Cambashi drew up a plan for a project to identify machine builders in particular sectors across Europe. In 2008 Cisco commissioned the research and Cambashi quickly established that there were 25,000 machine builders in Europe alone. It then conducted a market analysis and delivered the results in the form of prepared presentations, discussions and spreadsheets.

### **Market knowledge plus an informative model for the sales team**

“The level of detail in the supporting spreadsheet was very deep. For example we could see that it may be two to three years before we could take advantage of this market,” says Stuart.

In addition to numbers, Cambashi prepared a presentation that gave Stuart a real return on his investment. He explains: “Market figures help us plan how to address demand but for a sales team, a revenue opportunity is just part of the story. We also have to make the opportunity real and Cambashi did that by finding a new way to present relevant information.”

Cambashi’s approach was to identify how investments in industrial networking technology fitted in with other company activities. It developed a model relating automation projects to industry network investments and then explained the significance. “Integrating this model into our market figures allowed us to present the industrial network opportunity to sales teams in terms of automation projects” says Stuart.

“We could actually count the number of projects by country and sector and know what that might mean for Cisco. This provoked comment on sector business issues, decision makers, engaging with prospects and partner plans. Instead of a normal review of potential revenues we were having a completely different level of discussion.”

### **Looking to the future**

Impressed by the quality of data, Stuart submitted the project results to the European strategy team in a bid to secure priority funding. “At some point we will need technical support in order to build appropriate architectures and this will definitely require a business development budget. Initially we will need to create a different offering for each machine builder, but once we have done that we can offer our solutions throughout the distribution chain which creates tremendous scope for sales.”

The project results were compelling enough to trigger the reallocation of some sales resources to focus specifically on machine builders.

“Cambashi certainly hit the brief,” concludes Stuart. “This project not only provided hard data from which we can establish priorities and plan initiatives; it opened the way for sales teams to recognise opportunities in an area unfamiliar to many. The industrial machine sector is still a niche market place for Cisco, but it has gained internal visibility and we can build on this. It may be two or three years before we see any benefit but looking to the future is what business development is all about.”