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WebEx Meeting Center brings together international teams at Peugeot-Citroën



INDUSTRY

Automobile industry

WEBEX APPLICATIONS

Meeting Center

SUMMARY

PSA uses WebEx Meeting Center to improve communication between its teams, partners and suppliers across the globe in order to accelerate the implementation of projects and reduce the number of business trips required by its global teams.

ABOUT PEUGEOT CITROËN

Line of Business

Automobile construction, automobile financing, automobile equipment, transportation and logistics

Headquarters

Paris, France

Number of Employees

207,200 in over 50 locations around the world

WebEx Customer since 2005

PSA Peugeot Citroën, one of the world's largest automobile makers, is the force behind two global brands – Peugeot and Citroën. As the second largest European automobile maker, with 14.6% share of the market in 2004, the company has 207,200 employees and is present in over 140 countries. While focusing on innovation and constant enhancement of its lines of cars, PSA Peugeot Citroën sold 3.38 million vehicles in 2004 and posted 56.8 billion Euros in revenue. The group's growth also includes the performance of its subsidiaries: Banque PSA Finance, dedicated to automobile financing, Faurecia, the automobile equipment maker and Gefco, the transportation and logistics company.

The Challenge

With 50 locations throughout the world and suppliers and industrial partners on every continent, PSA Peugeot Citroën is constantly on the look-out for ways to improve communication among its teams in order to accelerate the implementation of projects. “Globalisation requires it: the teams are increasingly dispersed geographically and industrial cooperation with strategic partners like Toyota or Mitsubishi is on the rise. In all areas of the company, this development requires team members to make numerous business trips, which are both costly and time consuming,” explained Emmanuel Bulard, IT Project Manager, Domaine Entreprise Etendue, PSA Peugeot Citroën.

In 2004, PSA started analysing online conferencing solutions available in the market. They felt that web meetings would work well to help them improve the collaboration of their geographically dispersed teams and at the same time minimise the amount of business travel required.

“The study took longer than expected because we briefly included Voice over IP (VoIP) into our thinking. We had been using WebEx since July 2004, and by the beginning of 2005, we came to the conclusion that WebEx Meeting Center was the best choice for our needs while also, the most flexible in terms of deployment”, continues Bulard. “Unlike other solutions we looked at, WebEx could be implemented from one day to the next and we could roll it out without the need to install a server or incur any major expenses.”

The Solution

WebEx Meeting Center has been up and running at PSA Peugeot Citroën since July 2005. To promote the broadest possible use of WebEx within the company, employees have full access to the solution; no restrictions are imposed. Implementation was completed in conjunction with a targeted communications campaign called “Mieux collaborer” (Collaborate better). All existing internal communications tools were employed to promote the solution to potential users: electronic newsletters, group journals, the IT management letter and of course, the intranet portal. “We worked internally and posted short films on the portal to show how easy and convenient it was to use WebEx,” added Emmanuel Bulard. “We made it a priority to target project managers, but we also succeeded in reaching all other employees.”

The uptake of WebEx Meeting Center observed during the initial months illustrated that WebEx truly responded to a need. In addition to the test sessions, over 1500 WebEx meetings were held between July 2005 and February 2006, representing over 3500 meeting hours.

On average, the meetings lasted two hours and included 3 participants. "In 8 months, the number of users set up to create online meetings has multiplied eight-fold", explains Bulard. "By the end of February 2006, there were over 800 users, mainly from the IT group, but also from the manufacturing division, which had been involved in the initial study. Also, users in the technical and purchasing group (who develop the cars), and HR staff started to use WebEx meetings. Once our employees had a chance to use WebEx, they immediately saw the advantages. They used the solution and talked about it, which in turn, had a nice snowball effect."

The Benefits

The most obvious benefits of using WebEx Meeting Center were the time and productivity gains experienced by PSA employees. According to Emmanuel Bulard, "WebEx's functionality allows us to review projects and conduct meetings online. The major advantage is that participants do not waste time and energy with travel. For our French teams working with Japan and India the benefit is significant. The savings from travel costs are considerable, even if this was not the main reason for implementing WebEx."

The most popular functionalities are desktop or application sharing as well as remote diagnostics. "At PSA Peugeot Citroën, like in many other large companies", explains Bulard, "there is a need to make scheduling of internal meetings as easy as possible and the actual meetings as interactive as possible. WebEx's invitation and meeting management functions have considerably simplified things and should encourage new uses", explains Emmanuel Bulard.

The Future

PSA Peugeot Citroën strongly encourages the entire company to use WebEx web conferencing. For the first time in November 2005, WebEx was used for a media/marketing seminar for the Peugeot brand with marketing managers from the Asian and South American subsidiaries. For this occasion, they used WebEx's video-conferencing option and the participants found it to be very satisfactory.

The success of this seminar has opened new possibilities. The central marketing service will use WebEx in its ongoing work to approve centralised and local recommendations with the communication agencies, the central purchasing group and the advertising/media managers at the Peugeot subsidiaries around the world. "We haven't set any limits. The solution is accessible to everyone and it can be used from everywhere. We want as many colleagues as possible to rely on WebEx as a daily work tool", concludes Emmanuel Bulard.

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HIGHLIGHTS

- WebEx's functionality allows global teams to review projects and conduct meetings online which led to substantial time and productivity gains of PSA employees
- Team members need to make fewer business trips which translates into considerable savings in travel time and cost
- In the 8 first months, the number of users across the whole organisation set up to create WebEx online meetings has multiplied eight-fold