



“We are very satisfied with the high security, use of convenience and easy user interface, although we have used it for a short period of time only. One of the features that appeals to GM Daewoo most is quality sharing of CAD and other various documents via WebEx, which enables them to share information with other operations real time.”

— Mr. Kook Jeong-Keun, manager of infrastructure, GM Daewoo Manager of Infrastructure

GM Daewoo improves efficiency and cost-effectiveness with WebEx Meeting Center



INDUSTRY

Automobile

WEBEX APPLICATIONS

WebEx Meeting Center

SUMMARY

GM Daewoo uses WebEx solutions mainly for sharing CAD screens for engineering and, purchasing-related administration work that requires fast decision making.

ABOUT GM Daewoo

Line of Business

Headquartered in Bupyong, Incheon, Korea, GM Daewoo produces automobiles, engines and transmissions for both the domestic and overseas markets.

Headquarters

Bupyong, Incheon, Korea

Number of Employees

About 14,000

WebEx Customer Since July 2005

With a heritage that dates back to the start of the automobile industry, GM Daewoo has ambitious goals. Formed in October 2002 from the merger one of Korea's leading automobile makers, Daewoo with the world's largest automobile company, General Motors, operates four car production lines in the Korean cities of Bupyong, Gunsan, Changwon, and Boryong as well as a fifth line in Vietnam

The company is committed to developing ever more competitive automobiles with enhanced features and already exports its vehicles to more than 150 countries around the world. However, while it enjoys a strong position in the Korean market, GM Daewoo is continuing its drive for leadership in the development and production of cars targeted for the broader Asian and world markets.

Part of GM Daewoo's strategy is to leverage its global manufacturing, design, research and development, and sales networks as well as its legion of parts and component partners. The goal is simple – make sure that nothing blurs its laser-like focus on becoming a top marque by driving innovation in every sector of its business activities.

The Challenge

This vibrant and creative car maker maintains a close relationship with GM operations throughout the world, including America, Europe, Middle East Asia, Africa, and other Asian countries, which makes communications a vital ingredient in the enterprise infrastructure mix.

The need for effective communications is all the more pressing in the fields of engineering and R&D sector, where decisions have to taken very quickly. Accuracy is also key, particularly when sourcing complex automobile parts on a global scale.

Before it began using WebEx, GM Daewoo relied heavily on email to exchange data and meetings were conducted in the usual way. The company flirted with some interactive solutions such as Microsoft's NetMeeting, but encountered technical and security issues such as differing firewall configurations in different countries.

The frequency of business trips continued to increase, cutting into executive productivity. And the cost of staying in touch with colleagues back at home in Korea via multi-party conference call systems was also rising.

It was obvious to GM Daewoo that maximizing executive productivity and managing costs was becoming a critical factor, so the company began looking for an efficient and stable solution that could support its business at home and overseas.

The Solution

In 2004, GM Daewoo had an opportunity to meet WebEx. With a little help from GM Asia Pacific's regional headquarters, GM Daewoo conducted a pilot test of the WebEx Meeting Center in a real-life working environment. The test was successful and proved to GM Daewoo that Meeting Center was not only easy to use but was



also highly secure.

After spending more-than a year reviewing WebEx solutions from every angle – including technology power, innovation, service and support – GM Asia Pacific's regional headquarters rolled out WebEx solutions across the entire company.

Key drivers for choosing WebEx were the easy-to-use user interface, convenience for users, and WebEx advanced technologies. The executives involved in choosing the solution at GM Daewoo agreed unanimously that using WebEx solutions is much more cost-effective and stable than running an in-house solution.

Unlike other ASPs, WebEx applications run on the private WebEx MediaTone Network. Users access WebEx applications and services – right from their desktops – using any browser, from anywhere in the world.

With WebEx, users can now view and correct documents they share while attending virtual meetings. There are no security or synchronisation concerns since users share only captured images of documents – as opposed to the actual document files. In addition to documents, users can share presentations, applications, voice and video – using any system, any platform, any browser, from any location.

The Benefits

The speed and excellent screen sharing capability of WebEx Meeting Center has transformed meetings, eliminating the limitations of email-based data sharing which was not slow, clumsy and inefficient.

Another advantage of the WebEx Meeting Center is that employees can freely share streaming video/audio and images as well as documents created using Microsoft applications, Hangul, and Adobe Acrobat, leading to a free exchange of opinions among participants, and doubling work effectiveness without any time and place restrictions.

“We are very satisfied with the high security, ease of use and user interface,” said Mr. Kook Jeong-Keun, manager of infrastructure, GM Daewoo. “One of the features that appeals to GM Daewoo most is how easily employees can share CAD and other various documents via WebEx, which enables them to share information in real time.”

GM Daewoo rolled out WebEx Meeting Center first to teams that host frequent global meetings and has plans to expand the solution throughout its Korean operations.

HIGHLIGHTS

- GM Daewoo selected WebEx Meeting Center to conduct video conferencing with other operations, putting its first priority on convenience for users, security and efficiency.
- WebEx Meeting Center helped GM Daewoo resolve the inconvenience associated with difficult mail-based data sharing methods which translated directly into practical benefits during their global meetings.
- Taking the technology leadership, and security of WebEx solutions into account, GM Daewoo is considering applying the WebEx solutions to all teams in the local operation, as well as globally.