



About JDS Uniphase

Headquarters:
San Jose, CA

Number of employees:
5,500

Line of business:
Optical products

Target markets:
Communications, security, medical, decorative, aerospace and defense

WebEx services in use:
Enterprise Edition

Has been a WebEx customer:
Since December 2002



Enterprise Edition Creates Value Across A Global Enterprise

JDS Uniphase is a worldwide leader in optical technology and products for fiber-optic communications and other industrial, commercial and consumer applications. The company is a global enterprise with over 20 locations worldwide. JDSU has 5,500 employees focused on high quality products, processes and customer relationships.

The Challenge

Changes affecting business travel in its end markets and global events were leading JDSU to look for ways to increase efficiency, reduce costs and find alternatives to business travel. A major upgrade of ERP software had to be completed, and users trained as quickly as possible. Procurement and vendor management was being overhauled with new systems and practices, and product teams companywide needed training on new systems and access to new primary vendors.

Online communications among employees and with suppliers and customers had emerged as a promising solution to enhance business interactions across the company's far-flung global operations. The use of these solutions had previously been left up to individual departments and users. The IT organization was focused on consolidating all of JDSU's technology investments to standardize and centralize control and responsibility for all technology expenses across the company. An internally managed software product used by IT and manufacturing lacked control and administrative capabilities and had connectivity problems, particularly for customers, partners and employees not on the core corporate network. IT was also concerned about the resources needed to operate internal systems and support end-users for company-wide use. Another external service provider had been used in the sales organization, but it lacked appropriate security and offered only basic slide presentation capabilities with poor or no support for features such as video and application sharing. JDSU needed a better alternative—flexible online communications that would securely meet business meeting needs of its diverse business meetings on a global basis.

The Solution

Under direction from CIO Paul Brinkley, a team in the IT organization was tasked with delivering an online communications solution that would meet the diverse needs of different organizations and enable the company to reduce costs and increase productivity. After a six-month evaluation, WebEx Enterprise Edition was selected. JDSU determined

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Craig Heckman,
Director of Corporate Applications

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Marshall Taxer,
Manager of eLearning

that WebEx offered the most advanced technology, offered a complete range of functionality and offered security and high performance that met the needs of its global business.

Because WebEx is delivered as a service from a global network, it was introduced in a matter of days. The Sales organization was the first organization to pilot WebEx, and usage quickly surpassed the usage of the previous solution. Users voiced strong approval because of the broader feature set, a better interface, and capabilities such as being able to jump from a phone call right into an “Instant Meeting”, particularly with customers. As a result of rapid success replacing the previous solution in sales, WebEx was rolled out company-wide.

The Benefits

As people became aware of WebEx Enterprise Edition, they used the services for many different types of meetings, reflecting the diverse underlying business needs. According to Craig Heckman, Director of Corporate Applications, “WebEx quickly gained traction internally and externally for interactions in training, manufacturing, sales, marketing, product engineering and IT. We targeted uses where we thought there would be travel and videoconferencing savings, less wasted time, more effective training, faster technology rollouts and improved supplier management. We also tried to use WebEx to increase the impact of some of our other technology investments.”

Some of the uses of WebEx in the first year at JDSU included:

- **JDS University used WebEx to overhaul training.** As an initial project, a new Helpdesk application was rolled out to 100 “Level 1” support personnel in each location worldwide in one week. This replaced trainers taking a 2–3 week global trip, saving both travel cost and time. The training via WebEx also reached more users because they had the convenience of a choice of sessions instead of a single physical session. WebEx is now used extensively for IT training. According to Marshall Taxer, Manager of eLearning, “We’ve reduced costs because we save on travel by training on WebEx, and we also save a lot of instructor and trainee time. But the productivity gains from more effective training are far bigger than the travel savings. Now training is more granular and easier for people to fit in so we get better results. WebEx is leveraged because it enhances the results of our other IT investments.”
- **Finance used WebEx to enhance supplier management.** The company had overhauled its procurement strategy and was consolidating suppliers and deploying new procurement software. Product teams in different locations needed training on the new software and technical “Roadmap Sessions” with the qualified supplier base.

“People get aligned on product roadmaps faster because marketing, product management and purchasing all meet with suppliers from anywhere in the world at the same time.”

Ray Filteau,
Global Commodities Manager

“Looking at the travel and time savings, shorter time to production for new systems and products, and other benefits, the ROI from this project is significant. For JDSU the benefits get bigger the more we use WebEx across our business.”

Jim Flood,
Manager for WebEx at JDSU

According to Ray Filteau, Global Commodities Manager, “With WebEx, we were able to quickly drive the procurement strategy to all sites. People in different locations, including home offices and even suppliers get trained and interact easily. People get aligned on product roadmaps faster because marketing, product management and purchasing all meet with suppliers from anywhere in the world at the same time.” Benefits include travel savings and faster rollout of the procurement software from training on WebEx. The supplier “Roadmap Sessions” have enabled the company to accelerate savings from consolidating suppliers and get faster time-to-market for new products.

- **Marketing used WebEx to create new leads.** Using WebEx Presentation Studio to record product descriptions, marketing was able to create a new way to capture leads from the website. Over 5,000 leads were received in the first two months. Now, Presentation Studio recordings are describing more than 70 products are easily customized for individual customers and for internal use by sales. Presentation Studio recordings are also used for internal preparations for trade shows.
- **Manufacturing used WebEx to qualify new equipment.** Most of JDSU’s manufacturing facilities are located in China. Product teams in California used WebEx to access new equipment in China and complete the qualification process. The company avoided expensive videoconferencing equipment and connection fees. Manufacturing now uses WebEx with product teams for design collaboration, problem solving and issue resolution.
- **HR used WebEx to meet Anti-Terrorism Initiative.** As a global leader in optical technologies, JDSU has proactively obtained certification for secure processes in its supply chain. C-TPAT is a joint initiative between the U.S. Department of Homeland Security and business to enhance security in global supply chains. To meet Certification from U.S. Customs, JDSU used WebEx to communicate its new security program to all exempt employees worldwide. Four different knowledge experts were able to reduce a 2-week global road show to less than 1 hour each, saving almost eight man-weeks and more than \$25,000 in travel expenses. WebEx recordings were used to enable every employee to receive the information at a convenient time and avoid having to close down operations for several hours.
- **IT used WebEx to increase use of corporate intranet.** Business users often require help or real-time training on the use of internal systems. WebEx enables users to meet with subject matter experts and share their computer remotely to troubleshoot and resolve problems. Kelly Edens, the Subject Matter Expert for Lightsource (the JDSU Intranet) and the public website, uses WebEx from her home office in Cocoa Beach, FL to support all worldwide employees. According to Eden, “There is better utilization of Lightsource because more people are proficient with the tools. WebEx saves travel and time and lets us get more out of our other IT investments. It is wonderful to be able to support users all over the world at any time of day just from my browser. It’s done in thirty minutes.”



“Using WebEx Enterprise Edition, JDS Uniphase significantly increased the adoption of web-based conferencing for communicating key company strategies and major initiatives, and also increased usage of our own internal and external eLearning programs for customers, business partners, and employees. By consolidating to a single WebEx solution, JDS Uniphase drove down our IT costs and increased the productivity of our global team.”

Paul Brinkley,
CIO of JDS Uniphase

This range of users and benefits in the first year was the result of IT's successful strategy to make flexible online communications available as broadly as possible. User acceptance of WebEx was high. New users could be provisioned immediately without regard to location or type of network connection. Quality of Service across the global reach of JDSU and its customers, suppliers and consultants, made for a consistently good user experience. As monthly attendance in WebEx meetings reached into the thousands, minimal resources were required from IT—a few hours per week to administer and promote user awareness. Growth in usage and spikes around tradeshows were handled by WebEx without problems or management activity from JDSU.

Return on Investment

In the first year at JDSU, approximately 25% of the total employee population directly used WebEx, with other employees frequently looking on from the same remote location. At least 20% of WebEx sessions connect JDSU people directly with customers, suppliers and other important external contacts. According to Paul Brinkley, CIO of JDS Uniphase, “Using WebEx Enterprise Edition, JDS Uniphase significantly increased the adoption of web-based conferencing for communicating key company strategies and major initiatives, and also increased usage of our own internal and external eLearning programs for customers, business partners, and employees. By consolidating to a single WebEx solution, JDS Uniphase drove down our IT costs and increased the productivity of our global team.”

JDSU conservatively estimates that travel savings are several times as large as the total cost of WebEx, including the company's modest investment in management time. “Looking at the travel and time savings, shorter time to production for new systems and products, and other benefits, the ROI from this project is significant,” according to Jim Flood. “For JDSU the benefits get bigger the more we use WebEx across our business.”

The Future

JDSU expects the uses of WebEx Enterprise Edition to continue to grow as users find more ways for online communications to enhance their business interactions. The company also expects WebEx to be integrated in other enterprise infrastructure such as email and calendar applications. JDSU is beginning to use WebEx for larger ‘town hall’ types of meetings. Addresses from the President, CIO Lunches and other events are expected to further enhance communications and coordination across JDSU's global organization.

