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— Valerie Piron-Pradel, Purchasing Department, Lectra

Lectra gains global sales and support efficiency with WebEx applications.



INDUSTRY

High Tech

WEBEX APPLICATIONS

Meeting Center and Support Center

SUMMARY

Lectra uses the full range of WebEx applications to respond to the needs of its Sales, R&D, Training, and Customer Support teams.

ABOUT LECTRA

Line of Business

CAD/CAM hardware and software for industrial users of soft materials

Headquarters

Paris, France

Number of Employees

1500 worldwide (4 call centers, 4 international technology centers)

WebEx Customer Since 2001

The Situation

Founded in 1973, Lectra is the world leader in design, production, and distribution of CAD/CAM software and hardware for major industrial users of textiles, leather and other soft materials. Its technology offering, along with a series of services, provides global solutions for clothing, furniture and even aeronautical manufacturers to manage product design, manufacturing, and distribution in an integrated environment. Listed on the Euronext second market in Paris since 1987, Lectra has some 17,000 clients around the world and annual revenues of 185 million Euros.

The Challenge

Currently operating in 100 countries, Lectra's international expansion began very early in its history. By the mid- 1990s, the company was looking for a way to strengthen the communications and dialogue between its headquarters and its international subsidiaries. Two major factors contributed to the company's growth: excellence in software development, currently representing 30 percent of revenue, and the ability to build valuable relationships with its clients.

Although Lectra was using videoconferencing to communicate with subsidiaries, the company wanted a solution to support its accelerated growth and enable its employees to better deliver software

demonstrations, collaborate online sharing both data and images, and help specialists better support customers around the world.

The Solution

In early 2001, after looking at the market offerings, Lectra selected the WebEx Meeting and Support Center applications. "In 2001, web-based multimedia communication offerings were particularly limited," explains Jean-Pierre Castera, Pproject Manager within Lectra Organization and Information System Department. "WebEx was the only viable global network offering, with very short response times between Europe and Asia, which are our most strategic markets. For us, this was absolutely critical." Furthermore, because the WebEx solution is web-based, Lectra could quickly deploy WebEx on a large scale and give its users the advantages of a turnkey solution. After successful test meetings with Asia, the company ran a pilot project between May and September, 2001 for Lectra's European and US offices. The goal of this project was to introduce online and interactive demonstrations of Lectra's software to its clients and prospects. "Our teams were quickly convinced of the value of the WebEx solution after this pilot," notes Jean- Pierre Castera. "Our software requires very strong hardware configurations. With WebEx allowing us to make online presen-



tations from equipped workstations of our demonstration centers, we didn't need to send presales consultants into the field. The clients were able to see the solution they planned to acquire in a real production environment. This definitely accelerated the sales cycle."

WebEx solutions increasingly made their mark in other areas of the company: in addition to the sales team and pre-sales consultants, the solution was also adopted by the R&D and training teams. In 2002, Lectra integrated WebEx technology into its customer assistance applications, allowing customer support specialists, based in Atlanta, Bordeaux and Hong Kong, to get involved in remote client environments to diagnose and resolve both software and hardware problems.

Today, Lectra has over 400 active WebEx users. The online meetings and conferences, as well as remote assistance and distance learning, have now become a component of daily operations for both employees and clients. Each month, Lectra holds an average of 850 WebEx support sessions and 350 web meetings.

The Benefits

For Valerie Piron-Pradel, in charge of non-production purchasing at Lectra, the benefits of WebEx were apparent right from the start of the selection phase. "We were on the lookout for a collaboration tool that would reduce travel costs and optimize the management of our specialists' time. The WebEx solution could be deployed quickly and is easy for employees and clients to use. It offers flexibility and scalability in both number of users and functionality, excellent international coverage and a wide range of capabilities. And, we don't

Using WebEx, our specialists can ask a client to zoom its webcam on the part of the machine that's not working to establish or refine our diagnosis. This allows us to circumvent certain steps and dispatch someone directly to fix the machine when the replacement part has arrived at the client's site.

— Jean-Pierre Castera, project manager
Organisation and Information System Department, Lectra

need to install and maintain the solution each user's workstation. After using it for four years, WebEx has kept its promises of reduced collaboration costs, both internally and with our clients."

WebEx quickly reinforced collaboration among the company's different geographic sites, allowing them to increase the frequency and number of meetings, particularly between Europe and Asia, without inflating travel costs. Regardless of location, Lectra's hardware and software solution specialists can be "present" at the client's site, whether pre- or post-sales.

One of the most impressive aspects of WebEx technology is the improved quality and proactive coverage of Lectra's geographically dispersed client support specialists in Atlanta, Bordeaux and Hong Kong. "With WebEx and a webcam, our specialists can zoom in to the part of the machine that's not working to establish or refine their diagnosis," explains Jean-Pierre Castera. "Before WebEx, we had to send a technician to the client, make the diagnosis, order the replacement part and then send someone back to install it. Now, we eliminate the need for onsite diagnosis and just dispatch someone directly to fix the machine when the part arrives at the client's site." WebEx has greatly helped Lectra to build more satisfying client rela-

tionships, providing more proactive service as confirmed by the customer support centers' statistics: Lectra specialists solve 95 percent of software-related problems and 60 percent of hardware-related issues directly, online, with WebEx.

The Future

Since the May 2001 pilot, WebEx use has grown throughout Lectra. "We use the full range of WebEx functions to respond to the communication needs of each division of the company," adds Valerie Piron-Pradel.

"My role as a buyer extends to monitoring how WebEx services are used to make sure that they are well calibrated and, if necessary, resize the solution with the WebEx client service team. In 2003, we revisited the offerings available on the market. We concluded that the WebEx solution was still the most complete and innovative one. It would require a supplier with a truly revolutionary technology to convince our users to change from a solution that has become part of their daily operations."

HIGHLIGHTS

- Lectra has significantly accelerated its sales cycle and reduced travel costs associated with post-sale customer support.
- Each month, Lectra holds an average of 850 support sessions and 350 web meetings.
- Lectra Specialists use WebEx to solve 95 percent of client requests due to software problems and 60 percent of those related to hardware issues.