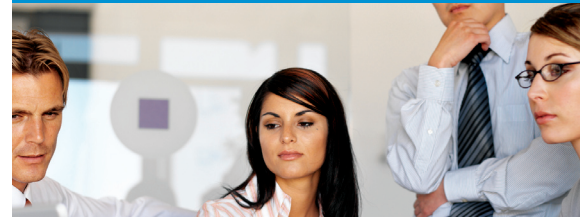


AMCOR PET PACKAGING

NORTH AMERICA



“WebEx has helped us strengthen our centralized management model by keeping our regional business people in the field. Thanks to WebEx, we don’t always need face-to-face contact to have productive meetings. Virtual collaboration works.”

—Tod Eberle, Vice President of Quality Systems, Engineering Standards, and Blow Molding Process Technologies

Amcor PET Packaging streamlines global operations with WebEx



INDUSTRY

Manufacturer of Polyethylene Terephthalate (PET) Containers

WEBEX APPLICATIONS

WebEx Meeting Center

SUMMARY

Amcor PET Packaging wanted a more effective way to conduct meetings with plant personnel, vendors, and customers located around the world. With WebEx Meeting Center, Amcor PET Packaging now conducts high-quality online meetings from anywhere around the world while streamlining its operations and cutting travel costs by at least \$4000 per meeting. By providing interactive content and real-time collaboration, WebEx Meeting Center has accelerated the company’s negotiations, agreements, and business processes.

ABOUT AMCOR PET PACKAGING

Headquarters

Ann Arbor, MI

Number of Employees

6,000 worldwide

Line of Business

Packaging company

Target Markets

Consumer products industry

WebEx Customer Since 2003

Amcor PET Packaging, an Amcor Limited company, is the world’s largest manufacturer of polyethylene terephthalate (PET) containers. With 82 plants located throughout 20 countries worldwide, Amcor manufactures more than 37 billion PET containers per year, for a broad range of food, beverage and personal care products. Amcor PET Packaging generates approximately US \$3 billion in annual sales.

The Challenge

For a giant like Amcor PET Packaging, creating effective engineering processes is essential to manufacturing leading products. To design and assess these processes, the Quality Systems group at Amcor PET Packaging continuously conducts meetings with plant personnel, vendors, and customers located around the world.

In 2005, conducting these meetings required either traveling to multiple sites or hosting audio conference calls. “Our meetings rely heavily on the exchange of graphic information, such as product designs, to help us develop system processes. Conference calls required us to send multiple emails so that meeting participants could share materials. It was confusing and inefficient,” says Tod Eberle, Vice President of Quality Systems, Engineering Standards, and Blow Molding Process Technologies for Amcor PET Packaging.

The Solution

To resolve these issues, Amcor evaluated several web meeting applications. The company chose WebEx because it was easy to use, offered a robust feature set, and preserved the high resolution of the applications the Quality Systems group used. “We knew WebEx would be easy to use for a variety of people with different skill sets, and we liked that the refresh rates for our applications were very fast,” says Eberle.

Eberle now uses Meeting Center at least once a week to communicate with Amcor PET Packaging’s plant personnel. He reviews materials with meeting participants from the company’s 40 plants, across the US, Canada and Mexico. “Meeting Center makes it easy for us to host meetings from any location worldwide. WebEx maintains an excellent infrastructure, and enables the same quality meeting wherever hosts or participants are located.”

With its robust functionality, Meeting Center has transformed Amcor’s meetings into interactive, collaborative sessions. Meeting hosts make annotations directly on the documents they present and use drawing tools to focus attendees’ attention on different graphics on the screen. “We share a variety of applications with meeting participants, easily switching between graphics applications, presentations, PDF files, Lotus Notes, and various databases,” he says. Because Meeting Center enables them to generate data reports and answer questions in real-time, managers now use high-level



WebEx speeds negotiations and gets us to 'yes' faster. Everyone sees what they need to see, and we can come to an agreement quickly.

—Tod Eberle, Vice President of Quality Systems, Engineering Standards, and Blow Molding Process Technologies

management review meetings to train participants on complex topics such as statistical process control.

Amcor PET Packaging has integrated WebEx Meeting Center with the company's existing audio conferencing solution. Eberle explains, "WebEx provided a much needed graphical extension to our audio calls." To set up a meeting, hosts simply send out invitations and instructions through Lotus Notes. "Many times, we use only the audio teleconferencing component, but meeting participants still prefer to log in to WebEx. They find it much more convenient to interact using the WebEx interface even if we're not sharing presentations or applications," he says.

Eberle and his seven direct reports currently use WebEx extensively. They host one domestic and one international meeting with European participants each week. Approximately 20 participants—from as many as five plant or vendor sites—may attend these meetings. According to Eberle, "WebEx usage throughout the Amcor PET Packaging organization is spreading quickly. The Engineering Standards group now uses Meeting Center to conduct field training for new product development and life cycle management software."

The Benefits

By enabling real-time collaboration between Amcor PET Packaging's multiple sites, WebEx streamlined the company's operations, improved productivity and drastically cut costs. "WebEx has helped us strengthen our centralized management model by keeping our regional business people in the field. Thanks to WebEx, we don't always need face-to-face contact to have productive meetings. Virtual collaboration works," states Eberle. When an in-person meeting with a Boston customer was requested recently, Eberle decided to send two people instead of six. "By using WebEx to include all the participants, we saved the company \$4000 on that one meeting," he says.

At Amcor PET Packaging, WebEx also helps accelerate business processes. "WebEx provides participants with active content—giving hosts the ability to query audiences, gather data, and show real-time results. It speeds negotiations and gets us to 'yes' faster. Everyone sees what they need to see, and we can come to an agreement quickly," says Eberle. In addition, WebEx enabled Amcor PET Packaging to better leverage its capabilities to take on more responsibilities. Recently, the North American division began overseeing the company's Mexican plant operations. "Because WebEx robust collaborative tools optimize productivity, it was easy for us to organize and improve communications for an entire business operation," he says.

WebEx provides Eberle's team with consistent quality wherever they're

located. Usability from diverse environments, such as hotels, vendor locations—or even different countries—always remains consistent. "WebEx graphic quality is excellent, and there are no software conflicts with the various applications our team uses," he says. In a recent meeting with a vendor in France, Eberle's team was reviewing a 15 Megabyte, three-dimensional model using VRML technology. "We were able to share the application and file through WebEx. As we rotated the image in the US, the file refreshed within two seconds in France," says Eberle.

The Future

With WebEx, Eberle has affected changes at Amcor PET Packaging that the organization would like to replicate enterprise-wide. "Our general manager has realized that WebEx means huge operating cost savings, and he recently issued a memo encouraging the use of WebEx throughout the organization," he states. In addition, use of WebEx by Eberle's group has enabled employees from other departments to experience the benefits of adding a graphical component to their teleconferences and is resulting in the further adoption of WebEx throughout the company.

By streamlining its operations and increasing productivity, WebEx has given Amcor PET Packaging a competitive edge in the market. According to Eberle, "WebEx is so much better than video conferencing and other technologies. It's only a matter of time until this technology becomes a standard across industry."

HIGHLIGHTS

- Meetings with plant personnel, vendors, and customers located around the world required traveling to multiple sites or hosting difficult audio conference calls.
- WebEx Meeting Center streamlined Amcor PET Packaging's operations, improved productivity, and cut costs by at least \$4000 per meeting.
- By providing interactive content and real-time collaboration, Meeting Center speeds Amcor PET Packaging's negotiations, agreements, and business processes.
- Amcor PET Packaging now conducts high-quality visual meetings from anywhere in the world.