



Real Results Report

Businesses improve customer support experiences with WebEx Support Center

Companies around the world are discovering new ways to optimize client support using on-demand web services. These businesses use WebEx Support Center to reach, handle, and satisfy a constantly growing number of customers. And they're finding they now have the ability to maximize current resources to provide support anywhere, any time—without boundaries.

See how four businesses increased the level of customer support by incorporating WebEx Support Center in their work environment:

- **CAD Sciences** leveraged on-demand web support to expand the company's geographic reach. They now provide proactive, uninterrupted customer support anywhere it's needed, and responses to requests are six times faster than before.
- **Business Objects** accelerated customer support case resolution times in order to free up expert resources. As a result, the company now resolves support issues in hours rather than days.
- **Cognos** delivered remote support to their customers who demanded in-person support, slashing call resolution times and reducing travel costs.
- **Iveco** set up support queues to route requests directly to appropriate experts. As a result, customers and dealers across the globe now receive faster, more accurate support.

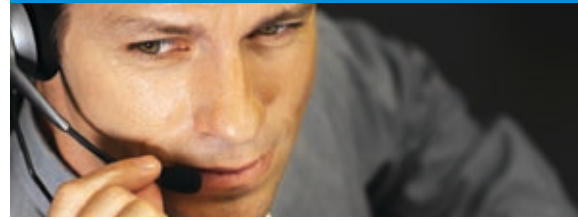
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“WebEx reduced our travel costs significantly, but more importantly, it has freed up key resources that can now be devoted to more immediate sales-related tasks.”

— Froilan Mendoza, IT Manager

CAD Sciences accelerates response with WebEx Support Center.



INDUSTRY

Computer-Assisted Modeling

WEBEX APPLICATIONS

WebEx Support Center

SUMMARY

CAD Sciences needed an effective remote access solution to provide high-level customer support using limited resources. With WebEx Support Center, CAD Sciences increased support staff productivity by eliminating remote connection problems and on-site visits. Support Center expanded the company's geographic reach, enabling it to provide proactive, uninterrupted customer support from anywhere. With WebEx, CAD Sciences now responds to support requests six times faster than before.

ABOUT CAD SCIENCES

- **Line of Business**
Medical imaging software
- **Headquarters**
White Plains, NY
- **Number of Employees**
30
- **Target Markets**
Radiologists, oncologists, and urologists
- **WebEx Customer Since 2006**

Founded in 2002, CAD Sciences is the technology leader in the advancement of computer-assisted modeling of contrast-enhancement in MR imaging of cancer. Radiologist customers worldwide currently use the company's Server2™ and WorkSpace™ software platforms to facilitate the analysis, interventional planning and reporting of breast and prostate MRI. CAD Sciences products automate MRI image processing and provide higher quality imaging studies, lowered facility costs and increased revenue streams for radiology practices as well as improved analysis and reporting tools for physicians. The company is also the sole distributor of Machnet breast biopsy intervention devices and magnetic resonance breast and carotid coils.

The Challenge

To offer its customers the highest level of technical support possible, CAD Sciences sought a solution with seamless remote access capabilities. Existing remote access solutions required CAD Sciences and its customers to configure their systems to enable access into hospital and clinic networks. “Most of our customers used hardware-based VPN solutions for remote access functionality. But that configuration required us to install VPN clients with authentication keys on our laptops, and that our customers configure their firewalls and VPNs to allow us access into their networks,” explains Froilan Mendoza, IT Manager at CAD Sciences.

With customers in Europe, CAD Sciences found that language barriers and time zone differences added a higher level of complexity to the remote access process. According to Mendoza, “Most medical facilities don't have dedicated IT departments, and doctors don't have time—or in many cases, the expertise—to work on network configurations.” Because the remote access systems were difficult to use, CAD Sciences application specialists had to travel to customer sites to assess support issues. “We'd drive at least two hours to fix a problem that often took five minutes to resolve” says Mendoza.

The Solution

Mendoza heard about WebEx and decided to purchase WebEx Support Center to test it internally. He recalls, “After testing WebEx for half a day, we knew it was the right solution. We chose WebEx because it is so easy to set up and use, for our support staff and our customers.”

Using Support Center remote access capability, CAD Sciences application specialists now perform software upgrades and troubleshooting remotely, with no need to interact with the customer or travel to each site. CAD Sciences simply provides its remote customers a link which enables Support Center to self-install on specific machines, avoiding the need to download software or configure firewalls. “Because WebEx is HIPAA-compliant, we can assure our customers that their files remain private and their CAD Sciences workstations secure from unauthorized users,” Mendoza remarks.



WebEx helps us support our geographically widespread sites more efficiently, further expanding our global reach.

— Froilan Mendoza, IT Manager

The robust feature set within Support Center also facilitates customer support activities. The file transfer feature enables application specialists to upload files—such as software patches and upgrades—to the customer's machine without having to open a separate application. In addition, the Support Center audit trail feature records and tracks all support activities. "The audit trail is especially helpful for FDA and other agency audits. It makes it possible for us to provide a complete record of who logged into the system and what functions they performed," says Mendoza.

CAD Sciences also uses Support Center for customer demonstrations. Application specialists record their support sessions with customers and post the recordings on the company's Intranet. These sessions walk customers through software installations and upgrades, and demonstrate the use of specific features. Mendoza says, "Each WebEx recording is based on an individual support session, making it specific to the particular requirements of each customer." In addition, CAD Sciences uses Support Center to present more general software demonstrations to potential customers. "WebEx demonstrations enable us to leverage our resources and make better use of our time," says Mendoza.

The Benefits

Adopting WebEx enabled CAD Sciences to optimize its limited resources and increase company productivity, while raising the quality of service it provides to its customers. "In the past, each software installation required at least five on-site visits to complete," says Mendoza, adding, "WebEx helped us eliminate these on-site client visits, greatly reducing the time between sale and installation."

"WebEx reduced our travel costs significantly, but more importantly, it has freed up key resources that can now be devoted to more immediate sales-related tasks," states Mendoza. In the past, application specialists spent significant time setting up remote access connections or driving to customer sites. Additionally, employees from corporate headquarters frequently traveled to sites that the application specialists didn't have time to cover. "By eliminating the two to three hour drive time required to make standard on-site support calls, everyone gets to focus on their main priorities," says Mendoza. This is especially critical in Europe, where CAD Sciences has one application specialist supporting customer sites throughout Germany, France, The Netherlands, and England. "WebEx helps us support our geographically widespread sites more efficiently, further expanding our global reach," he says.

WebEx has given CAD Sciences a competitive edge by enabling it to provide proactive customer support and immediate response times. "Used in conjunction with our in-house monitoring system, we can now access customer computers remotely via WebEx and resolve issues before they escalate." And because WebEx is web-based, application specialists now access and troubleshoot customer computers from wherever they are, at any time. Mendoza says, "With WebEx, we can provide uninterrupted customer support, even when an application specialist is traveling or on vacation. We've cut support response times from approximately six hours to one hour with WebEx." This is an important benefit for doctors who have to cancel appointments if CAD Sciences software isn't working properly.

The Future

As a result of the tremendous productivity gains and improved customer support it has experienced with WebEx, CAD Sciences is expanding quickly its use of Support Center. "We now require all of our customers to install WebEx on their computers. Plus, we plan to purchase more WebEx licenses by year-end," says Mendoza. He is also exploring the possibility of integrating the Support Center System Management solution to benefit from its enhanced functionality, including automatic anti-virus updates. In the future, Mendoza looks forward to continuing to use WebEx to achieve the company's high-level goals for seamless customer service.

HIGHLIGHTS

- Existing remote access solutions were too difficult to configure and use.
- WebEx Support Center optimized the company's limited resources and increased productivity by eliminating remote connection problems and on-site visits.
- Remote access capabilities enabled CAD Sciences to expand its geographic reach and to provide proactive, uninterrupted customer support from anywhere.
- With WebEx, CAD Sciences now responds to support requests six times faster than before, ensuring their customers stay up and running.



“We saved over 80,000, on over 20 flights and related costs. This is significant.”

— Jeff Jackson, Senior Manager, WW Systems and Applications Customer Support

Business Objects reduces support centre costs and increases customer satisfaction.



INDUSTRY

High Tech

WEBEX APPLICATIONS

WebEx Support Center

SUMMARY

Business Objects designed eSupport, their online support system, using WebEx Support Center so that cases can be handled ‘face-to-face’ online. This allows support calls to be quickly and properly diagnosed or escalated without sending an engineer out to the customers’ site.

ABOUT BUSINESS OBJECTS

• Line of Business

Business Objects is the world’s leading business intelligence (BI) software company. With more than 30,000 customers worldwide

• Headquarters

San Jose, (California) & Paris, France

• Number of Employees

3,800

• WebEx Customer Since 2002

Business Objects, headquartered in San Jose, California and Paris, France, builds business intelligence (BI) software that allows employees, customers and partners to make strategic decisions by turning data into valuable information in the form of reports, tables, charts and maps that graphically present information. In 15 years, Business Objects has grown to nearly 4,000 employees with offices worldwide and annual turnover of nearly \$1 billion.

The Challenge

Business Objects noticed that the customer support calls they were receiving tended to require more than one interaction to achieve resolution, especially for large scale, complex analytical models. Complex issues were being resolved by sending out field engineers and support staff to customers’ offices – often flying them out to locations worldwide.

With its promise of high levels of service and customer support, Business Objects faced a tremendous challenge. It needed to accelerate customer support case resolution time in order to free up expert resources to spend more time and attention on complex cases. It also needed to reduce the cost of sending out field engineers abroad while maintaining or increasing service quality in order to meet customer satisfaction goals.

Jeff Jackson, Senior Manager WW Systems and Applications Customer Support, comments, “As our products become more advanced so do our customers’ installations and models. Also many issues are environment or report design specific, which can be difficult to

assess over the telephone. Large scale and complex issues could take 3 to 4 hours on the phone with a customer; step-by-step instructions were prone to human errors, and many customers simply couldn’t identify or report errors accurately, so we needed to do a lot of groundwork.”

The Solution

In October 2002, Business Objects decided to develop a remote support platform using WebEx Support Center. The new platform, called eSupport, allows escalated cases to be handled ‘face-to-face’. “With WebEx we now have direct access to the customer’s desktop and we can properly identify issues in minutes,” explains Jackson.

Although most customer support calls can be resolved quickly and easily using WebEx in a one-to-one meeting, WebEx allows users to create a three-way meeting if a call requires bringing in a QA or R&D expert to attend the sessions with the customer to achieve resolution.

The department now handles over 1200 WebEx support sessions per month.

Choosing WebEx was pretty straightforward for Business Objects. Although they had already tried other products on the market, the fact that those other solutions needed to install software on the client’s machine was causing customer service issues. “Also, they weren’t truly Web enabled, so firewalls would block it, ports needed to be opened – not very customer friendly,” comments Jackson.



It's not just about saving money; it's about customer service... with WebEx we can bring QA and R&D staff into a call at the 'point of issue' and achieve resolution in minutes versus days.

— Jeff Jackson, Senior Manager, WW Systems and Applications Customer Support

During its evaluation process, Business Objects identified three main criteria: security, a global solution and product integration with other software applications. Jackson explains, "Security is a big issue for our customers and 128 bit security was key. We also needed something that would work worldwide. The WebEx MediaTone™ meant that performance could be maintained wherever we start a session. This allows us to support a case from one office and continue from somewhere else without a drop in service. We also need to work closely with partners. WebEx's list of strategic partners is very similar to our own and this makes it easier for us to promote the use of the product to our customer base. SAP and PeopleSoft are a good examples of this," Jackson adds.

The Benefits

Installation was smooth, and completed within two weeks, including the replication of their Web site onto the WebEx platform. "The 'How do I use WebEx' recorded training sessions were great," says Jackson, "and the attention to detail for our corporate look and feel was very impressive, so we didn't have to go back and rewrite a site."

With eSupport, powered by WebEx, the customer support staff are finally able to 'see' their customers desktops and diagnose problems quickly and accurately. Jackson gives an example, "A German

customer logged a support call quoting an error that was not yet recorded in our online knowledge base. After failing to fix this over the phone we realised that the customer's description was not adding up. After connecting using WebEx, we realised that it was a simple problem. A quick update to the environment resolved the issue and the customer was up and running again in less than 10 minutes. We could have spent hours trying to fix this, because the client could not describe the error accurately." Trying to discover the problem could have meant wasting a considerable amount of time, effort, and possibly having to send out an engineer.

With WebEx, the issue was discovered and resolved in minutes. WebEx has been praised throughout the customer support department at Business Objects and has provided a real ROI. The most easily identifiable cost savings is related to travel, "We can safely say that a fully loaded engineering trip costs upwards of 1,000. And that's just when we send them to the US or Canada, you multiple this by three when flying to Asia Pacific. We estimate that we have saved over 80,000 in flights and related costs. This is significant," states Jackson.

Although the cost savings are important, Jackson adds, "It's not just about saving money; it's about customer service. We can't fly QA personnel out to a customer location every time. With WebEx we can

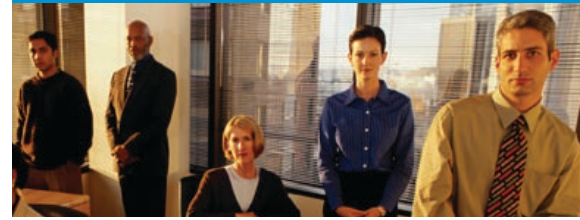
bring QA and R&D staff into a call at the 'point of issue' and achieve resolution in minutes versus days. This real-life feedback is also great for our developers and QA staff, and makes our customers happy to see we're pulling out our best team for them when it matters."

The Future

After having rolled out and used the WebEx platform successfully, the technical support group is showcasing WebEx to the rest of the offices around the world so that all departments, not just customer support, can benefit.

HIGHLIGHTS

- Business Objects needed to accelerate customer support case resolution time in order to free up expert resources.
- Support issues are now resolved in hours rather than days using eSupport which is powered by WebEx Support Center.
- Business Objects has improved customer satisfaction and reduced travel costs considerably.



The number one reason we chose WebEx services was simplicity. After about five minutes worth of training, our people are ready to use it. There's no software installation for our customers. The one time WebEx plug-in is a very small footprint creating a simple technology for customer use.

— Tom Thomas, Manager of Customer Support

Smart decisions at Cognos result in better response times and higher customer satisfaction.



INDUSTRY High Tech

WEBEX APPLICATIONS WebEx Support Center and Meeting Center

SUMMARY

With WebEx, Cognos has slashed call resolution times, improving response times and reducing travel costs.

ABOUT COGNOS

- **Line of Business**
Business intelligence solutions
- **Headquarters**
Ottawa, Ontario
- **Number of Employees**
2,900
- **WebEx Customer Since 2000**

Cognos is the leading global provider of enterprise business intelligence solutions that optimize the performance of the world's largest and most successful organizations. Business intelligence is a category of applications and technologies for gathering, storing, analyzing, reporting on, and providing access to data to help enterprise users make better business decisions.

The Challenge

Given today's complex technologies, problems can arise on the road to running an application. That's when a Cognos customer calls the support center for assistance. Guided by a specialist, customers can identify and remove barriers, and walk through a series of practices that normally resolve the issue. Still, at times it's impossible to reproduce the exact situation the customer describes over the phone. Tom Thomas, Manager of Customer Support at Cognos notes, "It can be a very simple environmental variable that's to blame. Even a spelling mistake can prevent an application from running. Unless you can physically stand behind the customer and watch what he or she is doing, or be the driver, it can be very difficult to analyze these kinds of problems." And, if the issue can't be resolved over the phone, the specialist might have to travel to the client's site. To improve response time to customer problems, Cognos needed a solution that would allow the specialists to remotely deliver the same high quality services they could provide on site.

The Solution

The increased capabilities of WebEx Support Center—including the ability to run applications, perform tasks, and verify configurations on remote computers—fit the bill. Support specialists at the Cognos call center have counted on WebEx Support Center to enhance response conditions for their clients—meeting the requirements for both the busy front line specialist and the customer waiting at the other end of the line—since April 2000.

For example, one customer had difficulty with an installation configuration process. The Cognos specialist spent quite a bit of time on the phone with the client, trying to view the procedure through the customer's eyes. Each time the customer tried to duplicate the procedure, it failed. Every time the specialist tried it, it worked. This was a difficult situation, because the customer knew that if the problem couldn't be reproduced, it couldn't be fixed. To solve the problem, Cognos used a WebEx Support Center session. After watching the customer's procedures in real-time, the specialist discovered that the client was using a button on the tool bar, while the Cognos specialist was using the drop down list—the only difference. It only took minutes to resolve the issue through WebEx Support Center.

“*WebEx services offer not only a good product, but also excellent service and support.*”
— Tom Thomas, Manager of Customer Support



The Benefit

This improvement in “time to resolution” for Cognos customers is the main reason for using WebEx Support Center, but there are additional cost savings benefits for both Cognos and its customers, including minimized travel time. Cognos call center specialists handle thousands of calls each month, with WebEx Support Center used in about 150 of those cases—calls that previously would have resulted in travel expense. When customers cannot perform tasks with Cognos applications, it costs them money as well. Customers and specialists alike are pleased with the experience they’ve had with WebEx Support Center.

Cognos cites the simplicity of the services as its number one reason for choosing WebEx. Training typically takes no more than five minutes—and users are up and running, and there’s no software installation for customers. Cognos considers the one-time WebEx plug-in a very small footprint resulting in a simple technology for customer use.

Additionally, as security is on everybody’s mind these days, Cognos needs to reassure its customers that WebEx Support Center is secure. To assist, WebEx supplied the company with a white paper audit on security risk that Cognos made available to its customers. Consequently Tom Thomas adds, “I can’t think of a time when a customer said, ‘I don’t want to use Support Center because of the risk.’ WebEx Services offer not only a good product, but also excellent service and support. In settling the issues, WebEx services always came through for us.”

While Cognos originally launched with WebEx Support Center, they also deployed WebEx Meeting Center. And while they originally anticipated using Meeting Center for education while Support Center would be strictly for support usage, they discovered an innovative use of the WebEx Meeting Center Record and Playback feature for problem solving. Support specialists now use it to analyze support problems by recording sessions and making them available for future use. In addition, Cognos has used Meeting Center to conduct some

200 advanced educational sessions since April 2000, delivering presentations and demonstrating product features. Meeting Center enables Cognos to change the focus of conversation during sessions, pull up new products, and fire through demonstrations. It’s the kind of flexibility that Cognos feels makes WebEx Meeting Center extremely useful.

HIGHLIGHTS

- Cognos chose WebEx Support Center as a way to provide support to remote customers as if their call center specialists were on site.
- With WebEx Support Center, Cognos call center specialists now view remote customers’ procedures in real-time—as if they were there in person—saving hours of time and thousands in travel costs.
- Cognos takes advantage of WebEx Meeting Center to record support sessions for later analysis, aiding in improving specialists’ problem solving abilities.

IVECO

This industry is driven by support. If a truck stops, the customer doesn't make a living which has huge financial consequences right through the business network. By using WebEx's Support Center we now have a level of flexibility and responsiveness that we didn't have before, meaning better service to our customers and dealers.

— Jason Casley, product support manager, electronic vehicle systems, Iveco



Iveco uses WebEx Support Center to keep its customers rolling.



INDUSTRY

Commercial transport manufacturer

WEBEX APPLICATIONS

WebEx Support Center

SUMMARY

Commercial vehicle manufacturer Iveco uses WebEx to remotely examine vehicle electronics for support purposes. By diagnosing issues first hand, Iveco is able to provide quick and accurate support to its dealers and customers across Asia Pacific.

ABOUT IVECO

- **Line of Business**
Commercial vehicles and diesel engine manufacturer
- **Headquarters**
Dandenong, Australia
- **Number of Employees**
600 at Dandenong site

Iveco, with more than 600 employees, is a leading international manufacturer of commercial vehicles and the second largest manufacturer of diesel engines in the world.

In Australia, Iveco has been manufacturing and distributing light, medium and heavy trucks for the road transport industry since it acquired International Trucks in 1992. The company's manufacturing facility is located in Dandenong, Victoria.

The Dandenong site is also home to Iveco Australia's head office, where it provides after-sales services, training, and product engineering to 36 dealers around the country—representing the largest truck dealer network in Australia.

The Challenge

In recent years, computerized vehicle electronics have become quite sophisticated. Engine management, suspension control, break control, cabin comfort, and electrical systems are all managed by complicated electronics that function interactively within each vehicle, much like networked computers.

Faced with the growing complexity of vehicle electronics, Iveco found it increasingly difficult to work effectively with its dealers to resolve support issues. The rapid changes in vehicle electronics meant that dealers weren't always fully trained—or even exposed—to new products, and didn't always have the necessary resources to diagnose problems themselves. For Iveco, the biggest issue was getting a clear understanding of the problem, so that it could supply its dealers with the support they needed.

Jason Casley, product support manager, Iveco electronic vehicle systems explained, "When it comes to vehicle diagnostics we need a clear picture of what is happening

on the vehicle. However, in some trucks there are 11 computers, each a separate module serving a different purpose. These 11 computers all talk to each other to form one complex system, which makes it difficult to diagnose problems."

Previously, Iveco relied on the telephone for its support services, which was time consuming and prone to inaccuracy. Customers reported problems to a technician, who would then describe the issue to a service manager, who would finally recount the issue to Iveco.

Casley continued, "Each person would describe the problem in their own way, so we'd end up with an abstract and potentially inaccurate description of the problem. The entire process consumed a huge amount of resources and time because we weren't getting the correct information from the start. We needed a way to improve communication with dealers so we could support customers more efficiently."

The Solution

Casley knew that to make the support process more efficient Iveco needed to view problems firsthand, whether the vehicle was on the side of a road or in for service. With assistance from Iveco's IT team, Jason began searching the Internet for options.

"During our search, we found WebEx and signed up for the free trial. In that first instance, we found WebEx unsuitable for our purposes because it focused on collaboration rather than support. So we looked at other systems, and even considered developing a custom solution, but that was beyond our budget.



“WebEx gave us the ability to bring more expertise directly to the customer’s vehicle wherever it may be—on the side of the road in a breakdown situation, or in the workshop during normal servicing practices.”

— Jason Casley, Product Support Manager, Electronic Vehicle Systems, Iveco

“While we were looking at other systems, the WebEx team responded to my free trial registration and contacted me via phone. During the conversation it became apparent that WebEx Support Center could be a suitable solution.” said Casley.

Iveco’s trials of WebEx Support Center proved fruitful, though the application required a bit of tailoring to meet Iveco’s needs. Casley continued, “The WebEx team were very supportive and helpful, they worked diligently to provide a solution that fit our needs and these alterations are now part of the overall WebEx Support Center solution.

“Ultimately, we chose WebEx because it worked the first time every time, and we also liked the file transfer and load update capabilities. WebEx has a flexible platform, and is a simple solution that’s easy to use and requires minimal training. This was important for all of our dealers, technicians, and customers.” Casley said.

The Benefits

Using Support Center functionality, Iveco now diagnoses vehicles firsthand for more efficient support. Technicians and service managers connect laptops directly to the vehicles using an interface device. A software program translates the language used by the vehicle’s electronics into something that can be read onscreen, and through WebEx, Iveco remotely views the inner workings of the vehicle and identifies problems.

Casley said, “WebEx gave us the ability to bring more expertise directly to the customer’s vehicle wherever it may be—on the side of the road in a breakdown situation, or in the workshop during normal servicing practices. And because we can view problems firsthand, we can resolve issues instantly. We’re no longer wasting resources trying to correctly identify issues.

“Now that we can share data in a live situation, we can watch processes like testing and, if necessary, intervene and take control of a dealer’s computer to run our own tests. This means we can train dealers and technicians during support sessions, so they can respond more effectively if they encounter a similar problem again.

“This industry is driven by support. If a truck stops, the customer doesn’t make a living, and that has huge financial consequences throughout the business network. By using WebEx Support Center we now have a level of flexibility and responsiveness that we didn’t have before, and as a result we provide better service to our customers and dealers.

“One challenge we faced while implementing the WebEx application, was getting dealers to understand the importance of good broadband Internet connections. But now that they have experienced the benefits of WebEx Support Center, our dealers no longer question the support we offer to them in any way.” said Casley.

The Future

Currently, WebEx is in use throughout the company and is even being used to provide support to dealers in New Zealand and Korea. “We’ve also expanded Support Center for remote programming purposes. We now use WebEx to programme engines and gearboxes—in fact the whole vehicle—all from the head office.” Casley continued “Staff are beginning to see further applications for WebEx and realising there are other ways for them to do business. We’ve been looking at the WebEx One site, and might use that in the future to create a dealer communication network, providing a direct forum for interaction between ourselves and dealers.

“Last month we held about 6,800 minutes of meetings. Each session lasts about 25 minutes on average, so that’s nearly 300 sessions that we’ve held via WebEx in the last month alone. It’s become an integral part of our operations, and I’m sure we’ll continue to find other innovative applications for WebEx in the future.” concluded Casley.

“The WebEx team were very supportive and helpful, they worked diligently to provide a solution that fit our needs and these alterations are now part of the overall WebEx Support Center solution.”

— Jason Casley, Product Support Manager, Electronic Vehicle Systems, Iveco

HIGHLIGHTS

- Iveco now has the ability to diagnose vehicle problems firsthand from remote locations, reducing the amount of time and resources needed to resolve support issues.
- Bringing more expertise directly to the customer’s vehicle—on the side of the road in a breakdown situation, or in the workshop allows Iveco to provide faster and more accurate support to its dealers and customers across Asia Pacific.
- Iveco also gained the ability to remotely programme vehicles from the company’s head office saving the company time and money.