



NEWS RELEASE

## Del Papa Gives New Meaning to Beer Run: Distribution Company Embraces Cisco's Internet of Everything Solutions to Improve Shipping, Service and Security

2015-02-04

Highly Secure Cisco IP Platform Connects Previously Unconnected Employees and Things Resulting in 18 Percent Increase in Warehouse Productivity

TEXAS CITY, TX -- (Marketwired) -- 02/04/15 -- Cisco (NASDAQ: CSCO) -- Del Papa Distributing, a family-owned beer distribution company that delivers more than 10 million cases of beer annually from 30 suppliers, is embracing the [Internet of Everything \(IoE\)](#) to simplify operations and create a more streamlined system for deliveries at their new 27-acre headquarters in Texas.

Like many companies, Del Papa's old facility had separate networks for voice, data, video and physical security. Having multiple networks created additional expenses for the company and got in the way of driving innovation -- e.g., Wi-Fi performance in the warehouse area wasn't reliable enough for the voice-activated order-picking system.

To address these challenges, Del Papa utilized new IoE solutions, including [Cisco® Connected Factory](#) to digitally transform customer experience, collaboration and security. This solution enabled the retail distributor to address multiple needs to drive their innovation strategy and improve efficiencies. The implementation included a highly secure Cisco IP platform connecting video surveillance cameras, physical access controls for gates and doors, wired and wireless IP phones, Cisco TelePresence® systems for in-person collaboration across offices, digital signage for employee communications, and temperature sensors in the warehouse and keg vaults. Cisco partner Zones led the implementation, designed to help connect new systems that Del Papa adds in the future.

"By implementing Cisco's IoE solutions, we're able to enhance customer experience, increase warehouse and energy efficiency, and improve collaboration," says Steve Holtsclaw, Director of Information Systems for Del Papa. "We now support more than 2000+ connected devices and sensors

that monitor everything from liquid temperature, air temperature, kWh usage, amps, network traffic, on/off schedules and GPS of our vehicles."

For Del Papa, the Internet of Everything has improved safety and security, reduced energy requirements, made business processes more efficient, improved customer service, and even increased daily shipping capacity. For example:

**Enhanced Customer Experience** - In the past, sales reps would call the warehouse with a rush order. However, warehouse employees are rarely at their desks and, as a result, do not always check their voicemail in time to rush a late afternoon order that same day. Now, using Unified Wireless IP Phones, a sales rep with a last-minute order can reach staff anywhere in the warehouse. Additionally, authorized employees in any office can connect to the company's private cloud in Texas City to find answers to customer questions about order status, billing, promotions, and so on.

**More Efficient Warehouse Operations** - A wireless network that covers all of the 100,000-square-foot facility allows warehouse personnel to build orders using a wireless voice-activated picking system that eliminates redundancy and latency caused when warehouse employees have to rescan items. In the last three years, Del Papa's IoT ready network has increased warehouse productivity by 18 percent. For example, the new system led to an increase in the orders filled and delivered on a daily basis as well as a reduction in the total number of hours worked in the warehouse.

**Realized Significant Energy Efficiencies** - By connecting lighting, HVAC systems, keg vaults, etc. to a centralized system that can be monitored, analyzed and controlled remotely, Del Papa has reduced energy usage nearly 27 percent over the past 3 years.

**Improved Collaboration, Reduced Travel Costs and Time** - Using Cisco TelePresence desktop and room-based video systems, teams spread across three locations can come together to conduct departmental meetings, sales meetings and more, saving on travel time and costs -- face to face and in high definition, as if they were in the same room.

**Safe and Secure Environment** - Connected video surveillance and physical access controls help to prevent theft by alerting designated personnel when a door to a restricted area is opened and allowing them to quickly click a link to play video from a nearby camera.

"The Internet of Everything is here today, and organizations are already reaping the benefits," says Stephen Lurie, Vice President, Internet of Things for Zones. "For Del Papa Distributing, connecting all endpoints, like cameras, entry points, and IP phones, has helped bolster physical security and improve how they do business."

#### **Supporting Resources:**

- [Remote Expert for Retail](#)
- [Cisco Retail Blog](#)
- [Cisco Retail Website](#)
- [SlideShare](#)
- Join the retail conversation on Twitter by following [@CiscoRetail](#). You can like Cisco Retail on [Facebook](#) at <http://facebook.com/retailcisco>
- Read [Cisco Blogs](#)

#### **About Del Papa Distributing**

In 2010 Del Papa Distributing Company celebrated 100 years of business. From its founding by Italian immigrant Omero Del Papa in Galveston, Texas, in 1910 to its current operations distributing a variety

of brands throughout the Texas Gulf Coast in three major markets, Del Papa is committed to supporting and strengthening the many communities in which its customers and employees live. Del Papa Distributing Company looks forward to the next 100 years of business as stated in the company's motto: "Quality people building brands and friendships ... one case at a time."

### **About Zones**

Zones is a leader in the Internet of Things, making it a reality at business and institutions across a wide range of industries. Through these solutions, Zones is bringing together people, process, data and things to make networked connections more relevant and valuable than ever before. They are turning information into actions that's creating new capabilities, richer experiences and unprecedented economic opportunities for their clients. Zones understand that the connection of devices, machines, and things allows their clients to dynamically generate, analyze, and communicate intelligence data, increase operational efficiencies and power an improved business model.

Zones holds more than 55 of the highest distinct certifications in the industry, including Cisco Gold. Zones is headquartered in Auburn, Wash., and is a certified MBE company.

### **About Cisco**

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. For ongoing news, please go to <http://thenetwork.cisco.com>.

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