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CISCO

Connected Analytics for Collaboration

Realize the Full Business Value of Your Collaboration Investment with Analytics

Why Collaboration Analytics Matter

Half of business unit profitability is related to how effectively employees collaborate.[1] Investment in collaboration technology is only part of a larger story. It's not enough to buy collaboration applications. It's not enough to deploy the applications. Employees must use the applications. Most companies have no way to measure if collaboration applications are being used. They can look at device or network utilization data, but this information doesn't really provide answers on user adoption questions such as:

· Are we using our collaboration tools effectively?

· Where is adoption weak and how can we accelerate it?

· What teams are using which collaboration tools?

· How can we use collaboration tools to react faster in competitive selling?

Collaboration analytics turn the bright lights on user adoption by providing a quantifiable view into adoption occurring in each area of your organization. You gain a clear understanding of whether collaboration is widely adopted or being used by only a few groups. With this visibility you can establish data-driven goals for usage across different departments and compare against those goals. You can also prioritize actions, such as training and awareness, which helps you achieve your company wide goals for adoption.

How Is Connected Analytics for Collaboration Different?

Most solutions that analyze collaboration data are focused mainly on video and are concerned with device-level data and network performance. This approach ignores the organization's most important assets—employees. CAC is unique because it provides a view of collaboration usage by user, with segmentation by organizational groups such as theatre, state, country, or department.

For example, the Adoption Insight analytics package measures individual collaboration application adoption for all users in the scope of the engagement by type of application. The primary measurement is the daily average per user, which is an average of the count of activities during a day per user.

What is Cisco® Connected Analytics for Collaboration?

Cisco Connected Analytics for Collaboration (CAC) is a packaged analytics software and services solution that provides a user-oriented view of collaboration usage and adoption. Using the combined power of Cisco's big data analytics platform and collaboration services, CAC ingests data from Cisco collaboration infrastructure (Cisco TelePresence®, WebEx®, instant messaging [IM], and IP phone solutions) and email communications. By combining this data, CAC provides reports that highlight opportunities to improve adoption and optimize usage to increase productivity, drive innovation, and quantify the effect collaboration has on your business. Through increased collaboration, you gain the most value from your collaboration investment.

[1] Forbes-Cisco Collaboration Study, March 2013.

Benefits of Connected Analytics for Collaboration

CAC extends the lifecycle of solutions for your business. Cisco has solutions that help you plan and deploy your collaboration estate. Analytics measure the net outcome of your investment, so you know if you are getting the full value from it.

With CAC, you get automated, quantifiable information on collaboration usage across your entire organization. With this information you can:

- Set goals for collaboration usage across the company and promote continuous improvement toward your goals

- Make data-driven decisions on which areas of the company need training to increase adoption

- Quantify travel-expense reduction and carbon-footprint reduction encountered through collaboration usage

- Achieve the net outcome of collaboration analytics, ensuring you achieve your ROI from your collaboration investments

The Travel Reduction Insight analytics package quantifies the savings realized through the use of immersive Cisco TelePresence technology.

What are Some Example Use Cases?

Table 1 shows three specific business use cases where CAC can provide insight for business outcomes:

Table 1. CAC Business Use Cases, Insights, and Outcomes

Use Case	How CAC Provides Insight	Outcome
Increase Engagement of Remote Workers	Use adoption insight and organization segmentation to see who is, and isn't, using video.	Improve participation, engagement, and connectedness.
Gain Visibility of Collaboration Before, During, and After a Merger or Acquisition	See whether your collaboration is frequent and bidirectional or one sided and sporadic.	Visibility and ability to monitor change and create targeted interventions for faster group integration.
Before a Large Collaboration Initiative	Baseline current collaboration and discover opportunities for improvement by analyzing email, phone, IM, and video-conferencing and web-conferencing usage levels.	Gain an understanding of tool usage and preferences to determine collaboration needs.

Why Cisco?

The true value from data and analytics comes from acting on the insights found when connecting the unconnected. Cisco brings together data and analytics in a way no other company can. Not only does Cisco connect more people, processes, data, and things than any other company, but we also can bring analytics to data wherever it is. No matter how big or how remote, we can turn information into action almost instantly. We bring data access and analytics to the edge of the network to provide information and insight. Use this insight to change behavior, capture opportunity, respond to threats, and improve your business.

Next Steps

For more information about Connected Analytics for Collaboration, visit the Cisco Connected Analytics for Collaboration webpage.

To request a private briefing, contact us at sales-connectedanalytics@cisco.com.