Why Measure Your Investments in Collaboration?

Your employees say the collaboration solutions you’ve invested in are great. But are your employees using them? Have you improved business efficiencies, increased customer service, and reduced costs such as travel? Are you on track to get the ROI you expected?

To answer these questions, you need the right data. Specifically you need to:

- See who is using your collaboration solutions
- Understand how those employees are using them
- Benchmark your results against industry standards
- Promote adoption to realize returns more quickly
- See where your investment is paying off

Are You Meeting Your ROI?

We don’t work in silos any more. According to one study, half of performance gains in a business come from collaboration.¹ You want to make sure your employees use the collaboration tools you purchased.

Collaboration tools such as Cisco® Unified Communications and video conferencing offer ways to reduce nonessential areas such as travel costs. Are the tools delivering the outcome you were expecting?

You’ve made a big investment in collaboration, like many other companies.² You need to justify that expense.

Buyer Challenges

Challenge 1: Collaboration Utilization

You may not know how many people are using the collaboration solutions you’ve made available to your employees. We use collaboration analytics to measure your organization’s usage of voice, video, conferencing, and messaging. This helps you to:

- Measure and monitor collaboration adoption over time
- Gain visibility into which groups are using which solutions
- Measure how targeted adoption campaigns are working

Challenge 2: Collaboration Benchmarking

You think your employees are using your new collaboration solutions effectively. But how does your usage compare with other companies’ usage? Our experts use analytics to help you to benchmark your usage compared to that of other organizations or similar functional areas. This helps you to:

- Pinpoint areas of progress
- Pinpoint areas that need improvements
- Compare how groups are doing

Challenge 3: Collaboration ROI

You were told that collaboration solutions would help you improve your business processes and customer service. You don’t know how much those solutions have helped. We use collaboration analytics to help you identify and measure the impact of collaboration on your business. We can correlate the use of collaboration solutions to business outcomes such as:

- Improvements in sales
- Reductions in corporate expenses such as travel
- Acceleration of mergers and acquisitions
- An increased pace of product development

² CIO Study – Executive Summary, Harvey Nash, 2013.
Use Data to Make Informed Decisions
You’ve made a strategic investment in collaboration solutions.

We help you get and analyze the data you need to drive business improvements. This can help you:
• Use real data to promote better decision making and outcomes
• Get faster ROI on your collaboration-solution investments
• Increase collaboration
• Identify and manage areas of resistance to change
• Motivate people to adopt collaborative solutions
• Measure tool usage levels

Fundamentals of Collaboration Measurement
Examples of data and benchmarking that you can use to optimize your collaboration investment: It’s the Connections that Matter Most

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<th>Service Name</th>
<th>Benefits</th>
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<tr>
<td>Cisco Collaboration Change Management Service</td>
<td>Our collaboration analytics capability is part of Cisco Collaboration Change Management Service, which include project management, assessment, analytics, strategy and governance, marketing and communications, and training. Collaboration analytics helps you get the collaboration adoption data and industry benchmarks that you need to facilitate business improvements. Developing a successful collaboration rollout in a large-scale, complex IT environment is a difficult task. Our change management experts have collaboration analytics and proven methodologies that help organizations accelerate business value, meet targeted goals, increase participation, identify and overcome barriers, and motivate employees. You can receive these services directly from Cisco or through Cisco partners.</td>
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Proof Points

Case Studies

A global pharmaceutical company showed slow progress on reducing travel and using video and videoconferencing. Cisco Collaboration Change Management Service was able to perform an operational and cultural assessment. They then developed a plan and set of recommendations removing barriers to adoption and created an internal awareness campaign showing the benefits of video adoption.

An industrial goods manufacturing company rolling out Cisco Unified Communications had higher than expected operational effects and a slower than expected deployment. Cisco Collaboration Change Management Service provided analysis and benchmarking to determine where the IT inefficiencies existed. They simplified the IT process and improved the organization and structure of their IT technical resources.

A global financial institution had a slow adoption of productivity tools for web and videoconferencing. Cisco Collaboration Change Management Service provided an education and awareness campaign which showed business and productivity benefits.

Why Cisco?

Cisco Services are built on smart capabilities: rich intellectual capital, real-time tools, analytics, and automation. These smart services deliver insights into the health of your network, which you can use to promote better business outcomes. Whether you want to seize new opportunities quickly to meet rising customer expectations, improve operational efficiency to lower costs, mitigate risk, or accelerate growth, we have a service that can help you.

To Learn More

For more information about successful real-world implementations and best practices, visit:
• It’s the Connections that Matter Most
• Collaboration Change Management Service