



# Proactively Prepare Your Business to Support New Collaboration Technologies



Cisco Collaboration Services

## Cisco Collaboration Change Management Service

Collaborative technologies are transforming the way people communicate, innovate, and work together. Companies are achieving a new competitive edge and financial performance from the ability to engage dispersed communities to work more closely together, anytime, anywhere, in a more natural and integrated way. New business value is being created every day through collaboration, from reduced travel costs and faster decision making to improved employee, partner, and customer relationships.

There is increasing marketplace pressure for businesses to keep up with evolving customer demands while incorporating cost-effective solutions. However, some companies might find that valuable collaboration tools and technologies are underutilized, or worse, unused. In order to fully realize the potential of collaborative technologies to achieve targeted business goals and desired return on investment (ROI), it is crucial for cultural, behavioral, and process changes to occur throughout the organization, from IT through end users. These changes must be implemented quickly and precisely, and internal IT teams must acquire the necessary long-term skillsets to manage to ongoing change.

## Accelerate Your Competitive Edge with Change Management

An effective change management approach will help encourage the adoption and minimize the impact of new technologies on business, processes, and people. Cisco® Collaboration Change Management Services have developed custom processes, tools, and techniques to help organizations make the adjustments and eliminate the barriers to adopting new solutions with greater speed and effectiveness.

Cisco Services change management experts have an extensive background dealing with large-scale, complex collaboration solutions and have more than a decade of successful customer engagement experience. Proven methodologies and expertise, based on deep industry knowledge, help your enterprise accelerate business value, meet targeted goals, increase participation, identify and overcome barriers, and motivate employees.

Cisco Collaboration Change Management Services include these primary service activities:

- **Project management:** Provision of a single point of contact to coordinate Cisco responsibilities, develop a schedule, and define milestones and project plan throughout all delivered services.
- **Assessment:** Evaluation of your current organizational readiness and barriers to change from a leadership, behavioral, cultural, roles, responsibilities, policies, and process perspective.
- **Analytics:** Examination of collaboration tools usage levels and corresponding business metrics to provide interpretation and recommendations based on desired business results and industry benchmarks.
- **Strategy and governance:** Creation of a comprehensive strategy and execution plan to eliminate barriers and accelerate usage and adoption of collaboration technology to achieve your business goals.
- **Marketing and communications:** Preparation of an internal marketing and communications strategy to increase awareness and accelerate motivation for the new collaboration technology.
- **Training:** Development of a training strategy that will educate IT and end users on how to best utilize the new collaboration technology and how to adopt new processes.

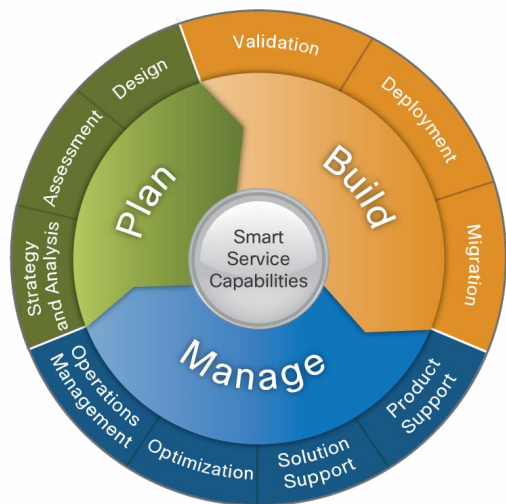
## Customer Examples

Table 1 gives examples of how you can engage Cisco Collaboration Change Management Services to help achieve your vision for a more collaborative, productive environment.

**Table 1.** Cisco Collaboration Change Management Services Examples

Customer	Business Challenges	Collaboration Services Solution
Global pharmaceutical company	<ul style="list-style-type: none"> <li>• Slow progress on corporate objectives for reducing travel</li> <li>• Lack of awareness in user population of how video could improve their work experience</li> <li>• Poor adoption of videoconferencing, resulting in lower than desired return on business video technology investment</li> </ul>	<ul style="list-style-type: none"> <li>• Internal assessment on operational and cultural environment</li> <li>• Plan and design recommendations across IT and organizational culture to remove barriers to adoption</li> <li>• Internal awareness campaign linking business benefits to video adoption</li> </ul>
Industrial goods manufacturing company	<ul style="list-style-type: none"> <li>• Higher than expected operational effects of rolling out unified communications to employee base</li> <li>• Slower than expected deployment, resulting in lower than expected return on unified communications investment</li> </ul>	<ul style="list-style-type: none"> <li>• Analysis and benchmarking to determine IT operational process inefficiencies</li> <li>• Simplified IT process to meet best-in-class standards</li> <li>• Improved organization and structure of IT technical resources for quicker access and issue resolution or avoidance</li> </ul>
Global financial institution	<ul style="list-style-type: none"> <li>• Slow adoption of productivity tools for conferencing such as web and videoconferencing</li> </ul>	<ul style="list-style-type: none"> <li>• Education and awareness campaign to show business and productivity benefits</li> </ul>





## A Complete Continuum of Services at Any Stage

Creating a more collaborative workplace is not an endpoint. It is an ongoing process that can begin with a broad vision or a highly targeted project. Our experience has shown that no matter where you start, you will continue to optimize and add capabilities as your organization realizes the benefits of collaboration. It is important to take a comprehensive, multiyear architectural approach to planning to make sure the infrastructure continues to support the ongoing needs of the business. That is why Cisco Services offer a comprehensive yet flexible approach to support your company at any stage in the evolution of your collaborative environment.

Cisco Services are built upon smart capabilities: rich intellectual capital, real-time tools, analytics, and automation. These smart services deliver actionable insight into the health of your network to promote better business outcomes.

### Types of Operational Efficiencies You Can Gain with Cisco Collaboration Change Management Services

- Achieve the expected benefits of collaboration more quickly
- Be certain targeted collaboration business goals are in place
- Unify the organization through collaboration solution goals and benefits
- Motivate people to make the individual changes needed to achieve expected benefits
- Proactively identify and manage resistance to change
- Help people adopt collaboration quickly and comfortably
- Achieve early wins to build momentum and success
- Introduce change concepts and practices that the organization can use in the future

## Help Users Adopt Collaboration Technologies Quickly and Comfortably

It has been proven that companies are most successful with collaboration technologies when they build change management into their planning. Today's network is a strategic platform in a world that constantly evolves to demand faster and better integration between people, processes, information, and ideas. When optimal services are combined with optimal products, the results are solutions that align with your business needs, opportunities, and future.

## Cisco Services

Through the balance of knowledge and experience, you can realize the full business value of your technology investments with smart, personalized services from Cisco together with our partners. Our collective strengths—commitment to customer success, the breadth and depth of our intelligent network, and our talented people—enable us to solve your most important business challenges. Together, we're changing the way the world works, lives, plays, and learns.

## For More Information

To learn more about the Cisco Collaboration Change Management Service, contact your local Cisco sales representative or a certified partner or visit [www.cisco.com/go/collaborationservices](http://www.cisco.com/go/collaborationservices).