

## How Cisco IT Evolved Enterprise Social Software and Collaboration

Cisco gains more business value by migrating Web 2.0 tools to the Cisco WebEx Social platform.

### BUSINESS BENEFITS

- Implemented IWE for all business functions within one year
- Gain of up to \$24 million value from increased employee productivity
- More than 1000 IWE communities, with more than a 900,000 visits per quarter
- Business process improvements including faster time-to-market for a new product
- High levels of interest and response for employee communications

-We estimate a gain of between US\$3 million and \$24 million in the value of increased employee productivity based on IWE usage today.¶

– Aarti Mittal, Cisco program manager

**Recognizing employee demand for social networking and collaboration tools, Cisco IT began to deploy and support selected Web 2.0 capabilities.** However, this deployment was an informal collection of individual tools, which Cisco IT soon realized couldn't be adequately secured, integrated with other applications, or scaled to meet the needs of the company's 90,000 users.

**Cisco IT initially developed the Interactive Workforce Experience (IWE) to address those challenges and in 2009 released the first version for general use.** In 2010, Cisco IT moved IWE to the Cisco WebEx Social environment in order to gain the advantages of a commercial platform instead of the open-source software that previously served as the IWE foundation. The platform migration required integrating the social sharing tools with minimal user disruption, preserving user documents, migrating different user data types appropriately, supporting application portals, and educating employees.

**With IWE and the Cisco WebEx Social platform, Cisco IT provides the types of social networking tools—blogs, microblog messages, and informal videos—that employees use outside of work.** In IWE, those tools are optimized for internal use within Cisco and are implemented in a robust, scalable, and secure way. IWE allows Cisco employees to more easily find experts within the company, share frequently requested information, and get their work done faster—all integrated within one system.

**Cisco has realized substantial business value from cost savings, improved employee productivity, and transformed business processes that are attributable to IWE.** Since the initial IWE deployment in 2009, the business value, user adoption rates, and transformation of business processes have shown continuous improvement.

**Cisco IT expects continued growth in IWE Powered by WebEx Social in terms of registered users, communities, content, applications, and portlets.** Cisco is also exploring plans to make its implementation of the Cisco WebEx Social platform accessible to external developers to create portlets for the company's use.

### FOR MORE INFORMATION

To read the entire case study or additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT [www.cisco.com/go/ciscoit](http://www.cisco.com/go/ciscoit)

## NOTE

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