



Web Sales Portal

How Cisco IT Developed a Sales Web Portal



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

Improve sales productivity and standardize forecasts across all company organizations, locations, and decision levels

- Solution

Deploy an internally developed ESales Web portal to standardize collection and presentation of sales and forecast information. The portal runs over the Cisco corporate network and leverages Cisco products for content distribution and storage networking

Overview (Contd.)

- Results

Current and high-confidence sales data that improves customer interaction and company decision making

- Next Steps

Continually enhance the ESales portal with new applications, report types, and user communities

Challenge: Improve Sales Productivity

- Reduce time spent by salespeople on indirect tasks
- Lack of standardized information, processes, and interfaces for sales data and reports
- No current-day information or real-time alerts about customer orders
- Huge volume of data made sales report content and distribution unwieldy

Challenge: Increase Forecast Confidence

- No standardized rules for defining potential sales
- Sales managers spent many hours consolidating reports from field sales personnel
- Different definitions and processes impaired confidence in forecast data
- No way to track linearity of the forecast with actual sales

Solution: Deploy Cisco ESales Portal

- Integrated Web portal for sales tracking, reporting, and forecasting
- Accessible on the internal Cisco network, including VPN access
- In the data center, Cisco Catalyst® 6500 Switches with the Content Switching Module perform server load balancing

The screenshot shows the Cisco E-Sales Portal interface. The browser title is "My E-Sales Portal - Microsoft Internet Explorer provided by Cisco Systems, Inc.". The address bar shows the URL: http://www.cisco.com/WWW/Sales/e-sales/portal/monitor/home.html. The page header includes "E-Sales Worldwide Operations" and "Global E-Sales Portal". The user is identified as "David Jones" on "05/26/2005".

The main content area is divided into several sections:

- My Bookings Reports:** A table showing sales data for PROD and SVC categories.
- Booking Options:** A section for selecting current views and hierarchies.
- My Real-Time Bookings:** A section indicating "NO DATA FOUND FOR DATE: 15-Apr-2003 10:16:30 AM (GMT 000) Casablanca, Monrovia".
- My Bookings Attainment:** A table showing booking attainment metrics for various periods and categories.
- My Alerts:** A list of alerts including "EOL [2 of 2]", "Expedite Request [2 of 2]", "Hold Order [2 of 2]", and "Order Released [1 of 1]".

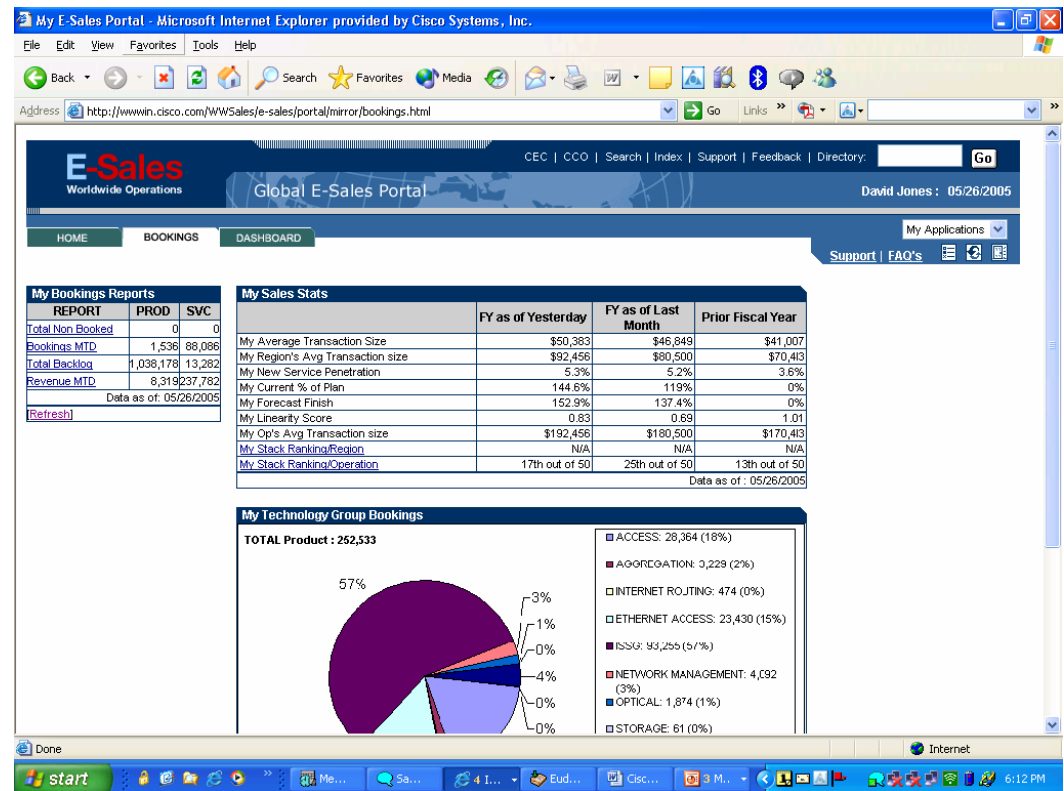
The bottom of the screenshot shows the Windows taskbar with the start button and several open applications, including Internet Explorer and Cisco-related tools. The system clock shows "6:11 PM".

Solution: Deploy Cisco ESales Portal (Contd.)

- In the field offices, Cisco Application and Content Networking Systems and Cisco Content Engines store selected content for fast response and reduced demand on the central servers

Results: Improved Sales Productivity

- Near-real-time reports on customer orders keep salesperson continually updated
- Standardized rules and definitions clarify reports and commission tracking



Results: Improved Sales Productivity

- Personalized news and alerts present relevant company and customer insight
- Salespeople have more time and vital information for serving customers

The screenshot displays the E-SALES web application interface. The main dashboard includes sections for 'My Near Real-Time Bookings', 'My Customer News', 'My Sales Stats', and 'My Bookings Attainment'. A 'My Alerts' pop-up window is overlaid on the right side, listing various alerts such as 'Order Alerts (4)', 'Account Alerts (1)', and 'Other Alerts (3)'. The interface also shows a navigation menu, a search bar, and a date/time indicator.

My Alerts

Order Alerts (4)

- Shipped: 41921648 - EDS
- CFS-Credit Check Pending: 41948876 - QUEST MEDIA SUPPLIES INC
- ENB-Credit Check Pending: 41941162 - EDS
- Warranty Expiration: 41779379 QUEST MEDIA SUPPLIES INC USD 3,540

Account Alerts (1)

- P1: ELECTRONIC DATA SYSTEMS

Other Alerts (3)

- Promotion: EUP-207_800 Series Routers Discounts
- Promotion: EUP-206_Content Networking Partner Lab
- Promotion: Cisco 1105 Hosting Solution Engine NFR Discount

My Near Real-Time Bookings

Account	Booked Date	SO#	Channel	Product	Service	Bill
NEC BUSINESS NETWORK SOLUTIONS	03/29/2001	41376015	Systems		\$2,430	\$0
QUEST MEDIA SUPPLIES INC	03/29/2001	41376515	Value Added Resellers		\$316,836	\$48,024

My Sales Stats

	FY as of Year	
My Average Transaction Size		
My New Service Penetration	19.6%	13.4%
My Current % of Plan	46.4%	37.8%
My Forecast Finish	81.2%	77.7%
My Linearity Ratio	0.32	0.43

My Bookings Attainment

	Category	Bookings		Commit		Plan		Commit To-Go (000's)	Days Left
		(000's)	(000's)	%	(000's)	%			
Week of 11-MAR-01	PROD	\$424	\$108	392.6%	\$173	245.1%	\$0	4	
	SVC	\$159	\$0	0%	\$17	935.3%	\$0	4	
MAR-FY01	PROD	\$415	\$430	96.5%	\$692	60%	\$15	11	
	SVC	\$233	\$0	0%	\$68	342.6%	\$0	11	
Q3-FY01	PROD	\$732	\$1,940	37.7%	\$2,250	32.5%	\$1,208	46	
	SVC	\$273	\$0	0%	\$222	123%	\$0	46	
FY01	PROD	\$2,903	\$8,610	33.7%	\$6,750	43%	\$5,707	137	
	SVC	\$568	\$0	0%	\$727	78.1%	\$0	137	

Results: High-Confidence Forecasts

- Increases confidence in forecast numbers because processes and definitions are consistent worldwide
- Reduces time burden on sales managers by automating many steps for calculating and distributing the weekly forecast
- Single system automatically tracks realistic customer opportunities
- Linearity measurements help company planning and coaching of sales force

Next Steps: More Tools, New Users

- New reports to deliver standardized information across the company
- Extend ESales Portal access to more users within the company and to selected channel partners
- Support access to the ESales portal via Cisco IP Phones and wireless PDAs

The screenshot displays the E-Sales Global E-Sales Portal interface. The header includes the E-Sales logo, navigation links (CEC | CCO | Search | Index | Support | Feedback | Directory), and a user profile (John Doe | 03 January 2002 | 3:30 PM). The main content area is divided into several sections:

- My Accounts:** A dropdown menu for selecting another account, currently set to Company A.
- Customer News - Company A (NYSE:WMT):** A list of news items including Technology Solutions, Company Comments on First Qtr, and FullTilt Solutions Acquires Tylio Inc.
- Reports - Company A:** A list of reports including "My Customer" Report, Presentation Data, OneSource Reports, OneSource Profile, OneSource Competitive Data, OneSource Industry Data, Dun & Bradstreet Reports, and Dun & Bradstreet Profile.
- Account Forecast - Weekly - Company A:** A table showing committed, upside, and downside forecasts for Product and Service across various weeks from 15-Jun to 28-Jul.
- TAC Data Trend Analysis - Company A:** A bar and line chart showing TAC Cases and TAC Bingo over time from Q4 99 to Q3 02.
- Bookings Trend Analysis - Monthly - Company A:** A table showing monthly bookings for Product and Service from May 01 to April 02.
- FY02 Bookings by Technology - Company A:** A pie chart showing the distribution of bookings by technology: Core Routing / Switching (69%), Security (22%), Wireless (7%), IP Telephony (1%), and Content (1%).
- Emerging Tech Penetration - Company A:** A bar chart showing the penetration of various technologies: Digital, IP Telephony, Wireless, Content, and Security.
- Alerts - Company A:** A section for Order Alerts (3) and Account Alerts (1), including items like Shipped, Credit Check Pending, and P1-ELECTRONIC DATA SYSTEMS.
- Customer Sat - Company A:** A section showing Primary and Secondary FY02 scores (4.80 / 25 and 3.90 / 10) and a risk matrix.
- Additional Support Data:** A table showing Data Type, Current Qtr, and Average Per Q, last 4 Qs for Buys and RMAs.

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