

## How Virtual Meetings Provide Substantial Business Value and User Benefits

Cisco TelePresence realizes greater than expected cost avoidance savings and productivity improvements.

### BUSINESS BENEFITS

- Travel cost avoidance savings of US\$90 million from reduced employee travel
- Employee productivity improvements worth more than US\$40 million
- Accelerated revenue from increased sales closing rate and reduced sales cycle time
- Average weekly utilization is higher than the target investment value
- Eliminated 20 million cubic meters of emissions, which equals 8700 cars off the road

“Virtual meetings cost less than in-person meetings, and with Cisco TelePresence they can be just as effective.”

**Suresha Bhat, IT Manager for Emerging Technologies, Cisco**

**With a large investment in its internal deployment of Cisco® TelePresence™ systems,** Cisco IT needed to measure the benefits, usage, and value of TelePresence for company executives.

**From the start of the TelePresence deployment in 2006, Cisco IT has collected system use statistics and participant feedback.** This data is collected at two points: during the setup process for a TelePresence meeting and after the meeting is completed.

**As of mid-2008, Cisco IT data indicated high usage and positive results for the TelePresence rooms.** Benefits include travel cost avoidance savings and fewer emissions because of reduced employee travel, productivity gains for employees, greater interaction among internal teams, time savings for employee recruitment and development, and new communications options for emergency response.

**More customer interaction accelerates revenues.** TelePresence allows Cisco executives and product experts to meet with more customers and sooner than would be possible if traveling to a meeting. More communication with customers has increased Cisco's sales closing rate and reduced the sales cycle time, each by two percent, which produces revenues more quickly for the company.

**Cisco IT has learned that TelePresence utilization can quickly reach high levels.** The average weekly utilization rate of 45 percent for the TelePresence rooms is higher than the 40 percent target required for Cisco to fully realize the investment value of its deployment.

**Continued tracking of usage metrics will sustain the deployment value.** By tracking the utilization and benefit metrics over time, Cisco IT can help ensure that the company is continuing to obtain sustained value from its TelePresence investment.

### FOR MORE INFORMATION

To read the entire case study or for 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)

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