

How Cisco Uses Web-based Enterprise Conferencing

Cisco engineering teams use Cisco Unified MeetingPlace to increase productivity and reduce travel costs.

BUSINESS BENEFITS

- More effective interactions
- Increased employee productivity and satisfaction

“Frequent communication is critical to our success and to working effectively with the customers who use this product. Because of this, we needed a technology approach that was much more effective than e-mail.”

– Heather Paunet, Senior Software Engineer, Lead of Cisco Unified Meeting Place for Lotus Notes Team

With increasing travel costs, concerns around efficiency, and the need for employees to multitask to stay abreast of job responsibilities, enterprises are seeking technology-based solutions that improve the productivity of business and technical groups.

Cisco Systems®, like other large, multinational companies, fields diverse teams whose members are dispersed worldwide. These highly skilled professionals must find efficient, cost-effective ways to work together, whether they are developing product requirements or launching and supporting new products. This case study discusses one engineering team’s use of Cisco® Unified MeetingPlace®, a Web-based conferencing solution that facilitates communications.

Team members derived several important benefits from using this rich media solution. Everyone involved can share their desktops through an audio and Web conference allows debugging, consultations with other Cisco teams, and the resolution of customer problems to occur remotely. Overall communication is more effective.

Time efficiency: Team members can work from home offices. The impact of time zone differences is minimized. Meetings are easy to schedule, because Cisco Unified MeetingPlace is integrated with Microsoft Outlook calendaring. Meetings start on time, and participants can easily involve others as required. Participants can also multitask, tracking the meeting from their desktops and participating actively only when necessary.

Faster time to market: Cisco Unified MeetingPlace helps speed time to market—particularly in terms of fixing bugs. It provides the visual information necessary to process each identified bug, a particular help when the Cisco Technical Assistance Center (TAC) is unable to replicate a problem.

Superior meeting dynamics: Team members found Web-based conferencing preferable to audio only—pointing to the ability to “see” participants join a meeting through the participant list and also to know who is speaking or sharing information.

Less travel, better communication, reduced operating costs.

Case Study: http://www.cisco.com/web/about/ciscoitwork/case_studies.html

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

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