



## Integrated Workforce Experience Case Studies

### Cisco Executive Metrics Community

“Having this information readily available makes it much easier [to prioritize and] allows us to better understand our risks and opportunities.”

- Randy Pond, EVP, Operations, Processes & Systems

#### Key Benefits:

- Cohesive integration of existing metrics from across the organization
- Improved productivity, internal communication, and organizational alignment
- Enhanced visibility to challenges and opportunities

#### Business Value:

- Scalability
- Speed
- Flexibility

#### Executive Summary

Cisco® Executive Metrics (CEM) is an Integrated Workforce Experience (IWE) community that aggregates over 100 metrics reports and dashboards from across Cisco into a single location for the senior leadership team, which consists of vice presidents and above. Due to the lack of a single solution, the executive experience has been fraught with a large amount of valuable but not always organized data, disparate reporting tools, unsecured emails, unnecessary meetings, and extensive staff preparation time. The CEM community transforms this experience by providing a unified place to globally share sensitive cross-functional information with security on roles and relevance. The improved productivity, internal communication, and organizational alignment all scale to support the Cisco collaboration vision and the Cisco-on-Cisco strategy.

#### About Cisco Executive Metrics

CEM is a secure IWE community to provide timely and insightful business intelligence to the Executive Persona. CEM provides a one-stop shop, where cross-functional key performance indicators are readily available on-demand, thereby extending our ability to “Manage by Metrics.”

By utilizing IWE, CEM provides a platform for Cisco Executive collaboration, value-added services to improve user experience and productivity, and an industry showcase for 'Best in Class' Web 2.0 solutions. The objective for the CEM community is to be:

- A strategic tool for accessing high-level measures across Cisco
- Actionable to allow executives to draw conclusions and make decisions
- Flexible to highlight the metrics driven by current business conditions
- A communications vehicle for senior-level messaging
- A reference library for research and reports

#### Business Situation and Challenge

There is a vast amount of valuable reporting data being generated by the functional teams across Cisco to measure and monitor business activity and performance. This data is key to making business decisions that drive revenue and manage operating expenses.

The use of disparate reporting tools and formats, compounded by massive amounts of data, made locating some reports very difficult. Obtaining access to much of the data often required executives to attend meetings whereby the data would be presented. These meetings not only required extensive planning and preparation by the support teams, but also required valuable executive time. In other cases, executives were required to access various reporting tools through the network to access reporting data or request the data be manually distributed through email.

These scenarios were not the most efficient and often not ideal for making swift, critical business decisions. Furthermore, email distribution of highly sensitive reporting data created vulnerabilities, because the security of such reports could not be systematically enforced.

## About IWE

**Integrated Workforce Experience (IWE) is the Cisco internal collaboration initiative encompassing business process, culture, and technology.**

IWE allows you to more effectively connect, communicate, and collaborate with people and communities, as well as share information to help accelerate growth, encourage innovation, and create sustainable productivity.

In addition, Cisco WebEx Social, the underlying platform for IWE, is our very own product, which is being sold to customers and partners.

## Solution and Benefits

The CEM community is the first solution aggregating sensitive cross-functional information and knowledge sharing on a global basis with security on roles/relevance, transforming the executive experience. Instead of attending hours of meetings, searching the intranet, and emailing large files back and forth, CEM delivers easy access to metrics reporting, which provides substantial productivity benefits. CEM also creates awareness of issues and opportunities and enables real-time decision making, generating positive impact to business performance, and driving accountability. In addition, by leveraging the IWE platform, CEM can scale to further drive productivity and operational excellence, thereby contributing to Cisco's 5-year growth goals.

### Key benefits include

- Single-sign-on, user-friendly interface
- Cohesive integration of existing metrics from across organization
- Ability to raise visibility to challenges and opportunities
- Improved productivity, internal communication, and alignment
- Alignment to the Cisco collaboration vision
- Support for the Cisco-on-Cisco strategy

The CEM community provides the following features and functionality:

- **Metrics** – Easy access from within a single solution to over 100 metrics reports and dashboards from across Cisco
- **Communications** – Regularly updated articles provide timely insights and context to the metrics results and the impacts to Cisco
- **Executive Calendar** – Consolidated calendar of executive-level meetings and events
- **Industry News** – Feeds from investor relations and public relations
- **Stock Prices** – Capability to monitor and compare stock prices and view external headlines for Cisco and peers

## Looking Ahead

As adoption of CEM continues to increase, the next phase is under way. The future vision includes:

- Delivering corporate balanced scorecard
- Leveraging web 2.0 capabilities to drive increased collaboration
- Providing anytime, anywhere access via mobility
- Implementing increased automation to help ensure full tie-out of data from top to bottom

Expanding usage of the CEM community at some point to broader audiences beyond the Executive Persona is also being explored.



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