



## Integrated Workforce Experience Case Studies

### Selling to Small Business: IWE Communities

"Community is about the community! If you want people to interact, you have to show them how their involvement impacts the community as a whole. And that is what I love about SB (community). They are a very vibrant and active group challenging themselves to communicate in new ways (blogs, discussions, etc.). It is interaction at its finest!"

- Tony Miller  
Community Manager, GPS

#### Key Benefits:

- Quick access to relevant information
- Easy member participation
- Shared knowledge through community blogs

#### Business Value:

- Speed
- Scale
- Replicability

#### Executive Summary

Thanks to the Integrated Workforce Environment (IWE), the Cisco Selling to Small Business (SSB) community was created and is now considered the single source of truth for Small Business (SB) sales. It is a primary hub and cross-functional resource center for SB initiatives, thought leadership, and product launches. This community provides an effective interface to showcase key business resources, business intelligence, and product launches that would otherwise be lost in email or buried in folders and web pages. Although executives do drive content requirements, it is balanced with considerable and growing input from the Worldwide Sales community.

#### About Worldwide Sales

Worldwide Operations consists of thousands of individuals, working together to deliver the next generation sales experience to our customers and partners around the world. The organization leverages the unique collaborative business model that Cisco has worked so hard to build to bring the entire company together as One Cisco. This will enable the company to align all Cisco assets to our top multi-billion dollar opportunities and shift our global resources to these opportunities faster than ever before.

#### Business Situation and Challenge

The Cisco® Selling to Small Business (SSB) group of the Worldwide Sales organization offers a range of products and enhanced services and support, all designed to help small businesses grow their business, improve security, and boost performance while controlling costs. The team was only in existence for about a year when the Integrated Workforce Experience (IWE) was made available, and their vision is to become the most trusted IT and communications provider to Small Businesses and their partners.

Although the Cisco Employee Connection (CEC) has been a useful way to disseminate information, it does not meet the demands of the current and future business environment for Worldwide Sales. The experience of the CEC, which involves employee connection to the company, the organization, and colleagues, is cumbersome and somewhat impersonal, and information needed for sales employees to effectively execute their jobs is not always easily accessible. Being a new organization meant that SSB were already looking for a new way to collaborate.

Distinctive challenges to collaboration faced by SSB included:

- Inability to access sales information quickly
- Navigating through large amounts of irrelevant material to find applicable information
- Numerous emails for messaging
- Cumbersome access to multiple sales links and resources.

## 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 SSB community's overall objective is to become the primary hub and cross-functional resource center for Small Business initiatives, thought leadership, and product launches. The goal is to create a repository of knowledge that enables sales teams to quickly access and disseminate information. The intended audience is the Worldwide Sales staff, with contributions and participation from the entire SSB organization.

To help ensure that information could be quickly and easily accessed, the community defined the relevant content tracks that are included in the "Find it fast!" subjects on the dashboard, as well as identifying who the true subject-matter experts/owners are for each. A few of the easy access links include:

- **Goals and Executive Messages:** Goals/strategy information, newsletters, etc.
- **Competition and Market Intelligence** Access to vendors, competitive information, and strategic direction specific to SSB
- **Launches:** Access to planned launches and deliverables, dates, etc. relative to SSB
- **Services & Support:** Access to SSB services and support center, on-line chat support, support community, and partner support.

"SB Favorites" links on the community dashboard also promote collaboration by providing fast and efficient methods of locating the appropriate contacts. These useful links in favorites include:

- **Account team directory:** Enter a company name or keyword to search for team members
- **Content finder tool:** Find assets for new launches and programs, including localized files
- **Partner locator:** Search for a partner using an ID search alone, or a combination of name and/or country
- **Pricing tool:** Download latest pricing for Small Business products
- **Small Business Technology Products:** Find all collateral for all Small Business Technology Group (SBTG) products.

The dashboard also includes other portlets such as community announcements, blogs, and a community activities feed. These portlets provide users a quick glance at what is going on, and hot topics being blogged, documented, and updated in the library.

## Looking Ahead

The SSB community looks forward to making IWE Powered by WebEx Social more accessible to the mobile sales force, which will reduce the number of emails being sent.

The community also looks forward to making the contribution and participation in the community more autonomous. The goal is to create an environment where all members are increasingly comfortable participating and providing input to their community.



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