Integrated Workforce Experience Case Studies

IT Customer Strategy and Success: IWE Communities

> ""Our email is down over 80%. Things that took 7 steps take 2. Things that took 5 steps take 1. It's getting so simple."
>
> - Lance Perry,
>   Vice President ITCS&S

Key Benefits:

- Quick launch links to multiple functional resources
- Concentrated collaboration on daily workflow
- Integration of multiple communication methods

Business Value:

- Scale
- Replicability

Executive Summary

For IT Customer Strategy and Success (ITCS&S), functional-level information is distributed across a variety of locations, including wikis, LiveLink, Blogger, and Jive forums, with a strong dependency on email. Multiple methods of communications make daily task management and collaboration cumbersome. The ITCS&S team chose IWE to create a community to bring the team together around their daily activities and consolidate the various communication methods and solutions such as Unified Communications and Data Center, into one location. This helped ensure one workspace that allowed the team to easily understand, access, and contribute information.

About Cisco on Cisco: Inside Cisco IT

Cisco on Cisco is part of the ITCS&S organization. ITCS&S helps create trusted partnerships with customers by offering a global peer-to-peer perspective through strategic leadership programs, industry participation, IT customer engagements, and enterprise experience.

IT professionals need information that helps them plan and develop successful technology deployments. Cisco on Cisco shares practical experiences and lessons learned from deploying Cisco products and technologies in a global enterprise infrastructure, and how these network solutions can help to implement business strategies that get results. IT challenges faced every day are shared through IT business and technology articles, case studies, best practices, videos, and high-level executive presentations.

Business Situation and Challenge

The ITCS&S team uses multiple resources for collaborating on day-to-day activities. Functional-level information is distributed across a variety of locations, including wikis, LiveLink, Blogger, and Jive forums, with a strong dependency on email. All of these communication mechanisms make daily task management and collaboration cumbersome. There was a need to consolidate all of the collaborative content into one location for functional team tasks and to help drive team activities.

Solution and Benefits

ITCS&S focused on bringing the IWE experience to the team level in addition to using it for marketing and informational purposes. The IWE functionalities allowed the team to build the functional community themselves, rather than relying on another team for assistance.

The ITCS&S community is a functional work space, focusing on team initiatives and daily work processes. The community dashboard emphasizes team initiatives, with quick launch links to the various collaboration resources, including:

Team calendar

Blogs

Document library

Wikis

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.

These quick launch links are prominent in the dashboard view, and make it easy for community members to connect to the resources that they need without having to navigate through the tabs.

Also featured on the dashboard are:

- Community announcements
- Community activities
- Polls
- Popular blogs

The ITCS&S team chose IWE to create a community to bring the team together around their daily activities and integrate the various communication methods and solutions such as Unified Communications and Data Center, into one location, helping ensure one workspace that allows the team to easily understand, access, and contribute information.

The team has found that getting tasks done through a single location simplifies processes and has reduced email by 80%

Looking Ahead

The ITCS&S team is looking forward to continuing to build the community and bring their immediate and extended team together through IWE. They see promise in IWE as a collaborative solution and look forward to further defining business value from utilizing the capabilities available to improve business processes.