



Cisco Adoption Strategy Services

User Solution Empowerment (USE)

Use More, Do More

Collaboration technologies are transforming the way people communicate, innovate, and work together. Companies are achieving a new competitive edge and financial performance from the ability to engage dispersed communities to work more closely together, anytime, anywhere, in a more natural and integrated way.

Accelerate Your Competitive Edge with Change Management

An effective change management approach will help increase utilization and minimize the impact of new technologies on business, processes, and people. Cisco® User Solution Empowerment has developed custom processes, tools, and techniques to help organizations make the adjustments and eliminate the barriers to adopting new solutions with greater speed and effectiveness.

Cisco Advanced Services change management practitioners have an extensive background dealing with large-scale, complex collaboration solutions. Proven methodologies and expertise, based on deep industry knowledge, help your enterprise accelerate business value, meet targeted goals, increase participation, identify and overcome barriers, and motivate employees.

Benefits

- Achieve the expected benefits of collaboration quickly
- Be certain targeted collaboration business goals are in place
- Unify the organization through collaboration solution goals and benefits
- Motivate people to make the individual changes needed to achieve expected benefits
- Proactively identify and manage resistance to change
- Help end users adopt collaboration quickly and comfortably
- Achieve early wins to build momentum and success
- Introduce change concepts and practices that the organization can use in the future

Case Study

Global Pharmaceutical Company

Challenges

- Slow progress on corporate objectives for reducing travel
- Lack of awareness in user population of how video could improve their work experience
- Poor adoption of videoconferencing, resulting in lower than desired return on business video technology investment

Solution

- Internal assessment on operational and cultural environment
- Custom education assets and training delivery tailored to specific users to help drive video use
- Internal awareness campaign linking business benefits to video adoption

Outcome

- Improved work environment with better collaboration Video experience
- Major travel savings due to more effective and consistent utilization of video

User Solution Empowerment offering include these primary service activities:

- **Strategy and Governance:** Creation of a change management strategy and execution plan to eliminate barriers and accelerate usage and adoption of collaboration technology to achieve your business goals.
- **Marketing and Communications:** Preparation of custom internal marketing and communications strategy and custom assets to increase awareness and accelerate motivation to adopt the new collaboration technology.
- **Learning and Coaching:** Development of a custom education strategy and assets that will teach end users how to best utilize the new collaboration technology.
- **Project management:** Provision of a single point of contact to coordinate Cisco responsibilities, develop a schedule, and define milestones and project plan throughout all delivered services.

Helps Users Adopt Collaboration Technologies Quickly and Comfortably

It has been proven that companies are most successful with collaboration technologies when they build change management into their planning. Today's network is a strategic platform in a world that constantly evolves to demand faster and better integration between people, processes, information, and ideas. When optimal services are combined with optimal products, the results are solutions that align with your business needs, opportunities, and future.

Next Steps

Visit www.cisco.com/go/collaborationservices to connect with our advisors and protect your business today.