Communication and Collaboration
Integrated Workforce Experience

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Vice President, Communications and Collaboration IT
Twitter: @CiscoSheila
Trends Driving Collaboration

- Globalization
- Scale & speed
- Building trust
- Building global teams
- Economic pressures
- Empowered employees
- Consumer-like capabilities

- Continuous connectivity
- Virtualization
- SOA
- Social software

- Employee mobility
- Real-time content and video
- Device proliferation
- Work anywhere, anytime

- Video
  - Current content
    - Email, PowerPoint
  - New content
    - Blogs, wikis, discussion forums
Positioning the IT Organization to Execute for Value

- Growth
- Experience
- Productivity
- Communication and Collaboration

Strategies
Business Capabilities
Operational Functionality
The Communication and Collaboration Story

Integrated Workforce Experience
Powered by Cisco Quad

Connect
The Right People, Resources, and Content at the Right Time

Communicate
More Effectively and Efficiently

Collaborate
Internally and Externally

Learn
From All

Goal Is to Drive Productivity, Growth, and Innovation
Elements of Collaboration Transformation

Integrated Workforce Experience
Powered by Cisco Quad

Result Is a Personalized, Relevant Workspace
Video
Collaboration: A Day in the Life
Why Cisco?

Real-Time IP Voice and Video Integrated into Enterprise Social Software Provides Personalized, Relevant Workspace Which Is People-Centric
Cisco IT Integrated Collaboration Architecture

- **Devices Layer**
  - Mobility
  - IP Communications
  - TelePresence
  - Desktop

- **Collaboration Applications Layer**
  - Directory
  - Communities
  - Integrated Workforce Experience
  - Portals

- **Transformational/UI Layer (Any Device, Anywhere, Anytime)**

- **Common Application Services Layer**
  - Search
  - Grouping
  - Notification
  - Content Exposure
  - Collaboration
  - Tagging

- **Web Services Layer**
  - RSS
  - Video
  - Wiki
  - Blogs
  - Forums
  - Document Management
  - Access
  - Transactional SOA App
  - Ciscopedia
  - Tagging

- **Data Access Policies Layer (Entitlements, Identity Management, Authentication)**

- **Data Aggregation Layer**
  - Web 2.0 Data
  - Multiway Metadata
  - Video Repository
  - Transactional System Data
  - Document Repository
  - HR Data

- **Cisco Network Layer**
  - MediaNet
  - Policies
  - Security
  - Tagging

- **Network Services**
  - Tagging
The Communication and Collaboration Story

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Community Taxonomy and Filters

People
- Job role
- Organization, department
- Customer, partner, account

Work
- Business work groups
- Enterprise Council
- Product, service
- Project, program
- Support
- Executive metrics

Life Interest
- IWE for Women
- Team Cisco Volleyball
- Cisco Cancer Survivors

Open
Restricted
Private
Demo
Integrated Workforce Services

Integration with Enterprise Applications
Welcome to the Global Platform for Sales

Welcome to a new platform for enabling One Cisco for sales. This community brings together the global sales force in a unique environment designed for one purpose - to help you sell. Here you’ll find the most current news about strategies and initiatives from worldwide and theater leadership. You’ll be able to view at-a-glance the most popular blogs, field-viable resources and content ranked by you. The six architectural play content communities are readily accessible from this space as are all the tools you’ll need to see your pipeline, access salesforce.com, and engage your accounts. Great selling! >> View & Comment

If you’re not already a member, click the “Join this Community” link in the Actions portal top right-hand column of this page.

Activities

Jess Wells edited Grab Your Share of a $12B Opportunity - Accelerate Your Core Sales!

Larry McCready shared NorthWest One Best Practices - Shoot Outs with Global Platform for Sales
Workforce Services Today

- Functionally-driven
- Difficult to find and navigate
- Many are event-driven
- Underlying content is missing, incorrect, or outdated
## IWE Workforce Portlets

<table>
<thead>
<tr>
<th>Human Resources</th>
<th>Q1 FY11</th>
<th>Q2FY11</th>
<th>Q3FY11</th>
<th>Q4FY11</th>
<th>Q1/Q2FY12</th>
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</thead>
<tbody>
<tr>
<td>My Paid Time Off</td>
<td>My Approvals</td>
<td>My Learning and Development</td>
<td>My Development Plans &amp; Goals</td>
<td>My Timecard</td>
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</table>

<table>
<thead>
<tr>
<th>Finance</th>
<th>Q1/Q2FY12</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Resource Metrics</td>
<td>My Expenses</td>
</tr>
<tr>
<td>My Travel</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>IT Support</th>
<th>Q1/Q2FY12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Central</td>
<td>Mobile Device Services</td>
</tr>
</tbody>
</table>
Extending Collaboration

MyView
Internal/Employees

MyView
Customers/Partners
My Cisco Executive Summary
November 2010

Europe
632 New Users
10% Increase in Repeat Visits

Japan
31 New Users
0% Increase in Repeat Visits

Emerging Markets
567 New Users
27% Increase in Repeat Visits

Top Three Modules Added
Add Devices
Certifications and Specialization
Cisco Support Community (NetPro)

Asia
518 New Users
35% Increase in Repeat Visits

Worldwide
94K Visits Since March (Launch)
57K Active Users Since March
16.2% Increase in New Users Since March
156 Countries Visited MyCisco
MyCisco Customer Metrics
Launch Summary (March to November 2010)

- Active partner organizations over 34,800
- Over 57,200 active users on MyCisco
- Over 94,000 visits since March 2010

Year-to-Date Summary*

<table>
<thead>
<tr>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total New Partner Organizations</td>
</tr>
<tr>
<td>Total Repeat Partner Organizations</td>
</tr>
<tr>
<td>Total Active Partner Organizations</td>
</tr>
<tr>
<td>Total New Users</td>
</tr>
<tr>
<td>Total Repeat Users</td>
</tr>
<tr>
<td>Total Active Users</td>
</tr>
<tr>
<td>Total Visits or Hits</td>
</tr>
</tbody>
</table>

*March launch through October 2010.
Video Collaboration
Cisco IT Video Management Strategy
Unique Value of Video

- Executive Messaging
- Product Demonstrations
- Company Meetings
- Community Involvement
- HR Training
- Learning and Tutorials
- Meeting Recordings
What Have We Learned So Far?

Three Key Findings

• Video builds trust within the enterprise
• Not all video is equal ("Rate This Video" ★★★★★)
• Need governance and policies for video content
## Areas of Financial Value for Cisco TelePresence and Video Solutions

<table>
<thead>
<tr>
<th>Travel Reduction</th>
<th>Employee Productivity</th>
<th>New Business Models</th>
<th>Business Continuity</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reduce travel for internal and external meetings</td>
<td>• Increase “in-person” interactions</td>
<td>• Sales: increase customer contact; reduce sales cycle</td>
<td>• Accelerate decision-making</td>
</tr>
<tr>
<td>• Reallocate travel to increase customer/vendor intimacy</td>
<td>• Improve access to busy executives</td>
<td>• Marketing: accelerate content development, time-to-market</td>
<td>• Effective crisis management</td>
</tr>
<tr>
<td>• Positive environmental impact, reduce emissions</td>
<td>• Scale and improve access to subject matter experts</td>
<td>• Product development: reduce development cycle</td>
<td>• Emergency executive meetings</td>
</tr>
<tr>
<td>• Facilitate work-life integration, workplace flexibility</td>
<td>• Enhanced communication and decision making</td>
<td>• Manufacturing: improve supply chain integration</td>
<td>• Improve communication and decision making</td>
</tr>
<tr>
<td>• Reduce travel “downtime”</td>
<td>• Increased face time with customers</td>
<td>• Professional services: more consulting time</td>
<td>• Cisco asset protection</td>
</tr>
<tr>
<td></td>
<td>• Increase employee knowledge share</td>
<td>• HR: reduce hiring cycle resulting from remote job interviews</td>
<td>• Remote management of assets</td>
</tr>
<tr>
<td></td>
<td>• Ad hoc employee video communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Time-shifted communication</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Leadership Beyond Technology
Communications and Collaboration Board

The C&C Cross-Functional Board Drives Innovation and Success in Communication and Collaboration at Cisco

Co-Chair
Jim Grubb
Corp Comm

Co-Chair
Sheila Jordan
IT

Mala Anand
Services

Tricia Baker
Engineering

Murali Sitaram
Engineering

Mike Metz
Marketing

Harbrinder Kang
Corp Comm

Angela Stark
Corp Comm

Jodi Krause
Corp Positioning

Kevin Harrington
CVCM

Amy Kwan
Finance

Don McLaughlin
HR

Rick Hutley
IBSG

Marisa Chancellor
IT

Lance Perry
IT

Van Dang
Legal

Christine Castle
Sales

Shanthi Iyer
Sales/IT

Andy Starr
WebEx

Chris Treille
WW Channels
Leadership Beyond Technology

- Scalable, integrated processes
- Services framework
- Business value

- Leadership
- Change management
- Governance
- Transforming how we work

- Quad
- Video
- Unified Communications
- TelePresence
- Instant messaging
- Access to transformational systems
- Security
Six Steps to Transformation

1. Develop and Share the Vision
2. Develop Enterprise Architecture Approach
3. Assemble Accountable Cross-Functional Leadership Team
4. Identify Business Opportunities or Pain Points
5. Create Integrated Technology Roadmap
6. Deliver Workforce Services That Surprise and Delight

Change Management
Governance
Communicate...Communicate...Communicate...Communicate
Metrics
Integrated Workforce Experience
New Approach to Global Development

Collaborating to Deliver Collaboration

- WebEx conferencing with integrated video and meeting recordings
- IWE Community for program management and centralized documents
- Discussion forums for nightly program handoffs in place of email
- Global meeting planning for all time zones
Value of Collaboration
Three Value Drivers
Transforming How We Work

**Innovation**
- Accelerate R&D
- Create new business models
- Generate ideas

**Growth**
- CEO care-abouts
- Extend global reach
- Drive revenue
- Cultivate new markets
- Accelerate sales cycle

**Productivity**
- Operational efficiencies
- Faster decision making
- Reduce costs
- Leverage and reuse
In FY09, Cisco Achieved $1.052B in Net Benefits from Web 2.0 Collaboration Solutions, Up from $691M in FY08.

### Cisco Collaboration Initiatives
#### FY09 Benefits from Seven Distinct Collaboration Programs

<table>
<thead>
<tr>
<th>Innovation</th>
<th>Connected Workspace</th>
<th>$11.5M</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mac Wiki</td>
<td>$5.5M</td>
</tr>
<tr>
<td></td>
<td>C-Vision and Video Blogs</td>
<td>$11.1M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Growth</th>
<th>Expertise Locator (SOAR)</th>
<th>$108.6M</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sales Productivity (New)</td>
<td>$15.4M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Productivity</th>
<th>Remote Collaboration (TP/WebEx/UC)</th>
<th>601.3M</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Telecommuting</td>
<td>$298.7M</td>
</tr>
</tbody>
</table>

**Total** $1.052B
IWE Metrics Summary
April 30, 2011

Launch Stats

Launch Date: November 9
Number of Communities: 159
Number of Portlets: 74
Number of Wiki Pages: 3,438
Number of Documents: 22,974
Number of Forum Posts: 13,160
Number of Blogs: 1,420

Activity Since Launch

Number of Users: 69,071
Number of Visits: 1,319,354
Number of Hits: 9,411,266
Number of Posts: 24,422
Number of Doc Uploads: 24,030
Number of Forum Posts: 13,533
Number of Microblogs: 21,034

Adoption of New Features

- Highest content creation via posts
- 17% of user base follow others
- 1,932 users added expertise tags
Theatre Adoption

US and Canada
41,790 Visitors
65% Adoption
13,791 Posts

European Markets
9,020 Visitors
67% Adoption
3,285 Posts

Japan
1,534 Visitors
80% Adoption
325 Posts

Asia Pac
12,965 Visitors
46% Adoption
1,134 Posts
Cisco on Cisco Proof Points: Transforming How We Work

Virtual Global Annual Sales Conference

- Hosted 20,000 global participants
  90 countries, 270 cities
- Avoided 211M air miles
- Held 88 hours of consecutive events
  Streaming video
  Integrated seven technologies
- Achieved 90% cost savings
- Highly engaging employee experience
Cisco on Cisco Proof Points: Transforming How We Work

WebEx Conferencing and Instant Messaging

- WebEx conferencing
  - 68% usage increase in 12 months
  - 525M conferencing minutes globally
- Cisco WebEx Connect Instant Messaging
  - Included testing, backup, readiness
  - Actual account migration took 2 weeks
- 87K users now with single IM solution
  - Significant usage increase over previous IM
- Business-to-business IM federation
  - Changes policy and process
Cisco on Cisco Proof Points: Transforming How We Work

Cisco TelePresence

- Deployed 997 units
  240 cities in 59 countries
- Conducted 828,000 scheduled meetings
  Additional 166,236 ad hoc meetings
- Saved more than $753M in travel
  188,221 meetings avoided travel-to-date
- $282M productivity cost savings
- Improved sales cycle and win rates
  Average deal cycle reduced up to 9.7%
- Increased customer interactions
We Are Transforming Work Collaboration Within the Cisco Enterprise

Delivering Productivity, Growth, and Innovation
Power of Collaboration Becomes Exponential
Collaboration Outside the Cisco Enterprise
Q & A
Call to Action

Collaboration Discovery Workshop

• Enjoy a complimentary Cisco Discovery Workshop
• Email us at: Collaboration_discovery@cisco.com

Meeting on Us Postcards

• Have a complimentary TelePresence meeting, courtesy of Cisco—just complete your postcard or go to www.ciscomeetingonus.com

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