Transforming Today’s Business for Future Growth

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Communication & Collaboration IT
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Trends Driving Collaboration

- Continuous Connectivity
- Virtualization
- SOA
- Social Software

Technology
- Employee Mobility
- Real-Time Content & Video
- Device Proliferation
- Work Anywhere, Anytime

Business
- Globalisation
- Scale → Speed
- Building Trust
- Building Global Teams
- Economic Pressures
- Empowered Employees
- Consumer-Like Capabilities

Content
- Video
- Current Content
  - Email, PowerPoint
- New Content
  - Blogs, wikis, discussion forums

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Positioning the IT Organization to Execute for Value

- Strategies
- Business Capabilities
- Operational Functionality

Communication and Collaboration
Productivity
Experience
The Communication & 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
Cisco Quad

Micro-blogging
Integrated Cisco UC and Presence
Personal Dashboard
People, communities, information
Social Tagging
Content Management
Advanced Search

Cisco Video Communication & Collaboration
TelePresence
Unified Communications
Flip Video
Conferencing
Enterprise Video
My Approvals

Click to call, IM, meet, email
Community team space
Directory Profile
Video: Cisco Show and Share
Applications and Services

Blogs, wikis, forums

People, communities, information

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Why Cisco?

Real-time IP Voice and Video Integrated into Enterprise Social Software provides personalized, relevant workspace which is people-centric.

Voice Services
Communication

Cisco Quad
Enterprise Social Software

Rich Video
Video

People

Email
Documents
Calendar
Cisco IT Integrated Collaboration Architecture

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

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 Access Policies Layer (entitlements, identity management, authentication)

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

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

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The Communication & Collaboration Story

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The Enterprise Meets Social Networking
The Communication & Collaboration Story
VIDEO COLLABORATION
Integration and Interoperability

Cisco Video Ready Network

- Cisco TelePresence
- WebEx Video Meetings
- Cisco Unified Video

Many to Many

- Cisco Show and Share
- Digital Media Signage
- Cisco TV Broadcast

1 to Many

- Cisco Unified Video Advantage
- WebEx Connect Video
- Cisco Unified IP Phones

1 to 1
Cisco IT Video Management Strategy

**VIDEO SHARING**
- Service & Operations
  - Support Strategy/Model, Case Management, Proactive Monitoring, Upgrade & Release Management, Training

**VIDEO CONFERENCING**
- Security
  - Network Security, Information Security, Access Control

**VIDEO STREAMING**
- Deployment
  - Facilities, Governance & Communication, Provisioning, Logistics & Installation

**SERVICE & OPERATIONS**
- Network, Infrastructure, Data Center

**STORAGE**
- Physical Storage Management, Digital Asset Management, Records Management

**DEPLOYMENT**
- Service, Governance & Communication, Provisioning, Logistics & Installation

**ARCHITECTURE**
- Business Value
  - (Value/Cost, Use Cases)

**METRICS**
- Process & Data Management, Operations/Optimization Metrics

**NETWORK & CAPACITY MANAGEMENT**
- Bandwidth Management, Call Management, Network Monitoring, Content Delivery/Distribution

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Unique Value of Video

- Executive Messaging
- Company Meetings
- Learning & Tutorials
- Community Involvement
- Meeting Recordings
- HR Training
- Product Demonstrations
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
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. Comms

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

Susan Monaghan
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

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Leadership Beyond Technology

- Quad
- Video
- Unified Communications
- TelePresence
- Instant Messaging
- Access to transformational systems
- Security

- Scalable, integrated processes
- Services framework
- Business value

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

**Sustainable Business Value**

- Change Management
- Governance
- **Communicate…Communicate…Communicate…Communicate**
- Metrics
Integrated Workforce Experience
New Approach to Global Development

Core QA
Content Management

Portlet Development
Program Management
IWE Framework
QA
Infrastructure
Migration/Deployment

Application Development
Project Management
Metrics/Analytics
Portlet Development

IWE Framework
QA
Infrastructure

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
IWE Metrics Summary January 1, 2010

Launch Stats

Launch Date: Nov 19
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: 32,494
Number of visits: 265,591
Number of hits: 1,766,138
Number of posts: 5,419
Number of doc uploads: 5,548
Number of forum posts: 5,548
Number of microblogs: 6,636

IWE on Liferay vs. IWE on Quad

Time to reach 30K users = 6 minutes vs. 6 weeks
Page views per visit = 3.5 vs. 6.6
% users using MyView = 36% vs. 78%

Adoption of New Features

Highest content creation via Microblogs
17% of user base added contacts
696 users added Expertise tags
Global Adoption

US & Canada
20,184 visitors
31% adoption
3,342 posts

Emerging Markets
1,944 visitors
36% adoption
81 posts

European Markets
4,876 visitors
36% adoption
823 posts

Asia Pac
4,691 visitors
17% adoption
287 posts

Japan
799 visitors
41% visitors
107 posts
Cisco Quad Changes the Classroom Experience

- Students and faculty worldwide use Cisco Quad to dynamically interact and create virtual classrooms, tutors, and online bulletin boards.

- Quad provides global benefits to Duke:
  - Builds single community for Duke students
  - Enhances interaction and communication
  - Prepares students for life and work
  - Improves student life through social networking
  - Transforms the learning experience
Cisco Quad Saves Costs and Increases Productivity

- Fife is Scotland’s third largest local authority and council
- Closed more than 90 government buildings, created a mobile workforce
  - Goal to save £50 million this year and reduce travel by 5 million miles per year
- Cisco Quad lets remote and mobile workers connect and collaborate, reduces costs for Fife
  - Supports cost savings and productivity initiatives
  - Major cultural change for Fife employees; greatly streamlines the work day

“Cisco Quad is not an IT tool, it is an enabler of my strategy.”
Steven Moore, Head of Social Services, Fife Council
Virtual Global Annual Sales Conference

- Hosted 20,000 global participants
  - 90 countries, 270 cities
- Avoided 211M air miles
- Held 88 hrs of consecutive events
  - Streaming video
  - Integrated 7 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
• Full migration activities took 45 days
  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