



Beyond Dial Tone: Collaboration Enabled Business Transformation

**Collaboration Practice
Cisco Advanced Services**

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- The roadmap and forward looking statements are not specific to any customer.
- Many of the products and features described herein remain in varying stages of development and will be offered on a when-and-if-available basis.
- This roadmap is subject to change at the sole discretion of Cisco, and Cisco will have no liability for delay in the delivery or failure to deliver any of the products or features set forth in this document.
- For any questions about the roadmap please contact the AS Collaboration Practice team directly.

AGENDA

- **Introduction to CEBT**
- **Cisco/SAP Integration**
- **Demonstration**
- **Value of CEBT**
- **Next-steps**



Introduction to CEBT

Collaborative Enterprise: Business Process Automation + Human Network

Enterprises have a huge investment in CRM, ERP, supply chain, and process automation.

While processes have been automated, human interactions are now key to increasing agility and efficiency.

Collaborative technologies will fundamentally change the ways that companies do business...

...business process combined with Cisco next-generation enterprise collaboration capabilities will transform the way our customers work.

“Raising the productivity of employees whose jobs can't be automated is the next great performance challenge - and the stakes are high.”

**McKinsey & Company,
The 21st Century
Organization**

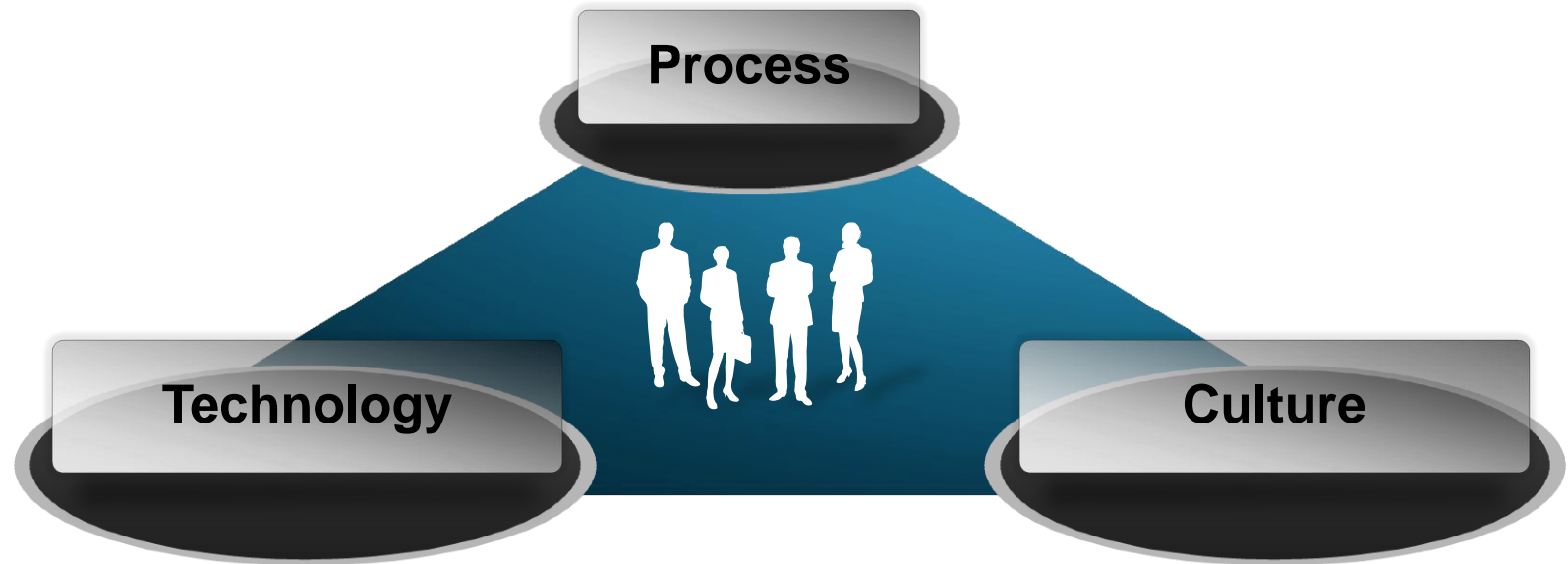
What is Collaboration Enabled Business Transformation (CEBT)?

- CEBT refers to a category of solutions and capabilities that:
 - Allow communication & collaboration functions (voice & video) to be tightly embedded and augment systems and applications to dramatically reduce the latency and increase the effectiveness of business processes
- The concept is not new
 - Application/communication integration has been around for 20+ years (e.g. CRM screen-pop in contact centers)
- The combination of convergence, SOA, the Network as the Platform, Mobility, and UC opens new opportunities
 - Context driven communications and collaborations
 - Presence, locations, communication capability, preference & history, etc..
 - Anytime, anywhere, any device: tracking, reporting, collaborating & acting



Cisco and SAP

Collaboration is Equal Parts Process, Culture and Technology

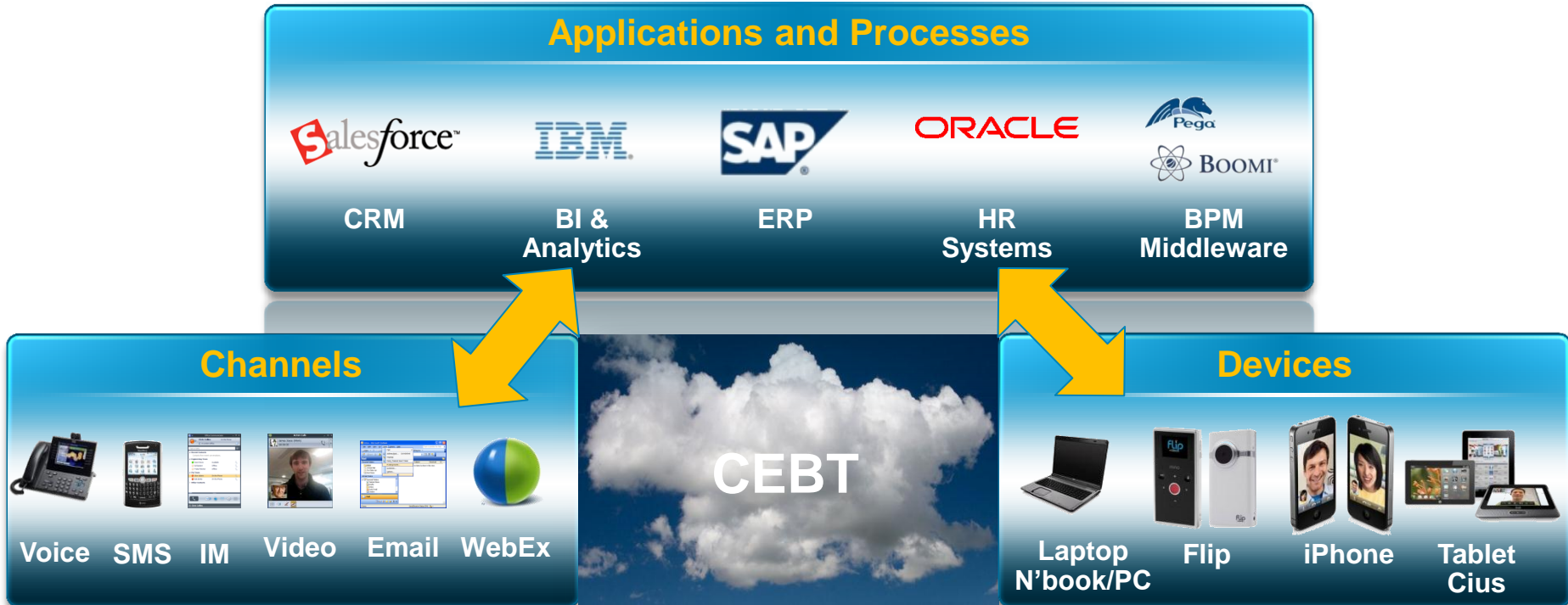


**Collaboration isn't just about technology.
We're using collaboration to change the way we work**

- John Chambers, CEO of Cisco

CEBT – Business Transformation

Enabling “Context Driven” Collaboration



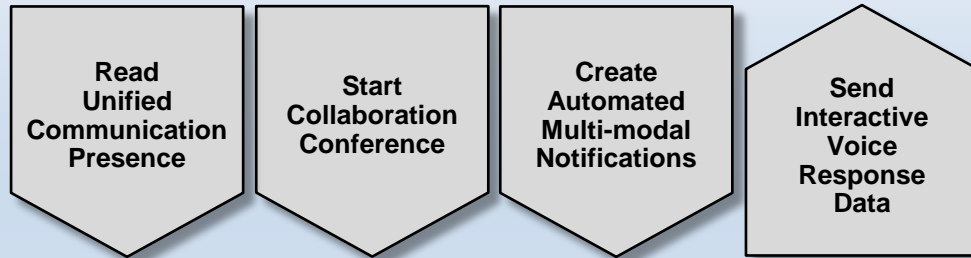
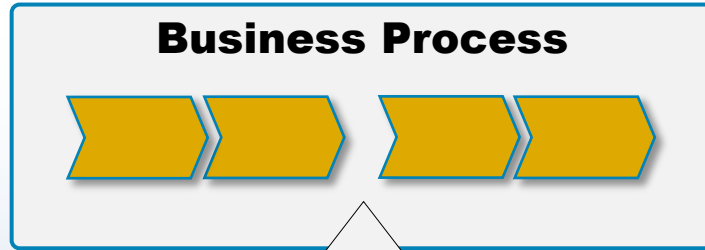
Context Driven Collaboration

- Extends the business context to Any Device, Anywhere, Anytime
 - Empowers users to consume – choice to collaborate
- Delivers quantifiable communication and collaboration processes
 - Streamlines workflows and collaboration



Unified Communications

Generic, re-usable business process building blocks - Details



SAP methodology-compliant Services based on

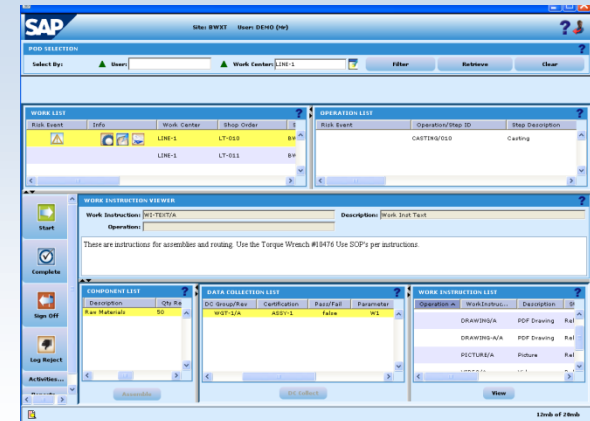


*Multi channel = IM, SMS, Voice, Video, Email, Agent Desktop (CC)



Enhance existing business process with Cisco Unified Communication elements :

- Consolidated view on unified communication presence across IM, Phone, mobile phone etc.
- Web conferencing
- Telco w/ or w/o automatic call-out
- Video conferencing / Cisco Telepresence
- Automated multi-modal notifications (e.g. phone call-outs) based on message input
- Receiving output from IVR calls





DEMONSTRATION

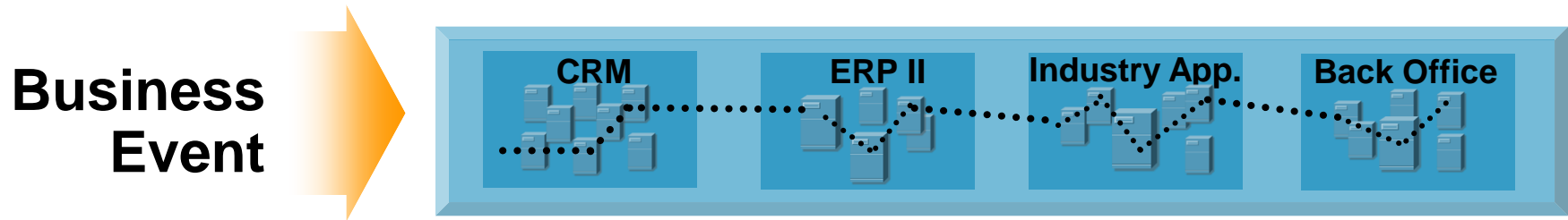




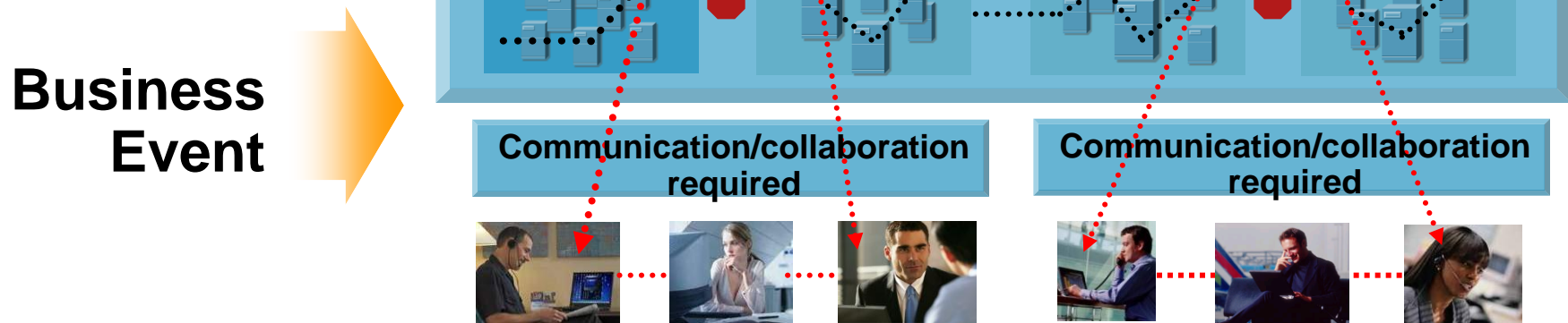
The Value of Collaboration and CEBT



The Goal: Remove Business Process Latency



Current Reality



Using Unified Communications to Streamline Business Processes



Customer Example: Exception Clearing Process

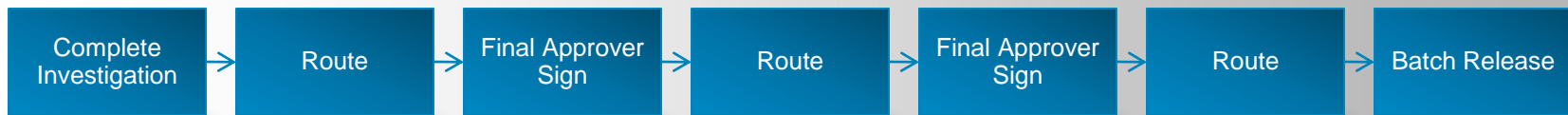
- Exceptions in the manufacturing process need to be cleared and approved prior to batch release
 - Documentation
 - Process
 - Quality
- Completing the exception investigation and latency in the final approval process often delay batch release
- Solution has applicability across other product areas and plants



Baseline Process / Business Impact

Baseline Process

- Two linked processes – Investigation and ***Final Approval***



- 3 to 4 Final Approvers
- Ad hoc manual process – a lot of latency and fire-drill activity
- Average time to approve exception 3 days

Business Impact

- Improve final approval timeframe by 1 to 5 days
- Reduction in the time to ship product – customer satisfaction
- Lower on-hand inventory

Projected Impact (annualized) for Batch Release Process Improvement with UC

Line 1

Description	Impact	\$
Batch release impact – final approval	3 days to < 2 days	\$5,000
Batch release impact - investigation	10 days to ~ 7 days	\$12,000
Cost to serve impact	208 hours saved	\$5,000

Line 2

Description	Impact	\$
Batch release impact – final approval	10 days to ~ 5 days	\$43,000
Batch release impact - investigation	2-20 days to 2-10 days	\$45,000
Cost to serve impact	1040 hours saved	\$26,000

Plant 1

Description	Impact	\$
Batch release impact – final approval	1 to 5 days improvement	\$48,000
Batch release impact - investigation	3 to 10 days improvement	\$57,000
Cost to serve impact	208 to 1040 hours saved	\$31,000

\$136,000/year

14 Plants

Business Value

\$1,900,000/year *

Estimate for 14 plants
Total Manufacturing Plants - 55

* Initial investment for technology platform and ongoing technology operations cost is not included in the annualized business value.

Business Value of Collaboration



Operational ROI

- **Procter & Gamble Cost Avoidance**
TP created "Supply Chain of Ideas"; saved millions in travel
 - **Biesse**
WebEx-enabled customer support, \$5K/day savings



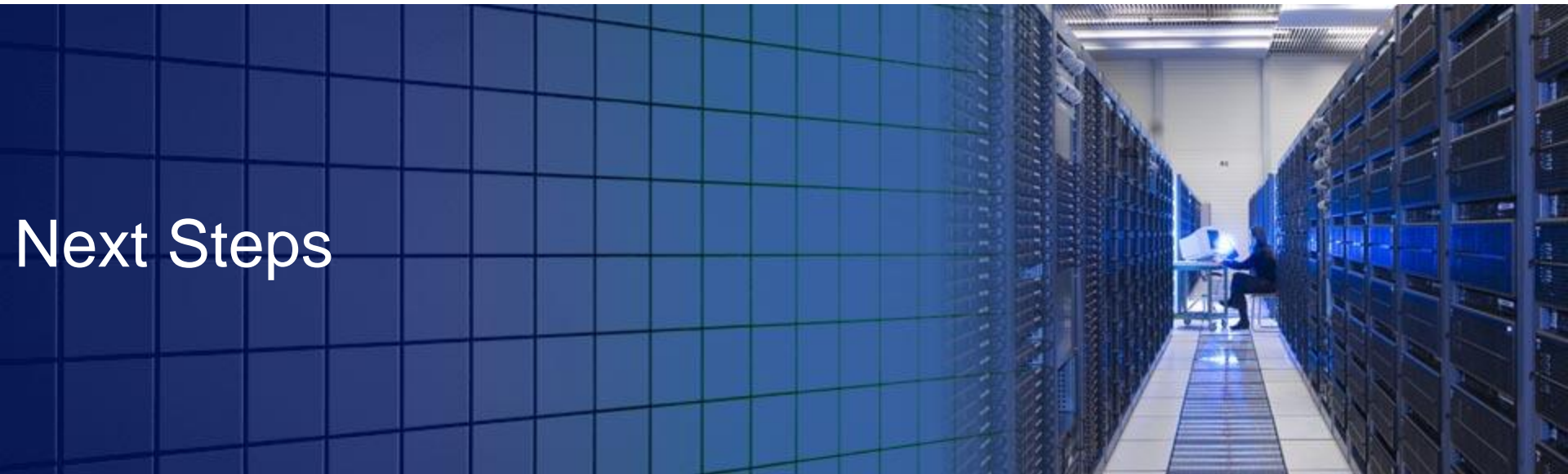
Productivity ROI

- **Molina Healthcare Process Optimization**
Pooled customer service, handled 20% more calls
 - **Coca-Cola**
UC-enabled warehouse app, 10% productivity increase



Strategic ROI

- **Government of Canada: Business Transformation**
[Web 2.0 knowledge sharing](#)
 - **Duke University:**
Guest Lecturers via TP
 - **Comcast:**
Social software-enhanced Customer Collaboration



Next Steps

Business Imperatives



1. Innovation

2. Time-to-Market

3. Cultural Evolution

4. Cost Control

5. Productivity

6. Talent Acquisition and Retention

7. Quality

8. Business Scaling and Growth

9. Sales Effectiveness

10. Customer Loyalty

*Find the
Experts*

*Build
Community*

*Create
Visibility*

*Share
Knowledge*

1 Innovation

Accelerating the generation and development of new ideas into new or improved products, services and processes



a

Help R&D generate more ideas

- Create connections between people and teams in R&D
- Solicit input from teams outside of traditional R&D
- Exploit insights from past successes and failures

b

Accelerate development of the best ideas

- Utilize open source development
- Overcome barriers related to geography and time zones
- Simplify accessibility of critical resources
- Rapidly assess and prioritize opportunities

c

Promote innovative thinking across the enterprise

- Solicit ideas from the workforce
- Facilitate discussion across organizations
- Discover and capitalize on untapped expertise

d

Harvest ideas from customers and partners

- Tap the open innovation marketplace
- Monitor social media on the Internet
- Mine information from your customer interfaces

Create Connections Between People and Teams in R&D



People or teams often have only one piece of the next great innovation. Connecting the pieces together only happens when barriers are removed, channels are created and sharing is encouraged.

- Create online communities and reward participation
- Encourage internal blogs and microblogs. Promote these through various communication channels

Transparency and Openness

- Create online shared workspaces to encourage sharing, create consistency and streamline processes

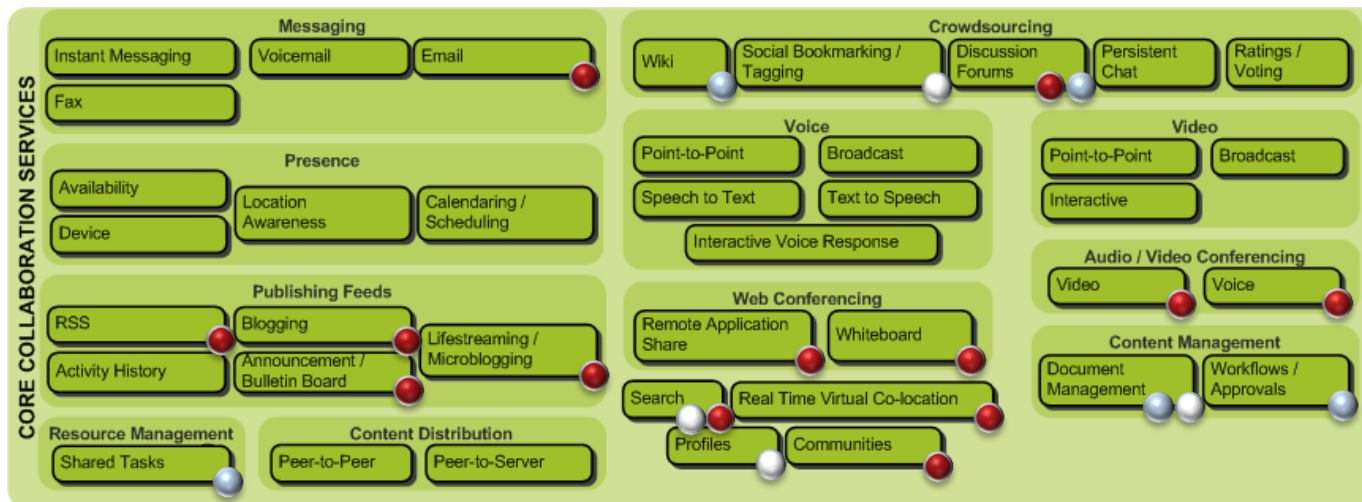
Shared workspaces (rename)

- Establish “click-to-connect” access for voice, video and web
- Create collaboration spaces that offer an immersive communication and sharing experience

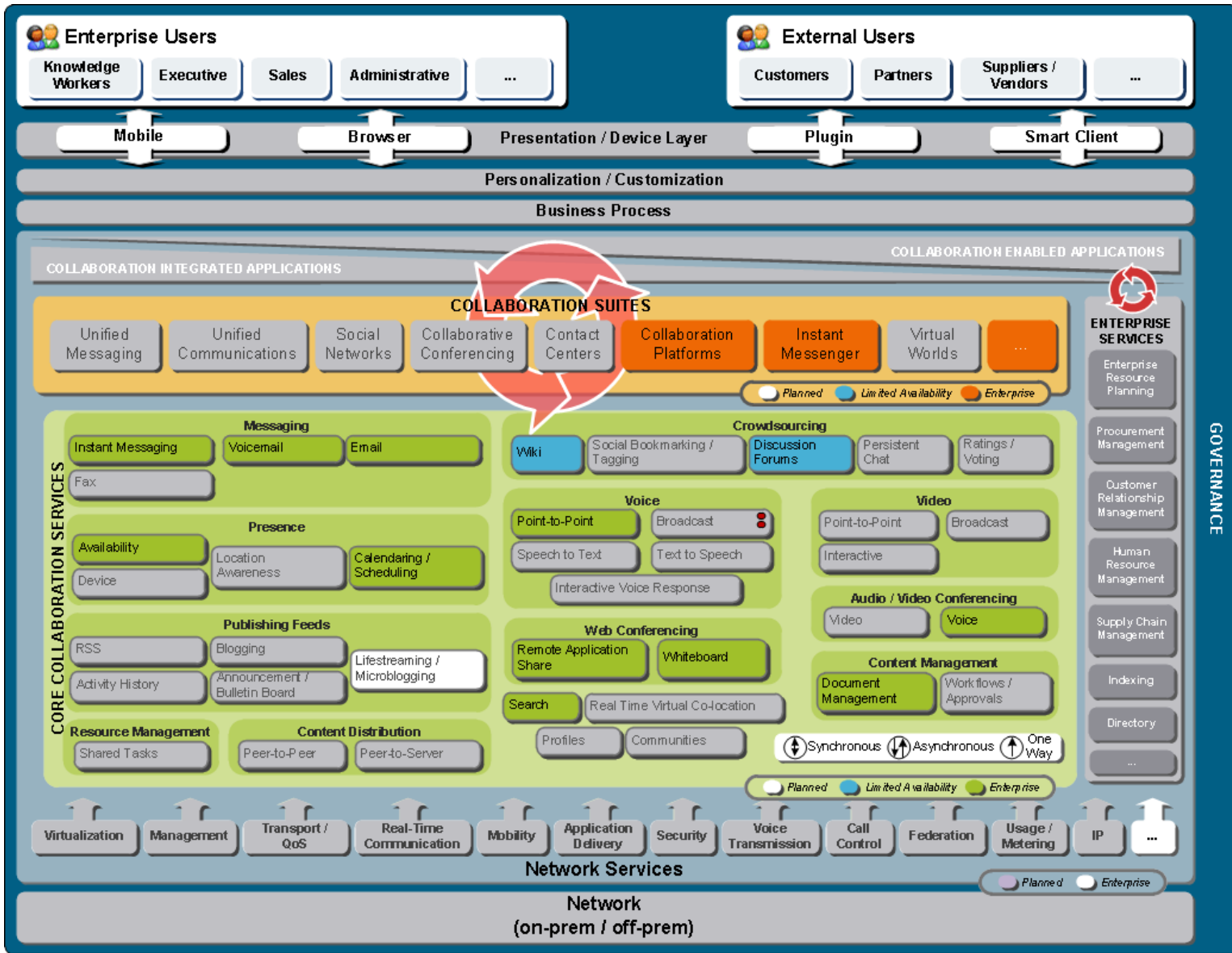
Virtual Brainstorming

- Create a comprehensive research repository to collect and connect concepts using tags and/or metadata. The resulting combinations may stimulate new ideas
- Discover untapped resources by automatically connecting experts to ideas using tags

Idea Aggregation



Conceptual Collaboration Architecture: Details





The Journey Begins with Discovery: Collaboration Discovery Workshop



- Half-day face to face workshop with Technology and Business Function leadership
- Attendees: Project Sponsor, Business Leads, Functional Leads



- Align internal stakeholders on proof of concept vision and desired outcomes.
- Identify focus areas for POC engagement



- Business stakeholder alignment on Proof-of-Concept approach and desired outcomes (future vision)
- Exposure to Cisco leading experience related to Intelligent Collaboration solution
- Identification of business processes impacted by the POC

Executing The Workshop Process

Planning:
Business Relevancy
Discussion

- One hour planning session with Executive Sponsor
 - Review workshop approach, outcomes, collaboration strategy & architecture
 - Discuss strategic business imperatives, opportunities, and challenges
- Align on workshop focus areas, participation, and next steps

Customer: 1 hour
Cisco: 3 hours

Preparation:
Collaboration
Discovery Session

- Sponsor secures IT and Business leadership participation
- Cisco prepares workshop materials linking Client's business imperatives and pain points to use cases and solution hypotheses
- Review material with Sponsor and finalize

Customer: 1-2 hours
Cisco: 3 days

Delivery:
Workshop & Output


- Deliver workshop driving common understanding of potential value and facilitating discovery of key business impact areas
 - Prepare findings and sample use case from one key business impact area
 - Identify next steps

Customer: 4-5 hours
Cisco: 4 days

Login 1

The screenshot shows a Windows Internet Explorer browser window displaying the SAP NetWeaver Portal login page. The browser's address bar shows the URL `http://10.10.20.30:50000/irj/portal`. The page features a large photograph of a man in a dark suit leaning over a desk, writing on a document. To the right of the image, the text "SAP NetWeaver" is displayed in a bold, orange font. Below this, there are two input fields: "User *" with the text "bizuser" and "Password *" with a masked password of ten dots. A "Log On" button is positioned to the right of the password field. At the bottom of the page, the text "Copyright © SAP AG. All Rights Reserved." and the SAP logo are visible. The browser's status bar at the bottom indicates "Internet" and a zoom level of "100%".

SAP Master Data Management Worklist 2

Welcome Biz MDMUser Help | Personalize | Log off 

Home Master Data Management CP Master Data Management

Overview





Universal Worklist History Back Forward






Detailed Navigation

- Universal Worklist

Universal Worklist

Tasks (2 / 5) Alerts Notifications SAPoffice Mails Tracking

Show: New and In Progress Tasks (2 / 5) All    

☐	Subject	!	From	Sent Date	Priority	📎	Due Date	Status
	MDM BPM Task: Enrich and approve new material [Material:Jan MDM Test 12/22/2010 Material Number] 	!		Dec 22, 2010	Medium		Dec 27, 2010	In Progress
	MDM BPM Task: Enrich and approve new material [Material:webex test 3] 	!		Dec 22, 2010	Medium		Dec 27, 2010	In Progress
	MDM BPM Task: Enrich and approve new material [Material:webex 4] 	!		Dec 22, 2010	Medium		Dec 27, 2010	New
	MDM BPM Task: Enrich and approve new material [Material:iptest 2] 	!		Dec 22, 2010	Medium		Dec 27, 2010	In Progress
	MDM BPM Task: Enrich and approve new material [Material:iptest 3] 	!		Dec 22, 2010	Medium		Dec 27, 2010	New

MDM BPM Task: Enrich and approve new material [Material:Jan MDM Test 12/22/2010 Material Number]

Escalated: ! Sent Date: Dec 22, 2010

Priority: Medium Due Date: Dec 27, 2010

Status: In Progress

Description: MDM BPM Task: Data Steward can reject the new material creation request or enrich and edit and thereafter submit approval.

SAP Master Data Management Task 3

MDM BPM Task: Enrich and approve new material [Material:ip... Actions View

Task Data

Due at Dec 27, 2010 6:08:21 PM Status In Progress Attachments 0 Process [MaterialCreation](#)
Owner MDMUser, Biz Priority Medium Notes

Task Application

Approve Reject Search Match Schedule WebEx Schedule Teleconference
Edit Cancel Save Validate

Material Number:
Description:

Request Data Basic Data Unit of Measure Classification Long Text

Create Date:
Created By:
Update Date:
Updated By:


Notes

B *I* H1 H2 H3 ↵ ↶ ↷ ☰

note

Errors

SAP Master Data Management Task 3.5

Welcome Biz MDMUser [Help](#) | [Personalize](#) | [Log off](#) 

Home | **Master Data Management CP** | Master Data Management

Material

New Material Request History | [Back](#) Forward

Detailed Navigation

- New Material Request

New Material Request: Create Ne...

[Submit Request](#) | [Search](#) | [Clear](#) | [Schedule WebEx](#)
[Schedule Teleconference](#)

Notes: *


Material Identifier

Material Number: *
Description:

Basic Data

Material Type: [Edit](#) [Clear](#)
Industry Sector: [Edit](#) [Clear](#)
Base Unit: [Edit](#) [Clear](#)
Division: [Edit](#) [Clear](#)
Material Group: [Edit](#) [Clear](#)
Laboratory: [Edit](#) [Clear](#)
Size / Dimensions:
Environmentally relevant: [Edit](#) [Clear](#)
In Bulk / Liquid: [Edit](#) [Clear](#)
Batch Management: [Edit](#) [Clear](#)

Unit of Measure

Length: 

Collaborate WebEx 4

Schedule WebEx

Meeting Title:

Description:

Start Time:

End Time:

Add Custom Participant









<input type="checkbox"/>	Name	Email
<input type="checkbox"/>	JanLind DeskUSATest	janlin@cisco.com
<input type="checkbox"/>	JanLind RaveDesk	jan.backflip@gmail.com
<input type="checkbox"/>	JanLind RaveWireless	ciscocebt.sap@gmail.com
<input type="checkbox"/>	JanLind iPhoneUSA	janlin@cisco.com
<input type="checkbox"/>	Rob Filby	rofilby@cisco.com

Schedule **Cancel**

TeleConference 5

Schedule Teleconference

Add Custom Participant

		Name	Phone Number	
	<input type="checkbox"/>	JanLind DeskUSATest	7 1 408 894 8760	
	<input type="checkbox"/>	JanLind RaveDesk	1017	
	<input type="checkbox"/>	JanLind Rave/Wireless	1018	
	<input type="checkbox"/>	JanLind iPhoneUSA	7 1 206 724 8351	
	<input type="checkbox"/>	Rob Filby	7 1 847 404 9819	

Instant Demo

Display Presence (CUPC)

Conference Call CUAE/CUCM

WebEx Email Invite

Collaborate by call

Audrey Fields

Shopfloor Worker

dial no.



available

Peter Simmons

Backoffice Support Worker

dial no.



not available

Connect

Collaborate by Web Conference

Audrey Fields

Shopfloor Worker

e-mail



available

Peter Simmons

Backoffice Support Worker

e-mail

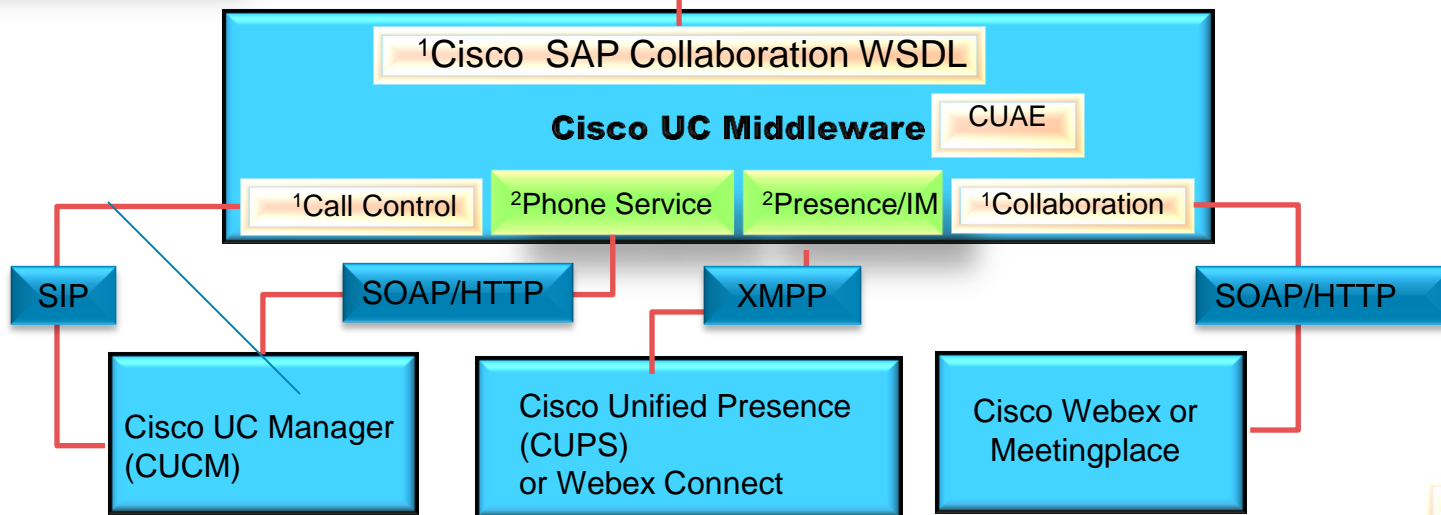
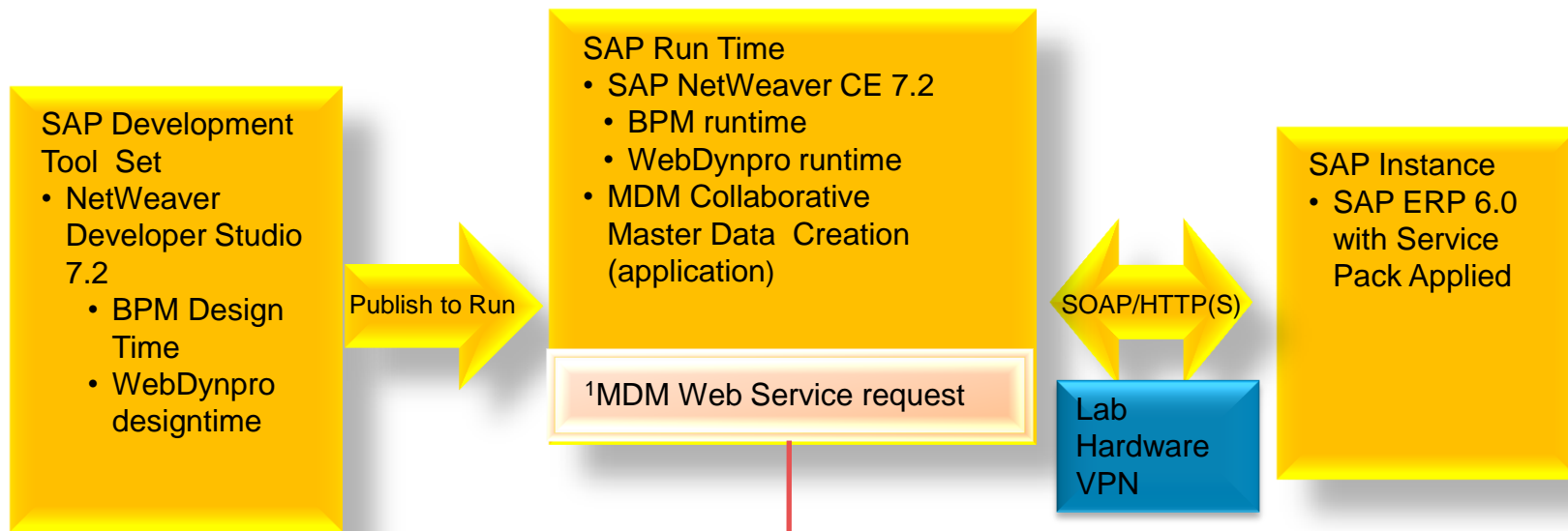


in a meeting

Invite



SAP CO-INNOVATION LAB



1Phase 1

2Phase 2

Recent Innovations Make The Case for Collaboration More Compelling

