

## Collaborate with External Organizations

### *Questions for Customer Conversations*



Improve relationships with partners and customers by providing the ability to easily share information, interact in real time, and communicate across multiple channels beyond traditional e-mail and telephone contact.

#### Cisco Advantage

Cisco WebEx offers cloud-based and on-premises solutions, removing organizational and geographic boundaries while allowing scalable and secure voice, video, and file sharing without the need for VPN or point-to-point links. WebEx and TelePresence are optimized to work with any standards-based video endpoints, helping extend your reach and simplify the user experience. .

#### Business Audience

*VPs or Directors of R&D, Engineering, Supply Chain, Manufacturing, Operations, Marketing, Corporate Communications; Department or Group Leaders*

1. How do you involve external stakeholders in critical conversations and processes?
2. How do you manage interactions and share information with business partners, suppliers, and distributors today?
3. How have major projects been delayed because teams could not reach the right decision makers in time?
4. In what ways are you exploring ways to more efficiently and cost-effectively improve trust and relationships with partners and customers?
5. How could your organization benefit from improving collaboration with partners, customers, or suppliers?
6. How could you use social media and collaboration capabilities to work with customers and partners, as well as internal clients?
7. Which channels do you use to share ideas and co-create new products and services with your partners and customers? Which would you like to use?

8. How are you optimizing your meeting processes and streamlining the information exchange that happens before and after meetings?
9. On what platforms and devices can you have video calls with external partners and/or suppliers? ?
10. In what ways do you plan to enhance relationships and improve communication with customers and partners?
11. How do you use communities and portals to collaborate with external partners?
12. How do you think you could effectively collaborate with remote employees, partners or customers?

### Technical Audience

*Director of Desktop Applications, Director of IT Infrastructure, Application Manager, Integrated Systems Specialist*

1. How could you improve collaboration capabilities with customers and partners, as well as internal clients?
2. What IT challenges do you have related to communicating with external stakeholders while maintaining security and controlling costs?
3. How do you provide external collaborators with secure access to online meetings and shared files?
4. How do you authenticate and manage access for external stakeholders?
5. How difficult would it be to enable video with external partners with your current system? On a broad range of devices and platforms? ?
6. How do you ensure your web conferencing services are highly available and secure?
7. What types of online communities do you use collaborate with external partners?
8. How are you deploying your web-conferencing solution?
9. How do you store the data for online meetings?

### For More Information

Go to the Collaboration Use Case Tool & Resources or [www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration).



Americas Headquarters  
Cisco Systems, Inc.  
San Jose, CA

Asia Pacific Headquarters  
Cisco Systems (USA) Pte. Ltd.  
Singapore

Europe Headquarters  
Cisco Systems International BV Amsterdam,  
The Netherlands

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