



## Integrated Workforce Experience Case Studies

### Network and Data Center Services: Global Data Center Knowledge Exchange

Collaborative community environment fosters repeatability of best practices, simplifies communication to diverse teams, and improves access to program resources.

#### Executive Summary

##### Business Situation and Challenge:

- Data center program requires tight integration among hundreds of employees across the company
- Identify a solution that enables communication and collaboration across diverse teams, and fosters repeatability of best practices

##### IWE Solution and Benefits:

- IWE community provides easy-to-access environment for delivering news and program updates, and uploading roadmaps, metrics, and other resources to a central location y for all program members
- Easy-to-use discussion forums and posts enable program leads and others to share best practices, and provide members with a venue to ask and address questions

##### Business Value:

- Simplified, accelerated program activities, resulting from the reuse through knowledge sharing
- More effective communication among all program teams
- Reduced number of meetings and replicated information
- Improved access to program documents and related collateral

#### Business Situation and Challenge

Cisco's global data center program (GDCP) is responsible for executing the company's global data center strategy, which focuses on enabling sustainable, optimized business growth through new technology and process innovations, improved resiliency, and IT transformation to a service provider model in which IT resources such as storage, compute power, and email are accessed (delivered) as services cost effectively.

The GDCP is structured around various data center pillars (e.g., application migration, resiliency, and architecture). Pillar leads and project managers partner with cross-functional IT teams across the organization to drive successful execution of the program. Overall, hundreds of virtual players are involved in the program cross functionally, with about a dozen key leaders for the program pillars.

Administering communication and collaboration across diverse business areas is a challenge. The program teams needed a repository where important learnings could be shared uniformly, and best practices and other information resulting from the program could be maximized on an ongoing basis. They turned to Cisco's internal collaboration environment, the Integrated Workforce Experience (IWE), powered by Cisco WebEx Social™, as the platform to create a dedicated community that would solve their communication and information dissemination needs.

With their community in IWE, called the Global Data Center Knowledge Exchange, program members have reduced the need to replicate information, meetings, and ad hoc discussions, and significantly decreased the number of questions and churn for information and program materials that can now be posted in the community for everyone to access easily.

#### IWE Solution and Benefits

The Global Data Center Knowledge Exchange had 807 subscribed members as of August 2011. After users subscribe to the community, they can elect to be automatically notified of new additions and other activity within the community. Communicating to members is easy and fast.

"Our main communication goals for the community revolved around socializing broadly and ensuring repeatability of best practices," says Ingrid Franzen, program manager, IT, Network and Data Center Services at Cisco and a member of the global data center program. "The IWE space assisted with this because we were able to post materials on key program processes and best practices, which were reused over and over to simplify and accelerate program-related work activities."

The blog and calendaring features in IWE have been used by members to share their practical experiences and other program outcomes, and by GDCP coordinators to communicate key program messages and scheduled activities. The library within the community has been a primary, widely used space where members can create their own posts and provide comments on others, and upload best practices, pillar roadmaps, and other program documents, videos, and podcasts. A filtering tool helps make documents easy to find.

"IWE provides a common area for clients and stakeholders across the organization to come in and get information on all pillars of the program. It is as easy as traversing a website," says Franzen.

The Global Data Center Knowledge Exchange community has enabled:

- Data library integration with related GDCP and non-GDCP collateral, which provides a one-stop shop for program information across all the pillars
- A comprehensive view of program metrics and status for the stakeholders
- A mechanism for managing program collateral (e.g., presentations, major communication updates), used by members of the GDCP application migration track and others in the community
- An easy-to-update interface, which allows for convenient copying and pasting from various internal wikis to the Global Data Center Knowledge Exchange wiki
- Discussion forums that can be used to by all members to share their expertise. Like the posts and several other features in the community, members can subscribe to individual discussions and will be notified when there is activity.

## Business Value

The Global Data Center Knowledge Exchange community has produced several benefits, not only for program members and stakeholders but for others in the organization who can access resources in the community to support similar projects. Among the benefits:

- Improved, more effective communication between program teams and GDCP support organizations, and between program teams and internal Cisco clients
- More effective project status updating and communication of outcomes
- Improved access to project-specific and technical documentation as well as other information traversing different program pillars; tagging and search based on relevance enhances ease of access
- Improved team performance, largely due to the ease of knowledge sharing and collaboration between different pillars
- Improved repository of historical knowledge; the discussion forums draw a wide variety of contributors, which can enhance the depth and breadth of input, exchange of ideas, and problem solving.

### About IWE

Integrated Workforce Experience (IWE) is an internal Cisco collaborative initiative, encompassing business process, culture, and technology.

IWE allows employees to more effectively connect, communicate, and collaborate with subject matter experts, colleagues, and communities, as well as share information to help accelerate growth, encourage innovation, and create sustainable productivity.

Cisco WebEx Social, the underlying platform for IWE, is Cisco's own product, which is being sold to customers and partners.

## For More Information

To read additional case studies on Cisco's implementation of IWE powered by Cisco WebEx Social, visit [http://www.cisco.com/web/about/ciscoitwork/collaboration/iwe\\_powered\\_by\\_cisco\\_webex\\_social.html](http://www.cisco.com/web/about/ciscoitwork/collaboration/iwe_powered_by_cisco_webex_social.html)

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