



Integrated Workforce Experience Case Studies

CDO Communications and Collaboration Community

“For CDO, IWE promises to make us more productive through a more personalized, context-focused work environment, where we are not inundated with information that is not relevant to our work. I’m encouraging everyone in CDO to become a regular CDO IWE user. You’ll be helping us define the next generation of business processes for CDO while at the same time finding more efficient and effective ways or working together.”

- Kelly Ahuja, Senior Vice President and General Manager of the Service Provider Routing Technology Group (SPRTG)

Key Benefits:

- Reduced email overload
- Discussion forum to share ideas
- Consolidated workspace

Business Value:

- Scale
- Flexibility

Executive Summary

The IWE Central Development Organization (CDO) Communications and Collaboration Community, with more than 700 members as of October 2010, has become a hub for both the team responsible for the deployment of IWE to CDO and CDO’s IWE community owners, community members, and general IWE users. The community is also a place to share best practices with a large, diverse organization, as well as a collaborative catalyst to improve brainstorming, decision making, and overall work quality.

About the CDO Communications and Collaboration Team

The Communications and Collaboration (C&C) Team within CDO is tasked with investigating and promoting the use of collaboration tools and best practices that help developers and others within CDO create better Cisco® products with greater efficiency and at a lower cost.

In February 2010, CDO took a leadership role as one of the first organizations within Cisco to deploy IWE. The CDO C&C team was responsible for reaching out to new and existing communities within CDO to encourage them to become early adopters of IWE communities.

In the IWE deployment, the CDO C&C team has also been responsible for:

- **Establishing and provisioning CDO IWE communities** in a test “sand box” environment, populating new communities using web display portlet templates and associated application templates
- **Creating custom portlets**, including one providing a direct link to the **Electronic Document Control System (EDCS)**; another to the **Cisco Defect Tracking System (CDETS)**; and a third called **My Bookmarks** that features a pre-set list of links to commonly used engineering tools, processes, best practices, training resources, and policies
- **Disseminating communications** regarding IWE releases, new features, migration of end-of-life collaboration tools and technologies, and news on existing and coming CDO IWE communities
- **Training and change management** related to collaboration tools and IWE
- **Coordinating with the central IWE development team** to help facilitate fixes, report bugs, understand back-end and user features, migrate from end-of-life tools to their replacements, and move the IWE environment from the Liferay platform to IWE powered by Cisco WebEx Social.

About IWE

Integrated Workforce Experience (IWE) is Cisco's internal collaboration initiative encompassing business process, culture, and technology.

IWE allows you to more effectively connect, communicate, and collaborate with people and communities, as well as share information to help accelerate growth, encourage innovation, and create sustainable productivity.

In addition, Cisco WebEx Social, the underlying platform for IWE, is our very own product, which is being sold to customers and partners.

Business Situation and Challenge

Engineers dominate the approximately 30,000 employees and contractors in CDO. These individuals are spread around the world, and often people on the same team are on two or more continents in multiple time zones. Teams and groups that have organized themselves into communities of interest had, until 2009, depended upon email aliases, group wikis, and sometimes groups discussion forums to communicate and coordinate. Additionally, document repositories have served as a central document storage area with member access.

Solution and Benefits

The IWE for CDO C&C Community Dashboard page was designed as an informational resource, with content and links to documents, presentations and VoDs about IWE, MyView, IWE communities, and the IWE roadmap. Having all content in one location gave directors and above in CDO a single source of truth and a means to increase efficiency and productivity. This content was accessed by hundreds of users, saving on back-and-forth emailing and the need to set up and maintain a separate document repository or website. Additionally, a series of blogs generated by the CDO IWE C&C team appear on the Dashboard page, covering subjects ranging from collaboration best practices, metrics on IWE adoption in CDO, and related topics. The integration of the blog series in the same community has given members additional content to review related to their new experience with IWE.

The CDO IWE C&C core team has used a restricted discussion forum to communicate and post meeting notes, meeting recordings, presentations, and document and video links. Team meetings are often held via Cisco WebEx™ with the project manager sharing the team wiki in the C&C community, where the agenda, notes, and action items are created and accessible to all team members following the meeting.

A restricted wiki within the community has been used to post drafts of communications and plans, allowing other members of the core team to review and edit. When these documents are placed in the wiki, individuals have copied the link and pasted it into messages using the team's discussion forum to alert team members to the new content to be reviewed. Team members can then follow the link to the new content and use the wiki editor to make changes, using colored fonts to indicate input from different individuals.

Other discussion forum areas open to all CDO communities have helped to speed comments, questions, and requests among new and prospective community owners and active members. For those who choose to subscribe to the discussion forums, an email is generated with each new thread or post. Topic areas include:

- CDO IWE Powered by WebEx Social Migration
- Community Owners in IWE Production Support
- Custom Portlet Development Inquiries
- I Want an IWE Community!
- IWE Best Practices
- Innovation Ideas and Enhancement Requests.

This same approach to labeling content areas based on the needs of the CDO IWE C&C team and its audience of community owners, community members, and general IWE users has been used in organizing the community's wikis and document folders. Those wishing to request a new CDO IWE community have been able to go to the CDO IWE Community Request Process wiki to complete a self-assessment checklist before opening the automated IWE Community Request Tool developed by the CDO IWE C&C team. The tool has since been adopted across Cisco. There were more than 40 CDO IWE communities by the end of the summer of 2010.

The CDO IWE C&C Community has been invaluable as a workplace environment for the CDO IWE C&C team.

In the first few months after launch, there were over 15,000 members of open CDO communities and nearly 20,000 unique CDO users who visited IWE.

Without an IWE community, the CDO IWE C&C team and its audience would have had to rely on email, a document repository, a wiki, a discussion forum, along with WebEx® and perhaps a dedicated website, to accomplish its mission.

With IWE, these tools or their equivalents are integrated into the same community space, saving time, providing greater context, and enhancing dialogue, collaboration, and efficiency.

Looking Ahead

IWE is an environment that promises to transform and enhance the way the CDO population works, intelligently connecting individuals in a collaborative new environment to the people, information, and communities they need to succeed individually and collectively. With IWE, CDO anticipates that:

- **Morale, work quality, and efficiency will be increased** with better and more efficient communications across time zones, departments, and disciplines
- **The volume of email will be reduced** in favor of relevant information being shared in community areas (such as blogs, wikis, discussion forums, video, document repositories) and in Ciscopedia, where it can be tagged based on key words, rated, and more easily searched and accessed
- **Employees will be more productive** through a more personalized, context-focused work environment where they are not inundated with information that is not relevant to their work
- **Decision making and brainstorming will be faster** and more informed, with input from experts as well as those with good ideas at all levels of the organization, resulting in more innovative products.



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