



## Integrated Workforce Experience Case Studies

### Professional Communicators Network: IWE Communities

“What strikes me most about IWE is being able to collect multiple aspects of a “day in the life” into one setting. It’s the promise of an all-in-one desktop that is most compelling for me -- that what I need to do my job will be coming to ME, rather than me having to go wander about to various websites and tools to be effective and productive.

I appreciate that already, my daily calendar is now top-most on My View and that in that same desktop view I can also see PCN discussion threads. “

- Kenis Dunne, Director of Operations, Corporate Communications - Global Service Bureau.

#### Key Benefits:

- Discussion forums to seek and share ideas
- Collaboration across time zone gaps
- Central library to quickly share and access info

#### Business Value:

- Scale
- Flexibility

#### Executive Summary

The Corporate Communications team truly reaches beyond the confines of the traditional organization structure, because team members are located not centrally, but in different organizations. In the past, content sharing, professional development, and collaboration were fairly limited to those sitting within the organization. The launch of the Integrated Workforce Experience (IWE) was an opportunity to bring this global and virtual organization together. The Professional Communicators Network (PCN) community benefits from the creation of a scalable virtual support network for Cisco communication professionals, regardless of their organizational structure. This IWE feature allows the team to share information, utilize content, and enhance the way collaboration is conceptualized and executed.

#### About PCN

The PCN is a community for employees whose role focuses on amplifying the Cisco message and impact through executing innovative, integrated communications and strategies. The PCN enables the establishment of governance and guidelines on communications best practices, allows for global discussions, news sharing, and collaboration regardless of time zones and geographies. The community allows communications professionals to receive and share prioritized content and information, and offers career and professional networking.

#### Business Situation and Challenge

The Corporate Communications team reaches beyond the confines of the traditional organization structure. In the past, content sharing, professional development and collaboration were fairly limited to those sitting within the organization. The PCN reaches beyond those confines by disseminating information from the global communications mailer across the team, uniting the global communications community and promoting the Cisco “One Voice” strategy of consistent messaging both within Cisco and externally.

Corporate Communications viewed the launch of IWE as an opportunity to bring their global and virtual team together. The IWE team interviewed the Corporate Communications Executive Leadership team about their vision and opportunities around collaboration and conducted focus groups for communities identified as potential targets. PCN emerged as an ideal candidate.

## About IWE

Integrated Workforce Experience (IWE) is the Cisco 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.

## Solution and Benefits

Corporate Communications had an opportunity to form a virtual community for communications professionals, irrespective of organizations, where they could come together to collaborate, and request and share information. PCN seemed an ideal candidate for the new ability in IWE to create a community-spanning organizational structures.

The PCN community was launched in two phases. The pilot phase was launched in Q3 FY10, and consisted of about 70 members who had all volunteered to participate. The pilot ran for about six weeks, and was followed by the second phase or full launch, which took place in Q4 FY10.

User feedback and awareness were important factors for both phases. The pilot phase included focus group sessions and surveys to collect feedback. Orientation sessions, written communications, and communications shared in all-hands meetings were used to drive the community's awareness strategy during the full launch.

The community's goals and purpose included:

- Sharing information and best practices
- Establishing a community library to house and access information
- Utilizing discussion forums to solicit, share, and collaborate
- Bridging time zone gaps

The important portlets currently being used are:

- Calendaring** : Feeds upcoming events for both community and related organizations
- Announcements** : Highlights special events and shares important information with the entire community

In addition, the community customized convenient links from their dashboard, including:

- Graphics and Templates**: Provides quick access to Strategy/Planning and Prep templates, Communication graphics, and "How To" information
- Professional Development**: Links to valuable tools and resources for professional growth and development related to various communications roles within Cisco
- Communications Metrics**: Enable evidence-based communications

The Professional Communicators Network community benefits from the creation of a scalable virtual support network for Cisco communication professionals, regardless of their organizational structure. This IWE feature allows the team to share information, utilize content, and enhance the way collaboration is conceptualized and executed.

## Looking Ahead

The PCN community continues to evolve. There has been a significant amount of information posted and downloaded, and members look forward to increasing these numbers as well as participation with the launch of IWE Powered by Cisco WebEx Social.

The PCN community anticipates adding functionality with IWE Powered by Cisco WebEx Social through two new portlets:

1. **Icon/Image Enlarger:** Users mouse over a document to view the first page, rather than opening the document
2. **Metrics:** Create a portal to view all metrics by quarter and track the impact of communications.

The PCN community looks forward to further utilizing the ability to bring together a group of professional communicators in a manner much more robust than just email and mailer lists, giving them a place to discuss, collaborate, and share content, even if they are not part of the same organization.



**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

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

CCDE, CCENT, CCSI, Cisco Eos, Cisco Explorer, Cisco HealthPresence, Cisco IronPort, the Cisco logo, Cisco Nurse Connect, Cisco Pulse, Cisco SensorBase, Cisco StackPower, Cisco StadiumVision, Cisco TelePresence, Cisco TrustSec, Cisco Unified Computing System, Cisco WebEx, DCE, Flip Channels, Flip for Good, Flip Mino, Flipshare (Design), Flip Ultra, Flip Video, Flip Video (Design), Instant Broadband, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn, Cisco Capital, Cisco Capital (Design), Cisco:Financed (Stylized), Cisco Store, Flip Gift Card, and One Million Acts of Green are service marks; and Access Registrar, Aironet, AllTouch, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNR, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Lumin, Cisco Nexus, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Continuum, EtherFast, EtherSwitch, Event Center, Explorer, Follow Me Browsing, GainMaker, iLYNX, IOS, iPhone, IronPort, the IronPort logo, Laser Link, LightStream, Linksys, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, PCNow, PIX, PowerKEY, PowerPanels, PowerTV, PowerTV (Design), PowerVu, Prisma, ProConnect, ROSA, SenderBase, SMARTnet, Spectrum Expert, StackWise, WebEx, and the WebEx logo are registered trademarks of Cisco and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1002R)