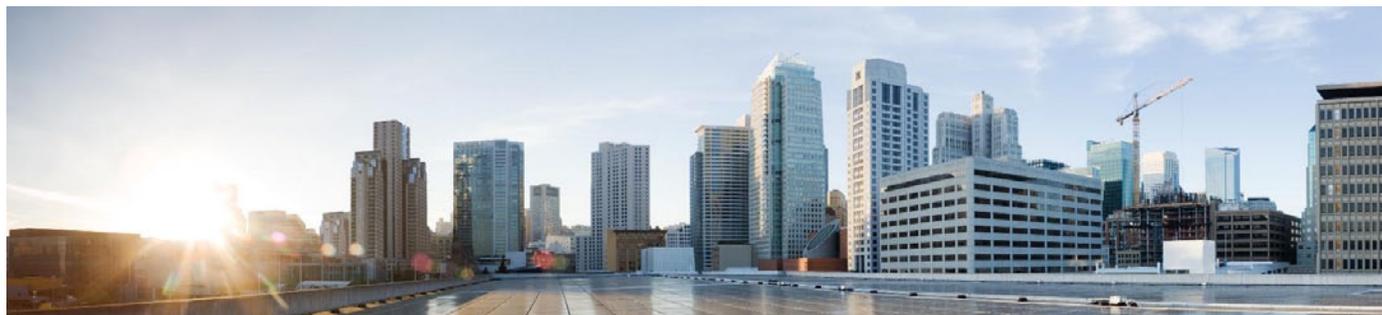


# A Forrester Total Economic Impact Study Prepared For Cisco



## Cisco Collaboration Optimization Services Helps Organizations Make Better Choices for Improved Customer Experience and IT Productivity

In January 2012, Cisco commissioned Forrester Consulting to examine the total economic impact (TEI) and potential return on investment (ROI) that enterprises may realize by engaging with Cisco Collaboration Optimization Services. Forrester conducted in-depth interviews with executives from five Cisco customers that have implemented Collaboration Optimization Services. The purpose of this study is to give readers a framework to evaluate the potential financial impact of engaging with Cisco Collaboration Optimization Services for their organizations. TEI is a standard methodology developed by Forrester Research that captures and quantifies the voice of the customer relative to technology investments.

Forrester's interviews and subsequent financial analysis determined that a composite organization based on the organizations they interviewed would expect to experience a risk-adjusted ROI of 58% with almost immediate payback. These interviews uncovered a number of important insights about customer organizations' experience with Cisco Collaboration Optimization Services:

### Resolve Issues More Quickly

With Collaboration Optimization Services, organizations were able to more quickly resolve issues by accessing skilled resources within. The engagement with Collaboration Optimization Services typically included a proactive approach, such as the increased use of audits to prevent problems. One company interviewed stated that, since the start of its contract with Cisco Collaboration Optimization Services, time spent on reactive tasks has declined from 100% to 40%.

### Reduce Risk and Leverage Knowledge

Risk management was one of the main drivers for engaging with Collaboration

Optimization Services. As the head of the engineering architecture group of one company stated, "The vendor has more knowledge than we have." By engaging with Collaboration Optimization Services, these organizations wanted to reduce their risk and, in a sense, buy insurance for their collaboration architecture implementations.

### Attain Best Practices Viewpoint

Access to industry best practices was also another key driver for these organizations. One customer noted, "We tried just doing it internally. What we found is that you are just one organization and with no insight into what the rest of the world is doing."

### A Wealth of Resources

These companies leveraged various components of the Collaboration Optimization Services service offering that include audits, design review, capacity management, software recommendation review, operations support review, strategy and architecture, and thought leadership on best practices.

Cisco Collaboration Optimization Services includes the following four areas: Audits and Assessments; Optimization Support; Operations Management; and Knowledge and Learning. Collaboration Optimization Services provides remote delivery of Cisco support for the following families of Cisco's products: Unified Communications, Customer Collaboration, Business Video, Conferencing, and Enterprise Social Software.

### Get Started Today

To start a conversation and learn how Cisco Collaboration Optimization Services may help your organization, contact your local Cisco account representative or certified partner, or visit <http://www.cisco.com/go/collaborationservices>.

## Benefits of Cisco Collaboration Optimization Services

- Shorter timeframe for deployment of new network services.
- Ease of administration and lower IT resource administration costs.
- Ease of rollout for complex solutions and new functionality.
- Improved staff training and knowledge transfer.
- Improved user productivity and customer experience by stabilizing collaboration architecture systems.
- Improved collaboration architecture service availability.
- Improved long-term planning for IT strategy and architecture.
- Faster usage and adoption of new technology to achieve project ROI.
- Better optimization of Cisco technology.

**Source:** The Total Economic Impact Of Cisco Collaboration Optimization Services, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2012

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third-party trademarks mentioned 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. (1110R) C22-709283-00 06/12