Collaboration at Cisco

ITMATO-5169
Collaboration at Cisco

Sheila Jordan
Vice President, Communication & Collaboration IT
February 1, 2011
IT Trends

- Continuous Connectivity
- Virtualization
- SOA
- Social Software

- Globalisation
- Scale → Speed
- Building Trust
- Building Global Teams
- Economic Pressures
- Empowered Employees
- Consumer-Like Capabilities

Technology

- Employee Mobility
- Real-Time Content & Video
- Device Proliferation
- Work Anywhere, Anytime

Business

- Video
- Current Content
  - Email, PowerPoint

Mobility

- New Content
  - Blogs, wikis, discussion forums

Content

- Video
- Current Content
  - Email, PowerPoint

- New Content
  - Blogs, wikis, discussion forums
Cisco Collaboration Portfolio

- Messaging
- Telepresence/Video
- Conferencing
- IP Communications
- Customer Care
- Mobile Applications
- Enterprise Social Software
Cisco-on-Cisco Phased Approach to Collaboration

**Virtualization**
- Extending borders to better manage all communications

**Collaboration**
- Tying all communications channels together

**Message/IM**
- Real-time chat and exchange of information

**Video**
- Rich conferencing experience that enables human communication

**UC/Telephony**
- Foundation for overall communication and collaboration platform

**Business Capability**
- 2000-2002
- 2004-2005
- 2006
- 2007
- 2009
- 2010
- Future
Positioning the IT Organization to Execute for Value
The Communication & Collaboration Story

Integrated Workforce Experience
Powered by Cisco Quad

- Connect: The right people, resources, and content at the right time
- Communicate: More effectively and efficiently
- Collaborate: Internally and externally
- Learn: From all

Goal is to drive productivity, growth, and innovation
Elements of Collaboration Transformation

Integrated Workforce Experience
Powered by Cisco Quad

Cisco Video Communication & Collaboration
- Cisco Cius
- Unified Communications
- Flip Video
- Conferencing
- Enterprise Video

Enterprise Social Software
- Blogs
- Wikis
- Forums
- Communities

Personalization & Relevancy
- Search
- Content
- Workforce Data
- ID Management
- Policy Management
- Tagging

Applications & Services
- Directory
- HR Systems
- CRM/ERP
- Business Intelligence
- Workforce Services
- MyCompensation
- MyBenefits
- My Approvals

Result is a personalized, relevant workspace
Why Cisco?

Real-time IP Voice and Video Integrated into Enterprise Social Software provides personalized, relevant workspace which is people-centric.
The Communication & Collaboration Story

Integrated Workforce Experience
Powered by Cisco Quad

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- Communicate: more effectively and efficiently
- Collaborate: Internally and externally
- Learn: from all

Goal is to drive productivity, growth, and innovation
The Enterprise Meets Social Networking

The Communication & Collaboration Story
Integrated Workforce Experience
People: Connect and Find the Known and Unknown

Rich Presence Information
Integration to Blog Platform

Darrin Simmons
Director, Product Management - ECPDU
Cisco Systems, Inc.
Presenting to CAP Team

Darrin’s Blog
ECP PM Team Meetings
6/21/2010 10:19 AM
What is the easiest way to access the content? All content is tagged with “quad launch training.” Simple search on http://www.cisco.com for “quad launch training” will return results, and links. What content is available? Prepar & art recordings. They are located in the document library of the Quad Special Interest Group Community. http://trcopol-alpha.cisco.com/interwebblog-enrollment-training STREAMING WebEx talks. They are located in the Benchmark’s library.

Activities
Darrin Simmons edited ECP PM Team Meetings
16/21/2010 Agenda Topics: 2.0 Renew Security - 2.0 plan, PME, Duke, External Communities: Yamin Lai is prime contact for external communities / Cisco.com – Sanjay PM prime, Troy Security Prime. Need to ensure we stay in sync with ME around security Networks - Cisco Live, Collaboration Users Group, C-Scape中铁的 rooms for CIUG and Cisco Live Demo. Troy has sent out the spreadsheet with both times. Work with eaa another to change times if.

Darrin’s Alternate Contacts
Harold Pullig
PRODUCT MANAGER, ENGINEERING

Paul Russell
BUSINESS DEVELOPMENT MGR

Darrin’s Interests
Topics: app, marketing, pm, product management, quad, requirements
Experiences: quad, sales, ecp, app, enterprise collaboration platform, emt, product management, requirements, social software
Interests & Others: ar, cycling, jet skiing, racquetball, snowboarding, wood working

Click to call, chat or meet
Videos and content that Darrin authored or recommends

Click to call, chat or meet
Rich Presence Information
Integration to Blog Platform

Darrin’s interests and communities are easily accessible
Videos and content that Darrin authored or recommends
Integrated Workforce Experience
Information: Many Sources. One View.

Integration with Tagging and Ratings
Integration with Show and Share
Integration with relevant blogs and discussion forums
Integration with Directory to show Experts
Integration with related Communities

Information Integrated Workforce Experience

Information: Many Sources. One View.
Community Taxonomy and Filters

People
- Job Role
- Organization, Department
- Customer, Partner, Account

Work
- Business Work Groups
- Enterprise Council
- Products, Service
- Project, Program
- Support
- Executive Metrics

Life Interest
- IWE for Women
- Team Cisco Volleyball
- Cisco Cancer Survivors

Open
Restricted
Private
Key Tenets

1. Headline News
2. Architectural Plays
3. Sales “Care Abouts”:
   - My Bookings
   - My Pipeline
   - My Notifications
   - My Commissions
   - My Opportunities
Integrated Workforce Experience – Engineering
Communities: Access Relevant Information and Applications

Key Tenets
1. Key Topics
2. Discussion Forum
3. Common Engineering Tools

Integrated Workforce Experience
– Engineering
Communities: Access Relevant Information and Applications
Executive Dashboards
Bookings
Market Share
Channels
Customer Experience
Councils and Boards
Communication & Collaboration
Competitive Positioning

Business Updates
Competitive and Market Updates

Executive Metrics Community

Executive Top of Mind

The World Economic Recovery ahead driving Cisco double digit growth through FY11
By Brian McEIlheny, Vice President

Announcing CEM Release 2.0 on IME
By Frank Schlabach and Mark Lapid

Welcome to Cisco Executive Metrics version 2.0, running on Cisco's unique IME platform. You will immediately notice our new look that includes artwork specifically targeted to the senior leadership teams on top-of-mind matters. Check out below the latest news on product lead times by CVM, and on growth prospects by Strategic Marketing.

Since launching last fall, we have added productivity tools: executive calendar, approval central, corporate news, and CCO's presentation library. We have also enhanced content on financials, market share, channels, supply chain, customer experience, and communications. Check out CVM's state-of-the-art dashboard with real-time capabilities. We encourage you to participate by authoring future articles, sharing metrics dashboards, starting a discussion forum, or simply, contacting us for a demo. Thanks in advance.

Cisco Systems, Inc.

Business Update

Taking Action on Lead Times and Product Delivery
By Angela Moe

As we all know, the last 15 months of economic downturn while recovery has presented many challenges for our customers, partners, suppliers, and ourselves. New orders were challenging and CVM. In particular, during this time, we have experienced a long-term trend of inventory build-up, coupled with ongoing supply chain disruptions and demand reductions. On the one hand, factories and suppliers needed to de-stuff inventories; on the other, customers were reluctant to buy, as they waited for more certain signs of recovery and lasted into 2011.

Cisco is not alone in this situation. Many companies including Cisco are managing the same component shortages, including customers, contract manufacturers and competitors. Here at Cisco, however, we have a unique ability to work across organizational boundaries to drive results, both within the company and across our supply chain and customer partner network.

The Customer Value Chain Management (CVM) organization is teaming up with CCOs, Finance, and executive organizations to address our lead time issues, both for the new and long-term. We are using historical data, putting in place new capabilities, processes and systems to meet customer demands and now in the future.

>> More | Supporting Metrics | Start a Discussion
Integrated Workforce Experience
My View: Work Your Way

- Integrated contact lists across all spaces
- Central view for customized Cisco news
- Integration with Exchange for mail, tasks, and calendar
- Integrated with Communities and Projects

Voice Messages (2)

Latest News

Social Activities

Exchange Calendar
Workforce Services Today

HR Services
(compensation, staffing, benefits, learning, HR support)

- Functionally driven
- Difficult to find and navigate
- Many are event driven
- Underlying content is missing, incorrect, or outdated

Finance Services
(payroll, stocks, 401K, procurement)

WPR Services
(cafes, shipping, facilities)

IT Services
(mobility, computing, network, IT support)
# IWE Workforce Portlets

<table>
<thead>
<tr>
<th>Human Resources</th>
<th>Finance</th>
<th>IT Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Paid Time Off</td>
<td>My Resource Metrics</td>
<td>Support Central</td>
</tr>
<tr>
<td>My Approvals</td>
<td>My Learning and Development</td>
<td>Mobile Device Services</td>
</tr>
<tr>
<td></td>
<td>My Timecard</td>
<td></td>
</tr>
<tr>
<td></td>
<td>My Career</td>
<td></td>
</tr>
</tbody>
</table>
My Paid Time Off (U.S. Pilot)
### PTO Request

Review your information. Submit Request to complete your PTO request.

<table>
<thead>
<tr>
<th>Date</th>
<th>Status</th>
<th>01 P.T.O.</th>
<th>02 Floating Holiday</th>
<th>03 Jury Duty</th>
<th>04 Bereavement</th>
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<tbody>
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<td>23-Dec-2010</td>
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[Submit Request] [Cancel]
PTO Status Information
Your request has been processed and PTO status is updated below.

Create and Edit Calendar Requests

December 2010

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
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<td>28</td>
<td>29</td>
<td>30</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
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<td>11</td>
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<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
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<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td>1</td>
</tr>
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</table>

Balances as of 19-Nov-2010

<table>
<thead>
<tr>
<th>PTO Type</th>
<th>Balance</th>
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<tbody>
<tr>
<td>US Paid Time Off</td>
<td>138.88</td>
</tr>
<tr>
<td>US Floating Holiday Plan</td>
<td>0</td>
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</table>
Video Collaboration
Cisco Video Ready Network

Integration and Interoperability

- Cisco TelePresence
- WebEx Video Meetings
- Cisco Unified Video Conferencing
- Cisco Show and Share
- Digital Media Signage
- Cisco TV Broadcast
- Cisco Unified Video Advantage
- WebEx Connect Video
- Cisco Unified IP Phones

Many to Many

1 to Many

1 to 1
## Cisco IT Video Management Strategy

<table>
<thead>
<tr>
<th>Architecture</th>
<th>Service &amp; Operations</th>
<th>Deployment</th>
<th>Storage</th>
<th>Network &amp; Capacity Management</th>
<th>Video Sharing</th>
<th>Video Conferencing</th>
<th>Video Streaming</th>
</tr>
</thead>
</table>

### Metircs
- Process & Data Management, Operations/Optimization Metrics

### Business Value
- Value/Cost, Use Cases
Unique Value of Video

- **Executive Messaging**
- **Product Demonstrations**
- **Learning & Tutorials**
- **Company Meetings**
- **HR Training**
- **Meeting Recordings**
- **Community Involvement**
What Have We Learned So Far?

Three Key Findings:
- Video builds trust within the enterprise
- Not all video is equal ("Rate this video" ★★★★★★★)
- Need governance and policies for video content
## Areas of Financial Value for Cisco TelePresence & Video Solutions

<table>
<thead>
<tr>
<th>Travel Reduction</th>
<th>Employee Productivity</th>
<th>New Business Models</th>
<th>Business Continuity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce travel for internal and external meetings</td>
<td>Increase “in-person” interactions</td>
<td>Sales: increase customer contact; reduce sales cycle</td>
<td>Accelerate decision-making</td>
</tr>
<tr>
<td>Reallocate travel to increase customer/vendor intimacy</td>
<td>Improve access to busy executives</td>
<td>Marketing: accelerate content development, time-to-market</td>
<td>Effective crisis management</td>
</tr>
<tr>
<td>Positive environmental impact, reduce emissions</td>
<td>Scale and improve access to subject-matter experts</td>
<td>Product Development: reduce development cycle</td>
<td>Emergency executive meetings</td>
</tr>
<tr>
<td>Facilitate work-life integration, workplace flexibility</td>
<td>Enhanced communication and decision making</td>
<td>Manufacturing: improve supply-chain integration</td>
<td>Improve communication and decision making</td>
</tr>
<tr>
<td>Reduce travel “downtime”</td>
<td>Increased face time with customers</td>
<td>Professional Services: more consulting time</td>
<td>Cisco asset protection</td>
</tr>
<tr>
<td></td>
<td>Increase employee knowledge share</td>
<td>HR: reduce hiring cycle resulting from remote job interviews</td>
<td>Remote management of assets</td>
</tr>
<tr>
<td></td>
<td>Ad-hoc employee video communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Time-shifted communication</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Cisco IBSG, 2007
Leadership Beyond Technology
Leadership Beyond Technology

- Quad
- Video
- Unified Communications
- TelePresence
- Instant Messaging
- Access to transformational systems
- Security

- Scalable, integrated processes
- Services framework
- Business value

- Leadership
- Change management
- Governance
- Transforming how we work
Communications and Collaboration Board

The C&C cross-functional board drives innovation and success in communication and collaboration at Cisco

Co-chair
Jim Grubb
Corp. Comms

Co-chair
Sheila Jordan
IT

Mala Anand
Services

Tricia Baker
Engineering

Murali Sitaram
Engineering

Mike Metz
Marketing

Harbrinder Kang
Corp Comm

Angela Stark
Corp Comm

Jodi Krause
Corp Positioning

Kevin Harrington
CVCM

Amy Kwan
Finance

Don McLaughlin
HR

Rick Hutley
IBSG

Marisa Chancellor
IT

Lance Perry
IT

Van Dang
Legal

Christine Sales
Castle Sales

Shanthi Iyer
Sales/IT

Andy Starr
WebEx

Chris Treille
WW Channels
Six Steps to Transformation

Sustainable Business Value

1. Develop and share the **vision**
2. Develop **enterprise architecture approach**
3. Assemble accountable **cross-functional leadership team**
4. Identify **business opportunities or pain points**
5. Create **integrated technology roadmap**
6. Deliver **workforce services** that surprise and delight

**Change Management**

**Governance**

**Communicate…Communicate…Communicate…Communicate…Communicate**

**Metrics**
Integrated Workforce Experience
New Approach to Global Development

Collaborating to Deliver Collaboration

- WebEx conferencing with integrated video and meeting recordings
- IWE Community for program management and centralized documents
- Discussion forums for nightly program handoffs in place of email
- Global meeting planning for all time zones
Value of Collaboration
Three Value Drivers
Transforming How We Work

Innovation
- Accelerate R&D
- Create new business models
- Generate ideas

Growth
- CEO care-abouts
- Extend global reach
- Drive revenue
- Cultivate new markets
- Accelerate sales cycle

Productivity
- Operational efficiencies
- Faster decision making
- Reduce costs
- Leverage and reuse
Cisco Collaboration Initiatives
FY’09 Benefits from 7 Distinct Collaboration Programs

In FY’09, Cisco Achieved $1.052B in Net Benefits from Web 2.0 Collaboration Solutions, up from $691M in FY’08

<table>
<thead>
<tr>
<th>Innovation</th>
<th>Growth</th>
<th>Productivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connected Workspace</td>
<td>Expertise Locator (SOAR)</td>
<td>Remote Collaboration (TP/WebEx/UC)</td>
</tr>
<tr>
<td>Mac Wiki</td>
<td>Sales Productivity (NEW)</td>
<td>Telecommuting</td>
</tr>
<tr>
<td>C-Vision and Video Blogs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$11.5M</td>
<td>$108.6M</td>
<td>$601.3M</td>
</tr>
<tr>
<td>$ 5.5M</td>
<td></td>
<td>$298.7M</td>
</tr>
<tr>
<td>$11.1M</td>
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</table>

Total: $1.052B
## IWE Metrics Summary January 1, 2010

### Launch Stats

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
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<tbody>
<tr>
<td>Launch Date</td>
<td>Nov 19</td>
</tr>
<tr>
<td>Number of communities</td>
<td>159</td>
</tr>
<tr>
<td>Number of portlets</td>
<td>74</td>
</tr>
<tr>
<td>Number of wiki pages</td>
<td>3,438</td>
</tr>
<tr>
<td>Number of documents</td>
<td>22,974</td>
</tr>
<tr>
<td>Number of forum posts</td>
<td>13,160</td>
</tr>
<tr>
<td>Number of blogs</td>
<td>1,420</td>
</tr>
</tbody>
</table>

### Activity since Launch

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of users</td>
<td>32,494</td>
</tr>
<tr>
<td>Number of visits</td>
<td>265,591</td>
</tr>
<tr>
<td>Number of hits</td>
<td>1,766,138</td>
</tr>
<tr>
<td>Number of posts</td>
<td>5,419</td>
</tr>
<tr>
<td>Number of doc uploads</td>
<td>5,548</td>
</tr>
<tr>
<td>Number of forum posts</td>
<td>2,519</td>
</tr>
<tr>
<td>Number of microblogs</td>
<td>6,636</td>
</tr>
</tbody>
</table>

### Adoption of New Features

- Highest content creation via Microblogs
- 17% of user base added contacts
- 696 users added Expertise tags
Global Adoption

- **US & Canada**
  - 20,184 visitors
  - 31% adoption
  - 3,342 posts

- **Emerging Markets**
  - 1,944 visitors
  - 36% adoption
  - 81 posts

- **European Markets**
  - 4,876 visitors
  - 36% adoption
  - 823 posts

- **Asia Pac**
  - 4,691 visitors
  - 17% adoption
  - 287 posts

- **Japan**
  - 799 visitors
  - 41% adoption
  - 107 posts
**Virtual Global Annual Sales Conference**

- Hosted 20,000 global participants
  - 90 countries, 270 cities
- Avoided 211M air miles
- Held 88 hrs of consecutive events
  - Streaming video
  - Integrated 7 technologies
- Achieved 90% cost savings
- Highly engaging employee experience
WebEx Conferencing and Instant Messaging

**WebEx Conferencing**
- 68% usage increase in 12 months
- 525 million conferencing minutes globally

**Cisco WebEx Connect Instant Messaging**
- Full migration activities took 45 days
  - Included testing, backup, readiness
  - Actual account migration took 2 weeks
- 87K users now with single IM solution
  - Significant usage increase over previous IM
- Business-to-Business IM federation
  - Changes policy and process
Cisco on Cisco Proof Points
Transforming How We Work

Cisco TelePresence

- Deployed 997 units
  240 cities in 59 countries
- Conducted 828,000 scheduled mtgs
  Additional 166,236 ad-hoc meetings
- Saved more than $753M in travel
  188,221 meetings avoided travel to-date
- $282M productivity cost savings
- Improved sales cycle and win rates
  Average deal cycle reduced up to 9.7%
- Increased customer interactions
We Are Transforming Work
Collaboration Within the Cisco Enterprise

Delivering productivity, growth and innovation
Power of Collaboration Becomes Exponential
Collaboration Outside the Cisco Enterprise
Cisco on Cisco Proof Points
Transforming How We Work

Virtual Strategic Leadership Offsite

• Hosted 3400 global participants
  • 8 global hubs with concurrent live events
• Gained 11+ hrs travel time per day/participant
• Held 48 hrs of live sessions
  • Streaming video
  • Integrated 9 technologies
• Saw 75% cost savings from typical onsite events
• Highly engaging leadership experience lives on beyond actual event
Please complete your Session Survey

- We value your feedback - don't forget to complete your online session evaluations after each session. Complete 4 session evaluations & the Overall Conference Evaluation (available from Thursday) to receive your Cisco Networkers 20th Anniversary t-shirt.

- All surveys can be found on our onsite portal and mobile website: www.ciscoliveeurope.com/connect/mobi/login.ww

- You can also access our mobile site and complete your evaluation from your mobile phone:
  1. Scan the Access Code
     (See http://tinyurl.com/qrmelist for software, alternatively type in the access URL)
  2. Login
  3. Complete and Submit the evaluation