



Unified Communications Benefits

How New Unified Communications Deployment Raises Productivity for Cisco Sales



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- **Challenge**

- Improve productivity for Cisco employees by introducing time-saving solutions.

- Survey users to assess demonstrable results.

- **Solution**

- Deploy new unified communications tools to more than 3500 Cisco sales people as way to test business value of tools.

- Unify presence and mobility services with voice, voice mail, video, and collaboration tools to create powerful new capabilities.

- **Results**

- Very high employee acceptance of new tools

- Significant productivity gains

- **Next Steps**

- Extend business benefits of unified communications throughout Cisco and deploy latest product versions

Challenge

Improve productivity for Cisco employees by introducing time-saving solutions.

Time-consuming activities include:

- Playing “phone tag”
- Calling multiple devices to locate an individual
- Logging in to voice mail, particularly with multiple mailboxes
- Waiting for late colleagues to join meetings
- Traveling when other meeting options would suffice
- Setting up meetings and conference calls
- Looking up directory information and phone numbers

Follow up with a user survey to measure results; demonstrate that new unified communications capabilities save employees valuable time.

Challenge

Where Cisco employees lose productive time....

	No time lost.	Less than 5 minutes/day.	5 – 10 minutes/day.	10 – 20 minutes/day.	20 – 30 minutes/day.	30 minutes – 1 hour/week.	1 – 2 hours/week.	3 – 5 hours/week.	More than 5 hours/week.	Not Applicable
Playing phone tag	3.6%	8.6%	18.0%	23.6%	17.2%	8.5%	12.0%	6.5%	1.8%	0.2%
Calling multiple devices to locate an individual	4.4%	10.1%	24.7%	25.5%	12.2%	8.6%	10.0%	2.8%	1.4%	0.3%
Logging in to Voicemail	13.2%	32.6%	28.9%	10.4%	4.8%	5.6%	2.5%	0.6%	0.7%	0.6%
Waiting for late colleagues to join meetings	2.0%	12.1%	27.3%	27.3%	11.2%	9.0%	7.8%	1.8%	0.7%	0.8%
Time spent traveling, when other options would suffice	14.3%	3.8%	2.4%	2.9%	5.9%	8.9%	19.6%	21.0%	16.6%	4.7%
Meetings and conference call setup	7.0%	15.3%	26.8%	21.8%	7.8%	11.2%	7.8%	1.2%	0.3%	0.7%
Looking up directory information and phone numbers	5.9%	22.5%	32.6%	17.3%	7.6%	7.8%	4.3%	1.3%	0.3%	0.5%

Solution

Deploy new unified communications tools to Cisco sales people to test business value of tools

- Field trial rolled out to 3500 Cisco employees
 - Users are sales staff in US and Canada
- Products included:
 - Cisco Unified Mobility
 - Cisco Unified Personal Communicator 6.1 and 7.0
 - Cisco Unified Mobile Communicator 3.0 and 7.0
 - Cisco Unity 5.0 and 7.0
 - Cisco Unified MeetingPlace 6.0 and 7.0
- IT followed up with user survey to measure productivity gains
 - More than 1100 survey responses

Results

Unifying presence and mobility services with voice, voice mail, video, and collaboration tools creates powerful new features

- Users view unified communications tools as significantly valuable for sales and business processes.

- Increase productivity

- Positively support the sales cycle

- Reduce the need for travel

- Promote greater work/life balance for employees

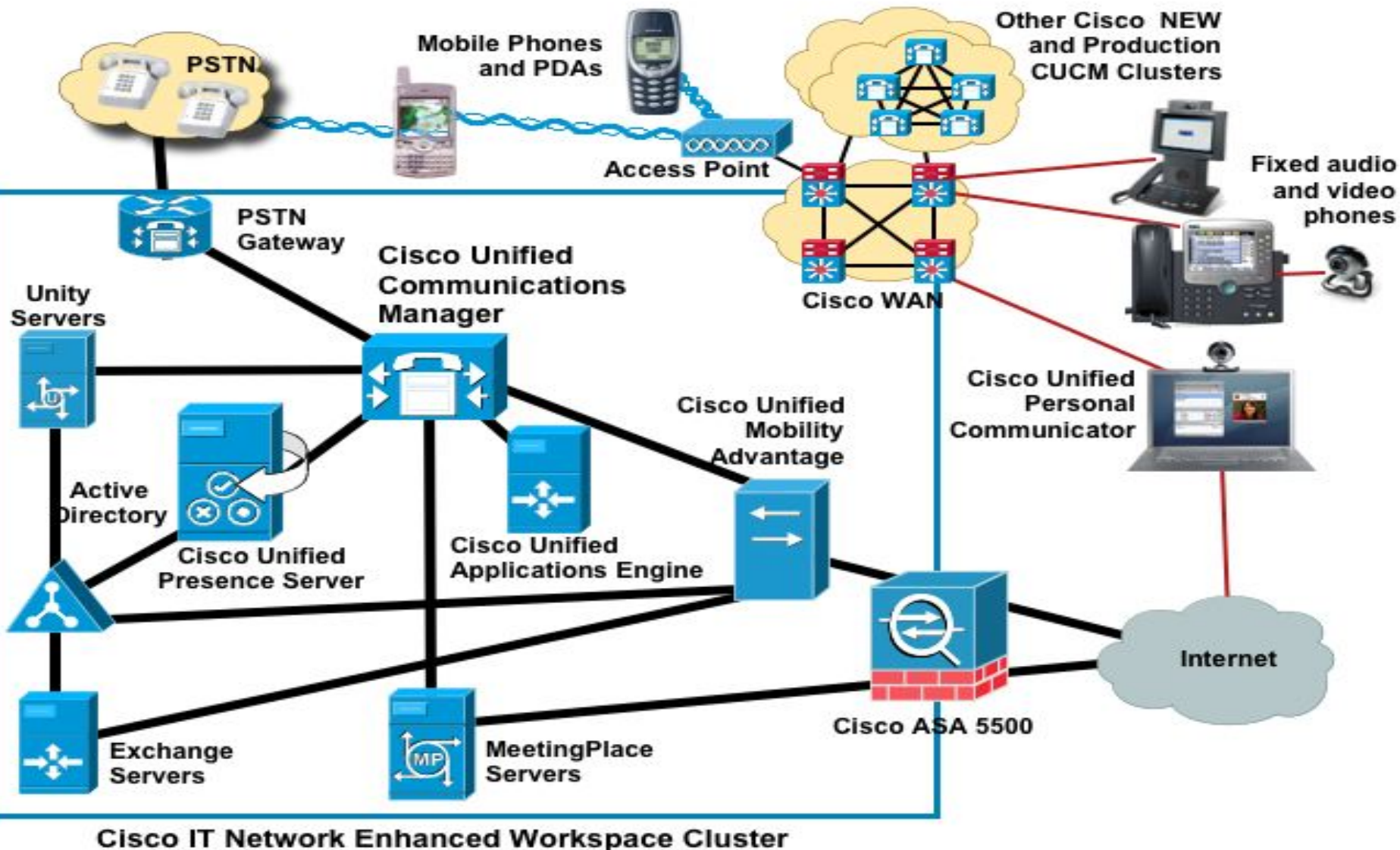
- Reinforce Cisco employees' early deployment of Cisco technologies

- Measurable productivity gains translate to financial gains

- Modeling based on survey responses from NEW participants indicates **2.8%–3.5% productivity gain**

- Translates to **\$63–\$80M annual benefit** when extrapolated to entire field of ~15,000 strong

Results - Architecture



Results (cont.)

Summary of new unified communications survey results

- “Rate your experience with the NEW program.” 866 Responses.

83.6% Positive

“Outstanding. It has made my daily work experience much better or more efficient.”

“Positive. I can see a real benefit here. This could really work for me.”

7.1% Neutral

“Neutral. It has not changed my daily work life at all. No better, no worse.”

9.2% Negative

“Unhelpful. I’ve had some difficulties integrating NEW into my daily work.”

“Negative. My daily work has gotten more difficult using it.”

Time Efficiency and Adoption Rates

Assumptions in productivity model were derived from survey responses of NEW program participants.

Adoption Rates

Capability	Low Case Use constantly or frequently	High Case Use constantly, frequently or average	Average Time Saved per day (minutes)
Cisco Unified Mobile Communicator	35.5%	46.4 %	14.2
Cisco Unified Mobility Manager	67.4%	78.9 %	18.0
Cisco Unified Personal Communicator (Presence + Collaboration)	57.0%	73.1 %	14.6
Cisco Unified MeetingPlace 6.0 with Video	8.9 %	19.9 %	7.2
Cisco Unity 5.0	69.5 %	87.2 %	10.9

“Customers don’t have to call back. They can reach me right away.”

“Getting all your calls the first time, and resolving issues with the first call, eliminates telephone tag, which is a productivity killer. I find that my phone rings less and I have fewer voice-mail messages, even less email, because I handle most issues in a single call.”

Randy Sorensen

Cisco Regional Sales Manager, Enterprise Voice

Productivity impact projected to entire Cisco field would result in estimated annual benefit of > 1 million hours

Unified Communications Capabilities	Operational Efficiencies	Adoption Rate	Potential Annual Impact*
Cisco Unified Mobile Communicator (Presence, corporate directory, visual voice mail, click-to-dial all on mobile device)	~14 Minutes/day	36–46%	151–198 Thousand hours
Cisco Unified Mobility Manager (Single number reach; single business voice mail)	~18 Minutes/day	67–79%	364–426 Thousand hours
Cisco Unified Personal Communicator (Presence, converged IM/voice/web, click-to-collaborate)	~15 Minutes/day	57–73%	250–320 Thousand hours
Cisco MeetingPlace with video (Video-enabled conferencing)	~7 Minutes/Dday	9–20%	19–43 Thousand hours
Cisco Unity 6.0 (Unified messaging; speech-enabled corporate directory)	~11 Minutes/day	70–87%	226–284 Thousand hours

*Annual impact assumes that only 50% of operational efficiencies is converted to productive use

Next Steps

Extend the business benefits of unified communications throughout Cisco.

- Cisco IT has already upgraded product versions after the initial deployment.
- Cisco Unified Communications Manager 7, Presence 7, Unified Mobility Advantage 7, and Cisco Unity 7
- Planned future features for the Unified Communications deployment:

PhoneProxy: Offers secure IP phone access from any location.

Cisco Unified Operations Manager and **Cisco Unified Provisioning Manager:** Provides management and performance information and provisioning automation for unified communications environments.

Cisco Unified Presence Server federation: Allows users at different companies to see the presence status of employees at other companies.

Cisco Unified Application Engine servers: Lets applications developers build UC tools such as presence and click-to-talk and other media collaboration connections directly into applications.

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