



Integrated Workforce Experience IWE Case Studies

CVCM GSM Optics: IWE Communities

"Prior to IWE, I was looking for something to start connecting the team together on all the different tools we're being asked to use...wikis, blogging, etc. IWE provides a single place to start to integrate everything and it's an easy way to share the integrated information."

- Payson Johnston
Group Manager, GSM Optics

Key Benefits:

- Consolidation of widespread information into one location
- Uniting disparate resources and individual contacts
- Instant visibility to activities and news

Business Value:

- Speed
- Scale
- Replicability

Executive Summary

The Customer Value Chain Management (CVCM) Global Supplier Management (GSM) Optics team needed a flexible way to collaborate, connect, and communicate, not only within the team, but also across numerous business unit partners. The information and resources they needed were found in a variety of locations, making access difficult and time consuming. The team also needed to transform their business processes to help them become more efficient and productive.

Creating the GSM Optics IWE community gave them the ability to bring information and people from multiple sources to one common location, allowing members to consolidate and share information about suppliers in a way that they have never had before. Flexibility and innovative collaboration approaches through their IWE community has increased productivity and has been "a major win."

About CVCM

CVCM is a global organization with more than 9000 people in 90+ locations, transforms Cisco innovation into market-leading products and an unrivaled customer experience. In 2008, Cisco combined its Supply Chain Management, Corporate Quality, and Customer Service and Support organizations to form CVCM, a new kind of organization focused on the customer experience.

CVCM teams collaborate with a global network of suppliers and manufacturing partners, as well as with other Cisco organizations such as Cisco Development Organization (CDO), Cisco Services and Sales, and increasingly with Cisco customers. This expanded mission extends the traditional Cisco manufacturing and supply chain operations into something new: the Cisco Customer Value Chain.

Business Situation and Challenge

The CVCM Global Supplier Management (GSM) Optics team is part of the Supplier Management function within CVCM, and is responsible for all optics sourcing. As a result, the team works in close partnership with external suppliers, as well as with multiple organizations within CVCM and CDO.

The GSM Optics team not only have to find suppliers, they also have to qualify them to make sure the suppliers can provide materials that meet Cisco standards; they perform on-going supplier business reviews; and track the financial health of suppliers. In addition, the team also has to work closely with CDO business units who need optics in their products, to help ensure they understand requirements.

In the past, the team used multiple collaboration tools, and information was distributed across a variety of locations. The team needed a collaborative solution that would help them connect, communicate, collaborate, and learn from each other. They also needed to transform their business processes to help them become more efficient and productive. The

solution needed to be agile, customizable, and most importantly, help enable new business processes to drive productivity, growth, and innovation within CVCN.

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

The GSM Optics community was launched in June 2010. Due to the sensitive optics information, it is currently a private community with members from the optics team, as well as their 12 different business unit partners.

This community enables the team to bring disparate resources, contacts, and information into one location. The IWE GSM Optics community allows members to consolidate and share information about suppliers across stakeholders, including financial data on supplier health, financial team updates, and Supplier Business Reviews. Disparate teams need this data to drive their individual business issues, and IWE allows them to view information and collaborate in ways not possible in the past.

Members can consolidate widespread information from wikis, Requests For Information (RFIs), Request For Quotations (RFQs), and more, in one convenient and accessible location, which is a "major win," according to community members. This consolidated, easy access view means employees are more productive, and the easy communication and collaboration mean new processes are easily introduced and replicable.

Additional ways that the community is being leveraged include:

- Calendaring:** Group calendar enables a larger team to be able to view Paid Time Offs (PTOs), key upcoming events, and travel dates, allowing greater communication and flexibility for the team
- Community activities portlet:** Real-time social software updates for all users, providing instant visibility to activities and news in the community
- Staff meetings:** Tab restricted to GSM Optics team is used to drive weekly agendas, keeping meetings more organized and providing user visibility to information on an as-needed basis
- Finding Information:** Stakeholders and other business partners are looking for and finding the information that they need, and are also requesting that additional information be made available in the same manner
- Relevant blog topics and RSS feeds:** Sharing updated information on relevant topics and tracking status of RFQs and projects through the wiki feature
- Discussion boards:** Sharing best practices and issues resolution
- File sharing:** Tracking on-going documents previously shared via email.

With the use of IWE and the aggregated visibility that it provides, community owners and members now feel more confident, because they have easy visibility to project status and up-to-date communications, allowing the GSM Optics community to drive new and more efficient business processes.

Looking Ahead

With the evolution of IWE PbQ, the team is looking to:

- Increase touch points with BU partners. Timely information to the right people at the right time – enabling scalability and visibility (an ongoing information feed as opposed to formal meetings being scheduled)
- Drive a more succinct communications process internally and with partnering teams – with a goal to increase alignment while reducing number of in-person meetings
- Transform current business processes, and recreate new processes and business models to truly leverage the value offered by collaboration – to embed collaboration into the DNA of the business process

The community and owners are enthusiastic about the new capabilities and features IWE Powered by Cisco WebEx Social provides. By integrating video and Cisco Unified Communications technologies, GSM Optics community members are able to dynamically change business processes affecting their day-to-day productivity, while providing tremendous business value to the CVCM organization and the GSM Optics community.



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