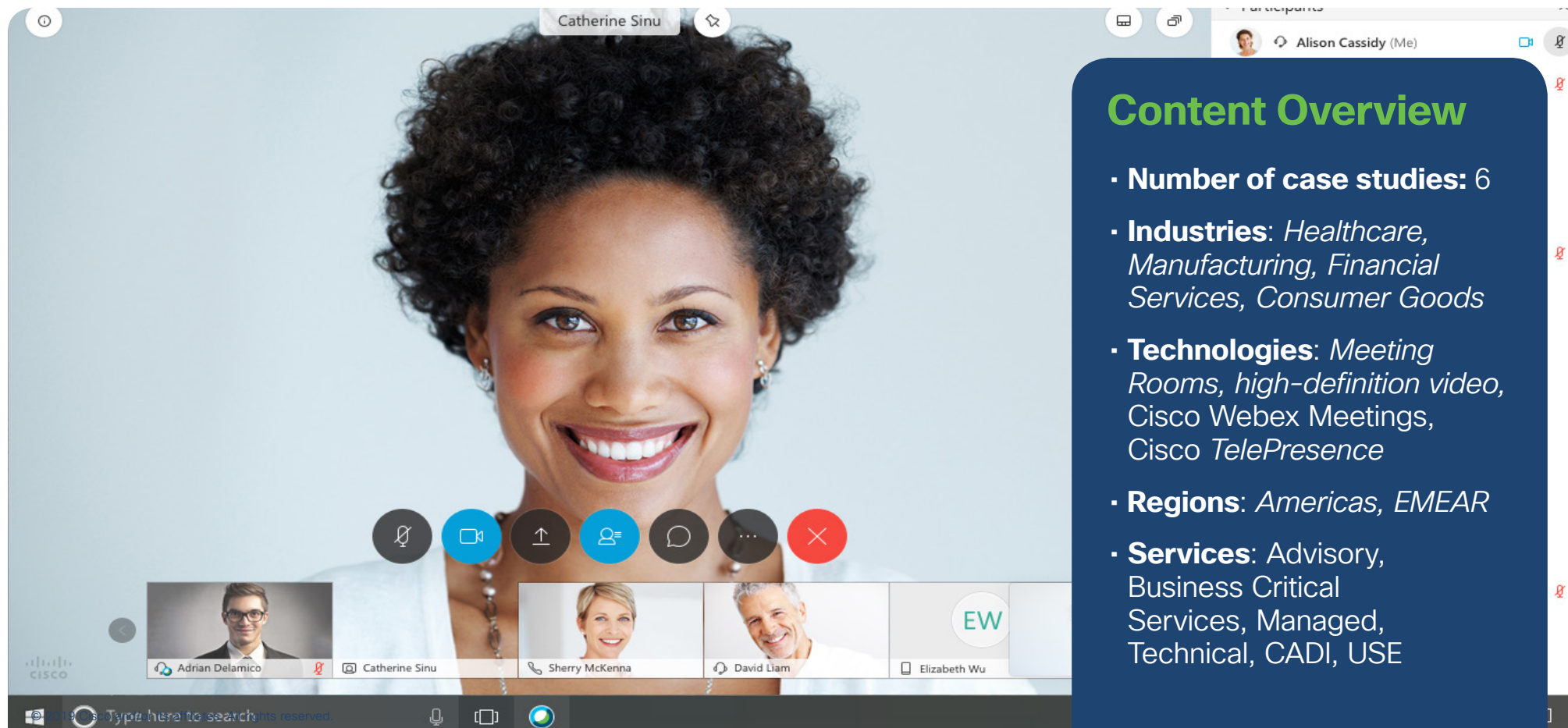




Blind Case Studies: Meetings & Conferencing

Cisco® Customer Experience for Collaboration



Content Overview

- **Number of case studies:** 6
- **Industries:** Healthcare, Manufacturing, Financial Services, Consumer Goods
- **Technologies:** Meeting Rooms, high-definition video, Cisco Webex Meetings, Cisco TelePresence
- **Regions:** Americas, EMEAR
- **Services:** Advisory, Business Critical Services, Managed, Technical, CADI, USE

Advisory services: Network Path Assessment

Recently, a global manufacturer of medical devices and software deployed a large Cisco® Collaboration Meeting Room solution to improve communication and productivity among its employees. Shortly after implementation however, its workforce began complaining about poor video quality in their meetings. This forced the IT staff to rethink what went wrong. Yet, when they took an initial look at the network to identify the root causes of the poor video quality, they found no problematic issues. Instead, they found:

- The network was highly redundant and contained no known issues
- IP routing was in good shape
- Network devices met all software and hardware requirements

At this point, they engaged Cisco® Customer Experience to help them assess their situation and develop a strategy to get the video conferencing software to work as planned. Almost immediately, the Cisco Customer Experience team proposed a Network Path Assessment in order to validate the video path for possible packet drops and network issues.

The Cisco Customer Experience team worked closely with the customer to understand its hop-by-hop network topology and the specific path traversed for video calling and web conferencing. After carefully examining the customer network's quality of service (QoS) settings, the Cisco team identified that multiple packet drops were indeed occurring, both at the core and the edge, due to network configuration issues and non-labeled items competing with data in the same queue. Because the customer's network topology was created incorrectly, it was deviating from the validated design and thus delaying the application.

The Cisco team then quickly deliberated on how best to reassemble the customer's network topology and within a short timeframe, reconfigured the network to run optimally. Additionally, to prevent further delays in the application, the Cisco Customer Experience team provided the customer with a list of Cisco best practices. This helped to educate the IT staff on proper techniques and actions so that they could avoid similar situations in the future.



Customer Overview

- **Industry:** Manufacturing (Healthcare)
- **Region:** Americas
- **Number of employees:** 5,000-10,000
- **Technology:** Cisco Collaboration Meeting Rooms and Cisco® Webex video conferencing



Challenges

- Poor voice and video quality in Meeting Rooms, leading to less-than-expected usage and ROI
- No known issues within the network
- Overworked IT staff due to recurring unresolved problems



Results

- More than 30 percent drop in Cisco® Technical Assistance Center (TAC) cases submitted (about 150 hours worth)
- 8-10 percent improvement in Collaboration Meeting Room usage after 7 weeks



Business Critical Services: Collaboration

A couple years ago, a large pharmaceutical company invested in high-definition video and a new Cisco® TelePresence environment, hoping to reduce employee travel and any associated costs. Senior management felt it was best to implement a phased rollout, starting with the C-suite executive conference rooms. However, almost instantly, the executives experienced both audio and video quality issues. Given its lack of expertise with the new technology, the IT staff wondered how it could fix the problem.

After opening several cases with the Cisco® Technical Assistance Center (TAC) and trying to solve the issues on their own, the IT department enlisted the help of Cisco® Business Critical Services for Collaboration. The Business Critical Services team quickly observed both the workflows and how the executives were using the equipment, verified the implementation process, and analyzed various parts of the underlying network. Among other things, it found the customer had:

- Lower-than-needed bandwidth and quality of service (QoS) levels
- Overlooked software requirements
- Limited training on how to use the new technology

The team then coached the executives and provided a written script on how to use the equipment, made recommendations for improving audio and video quality, and ensured that the most efficient call routing system was in place.

After the successful conclusion of the C-suite rollout, the Business Critical Services team audited the entire Cisco TelePresence network during implementation and provided recommendations designed to increase end-user satisfaction across multiple business groups.

Customer Overview

- **Industry:** Healthcare
- **Region:** Americas
- **Number of employees:** 100,000+
- **Technology:** Cisco® TelePresence and high-definition video



Challenges

- Audio and video quality issues with TelePresence equipment
- Lack of expertise with new technology
- IT staff felt as if it was wasting time trying to solve the issues themselves



Results

- More than \$3 million in annual travel cost savings
- 25 percent increase in technology utilization among end-users
- 15-20 percent improvement in end-user satisfaction
- More than 90 percent reduction in TAC cases opened

Cisco Managed Services

A major multinational consumer goods corporation was experiencing high travel costs among its executives and managers, despite nearly 300 video proprietary video conferencing systems. Though the technology was built to reduce travel, it was outdated, difficult to use, and unreliable (poor audio quality and low video resolution), resulting in low adoption rates. To overcome these obstacles and help ensure high user satisfaction, the company invested in Cisco® TelePresence video collaboration studios and Cisco® Webex Meetings coupled with Cisco Managed Services (CMS) for Collaboration.

Specifically, CMS allowed the organization to:

- Retain network control and improve audit system stability
- Operate with tailored quality of service (QoS) rules to ensure high-quality service delivery and ensure ongoing availability
- Consolidate incident, problem, and change management processes
- Gain visibility into the network's change management history to consistently optimize system performance

With continuous, proactive monitoring and management of the systems, CMS enabled the company to both identify events that occur outside of normal parameters for network performance and discover remote remediations before network performance could be affected. It also allowed the organization to accelerate user adoption of the video collaboration studios by providing best practices and customized management services.

As employees became comfortable with Cisco TelePresence, studio usage reached more than 80 percent utilization in some locations. This success led to the implementation of more collaboration studios in additional countries, accelerating travel savings further.

Challenges

- High travel costs among executives and employees
- Low adoption rates with current conferencing technology
- Poor audio quality and low video resolution

Results

- Over \$3 million saved in travel costs
- Average user satisfaction score rose to 9/10
- Studio usage reached 80 percent in many locations
- Additional rollouts of collaboration studios

Customer Overview

- **Industry:** Consumer Goods
- **Region:** Americas
- **Number of employees:** 50,000 – 100,000
- **Technology:** Cisco TelePresence & Webex Meetings



Technical Services: Support Services for Collaboration (Enhanced)

A leading financial investment and trading company was facing an end-of-life software contract for its on-premises Cisco® Collaboration Meeting Room software and wanted to seamlessly transition to the cloud. However, the company wanted a flex solution for Webex Meetings so that they could move back on-premises at will if they were dissatisfied.

To meet these needs, the Cisco account team provided the company with a bundled agreement – Cisco® Enhanced Support Services for Collaboration would assist with the migration and Cisco's User Solution Empowerment (USE) Adoption team would accelerate end-user adoption. With both teams involved, the organization could realize its investment sooner.

As part of the migration, the Software Support technical onboarding specialist (TOS) quickly understood the customer's technical environment and identified hidden gaps that could have possibly resulted in delays. After preparing a migration process reference document to identify necessary software configuration changes, the TOS created a proactive Cisco® Technical Assistance Center (TAC) case to ensure expedited resolution should any issues arise during the after-hours business migration.

Simultaneously, the USE Adoption team began meeting with the customer's power and IT users to craft a customized, customer-branded communication plan. The plan included digital signage, posters, and screensavers to increase user awareness ahead of the migration, as well as tailored scripts and videos, quick reference guides, and training presentations (including 13 that were virtual) to help users more easily get caught up to speed.

Over an entire weekend, the Cisco teams were able to successfully migrate over 8,500 users without any issues or disruption to the business. In just two months since the migration, the organization has seen a 350 percent increase in power users and a 43 percent increase in personal room meetings.

Customer Overview

Industry: Financial Services

Region: Americas

Number of employees: 5,000-10,000

Technology: Cisco Webex Meetings



Challenges

- End-of-life software contract for on-premises Collaboration Meeting Room software
- Migrate to the cloud while also maintaining an on-premises subscription to Cisco Webex Meetings
- Low adoption rates for Webex Meetings across enterprise

Results

- Successfully migrated 8,500 users without issues or disruption to the business
- 350 percent increase in power users and 43 percent increase in personal room meetings in two months following the migration
- 0 Severity 1 and Severity 2 Webex issues



Custom Application Development & Integration (CADI) Services

Eager to improve its video-based booking and scheduling process, a leading wealth management company in Europe looked to Cisco for advice. Because of the lack of integration between its legacy in-house developed scheduling system and its Cisco® Telepresence Management System (TMS), the company's video conferencing adoption rate was its lowest in years. The booking process, in fact, caused significant delays in scheduling and was prone to multiple errors.

To fix the issue, the company reached out to Cisco's Custom Application Development & Integration (CADI) team. In a couple weeks, the Cisco team developed a Java Spring-based web application that helped to automate the video conference scheduling process. It also integrated the legacy scheduling system with the TMS system and validated the solution's efficacy.

Here's how the new system worked:

- The employee who wants to schedule a meeting uploads raw data from the company's in-house legacy system to the custom application
- The custom application uses Cisco TMS Bookings API to process the data and convert it into a manageable message for the in-house system
- Application produces a reporting output and validation statistic for confirmation purposes
- The booking and its confirmation is automatically generated

Replacing the manual booking process ended up reducing the company's scheduling time by over 80 percent and completely eliminated booking errors. In the end, the company was able to not only integrate its legacy system with TMS but it also saw a 20 percent boost in user adoption, as users became extremely satisfied with the new process.

Customer Overview

Industry: Financial Services

Region: EMEAR

Number of employees: 25,000–50,000

Technology: Cisco Webex Meetings



Challenges

- Lack of integration between TelePresence and the company's proprietary scheduling system
- Booking process caused significant delays and errors, forcing many end-users to abandon Webex Meetings altogether

Results

- 80 percent reduced scheduling time for Webex Meetings
- 100 percent improvement in booking errors (completely eliminated)
- 20 percent improvement in user adoption following the implementation





Customer Overview

- **Industry:** Financial Services
- **Region:** Americas
- **Number of employees:** 100,000+
- **Technology:** Cisco Webex Meetings



User Solution Empowerment (USE) Adoption services

Recently, a major retail-banking customer was looking to replace its current web conferencing solution with Webex Meetings. Knowing that its utilization of its past technology was lower than expected, it invested in Cisco's User Solution Empowerment (USE) Adoption services simultaneously to go along with its Cisco® Webex Meetings purchase.

The Cisco USE team produced several deliverables for the customer, which helped to train, educate, and encourage end users to collaborate easily through the Webex Meetings. Some examples included:

- A global training strategy to address the educational needs of new users, such as event managers, help desk trainers, and administrative professionals
- Three custom courses in accordance with the client's product customizations and business processes
- Managing the scheduling, registration, and notification process
- On-demand trainings
- Custom educational reference guides for on-demand use
- Custom content in four languages (English, Portuguese, Spanish, and French)
- 25 instructor-led sessions

Results

By creating such a broad set of complimentary material over seven months, the company was able to reach tens of thousands of employees and provide the necessary resources to help them use the technology more often. Results included:

- More than 1800 users trained
- A 12-times increase in the number of registered Webex Meetings hosts
- A 13-times increase in the number of active Webex Meetings hosts conducting meetings
- A 12-times increase in the number of Webex meetings hosted