



# Intranet Case Study Cisco

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# Cisco's Vision and Strategy



## Vision

Change the way the world works, lives, plays, and learns

## Strategy

Solve our customers' most important business challenges by delivering intelligent networks and technology architectures built on integrated products, services, and software platforms

**Founded in 1984**

**\$44B Annual Revenues**

**75,000+ Global Employees**



Where We Have Been

Where We Are Today

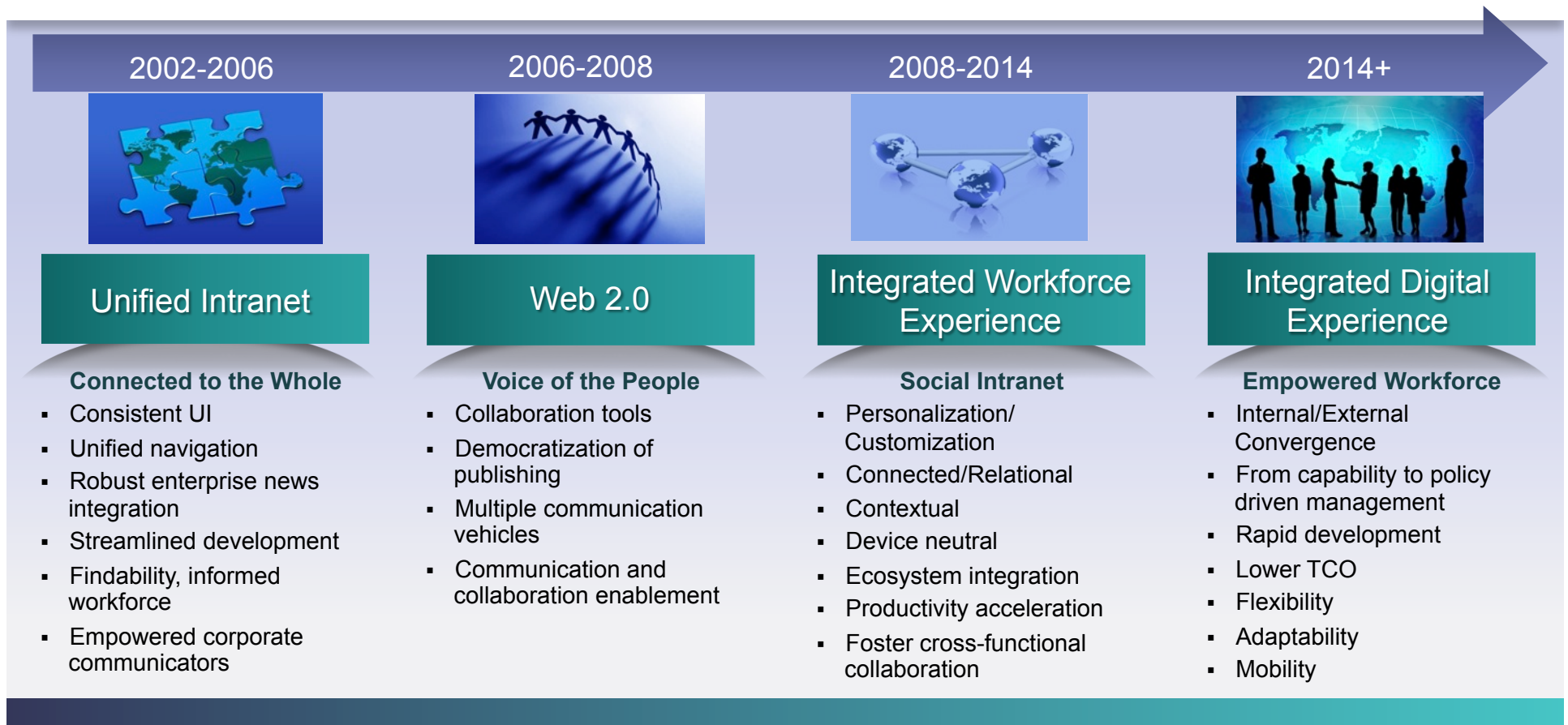
Where We Are Going

Best Practices & Lessons Learned

Q&A



# Cisco's Intranet Evolution





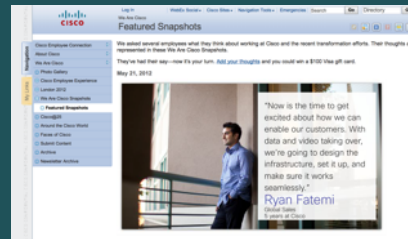
# Cisco Intranet Acclaim



2005, 2007  
Nielsen Norman Group  
Intranet Information  
Architecture



2012 IABC Gold Quill Award  
of Excellence & LACP  
Inspire Award:  
We are Cisco Snapshots

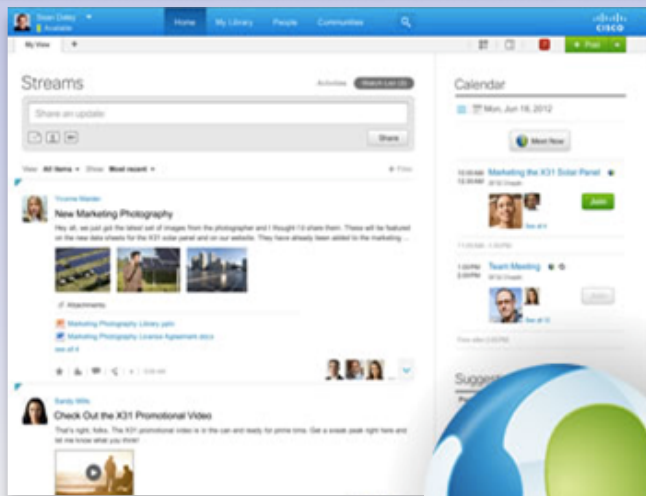


2013 Computerworld  
Honors Laureate Award:  
WebEx Social Mobility  
Services Community



# External Factors Impacting Intranet Strategy

## Product Strategy



## Macroeconomic Environment

Cisco announces plans to lay off 4,000 employees; stock skids



**Cisco Rewards Employees For Best-Ever Profit By Firing Them**

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# Cisco's Five Pillars of the Intranet



## Video

High-quality interaction from anywhere, real time and offline



## Mobile

Secure access to information and people from any device, anywhere



## Social

Expertise and information location, proactive interaction



## Apps

Easy and intuitive access to transactional systems



## Content

Web, audio video content that is most relevant to the user. Context aware.

Search, Information Architecture & Social Discovery

## Video – Interactive, High Impact

Internal “YouTube-like” capabilities  
via Cisco Show and Share

- The majority of employees attend major events via video
- Over 300 videos uploaded every month
- 12 broadcast quality studios around the world and over 1,000 TelePresence units
- Video conferencing is pervasive throughout the organization



Cisco has over 80 internal live broadcasts per month!

# Mobile – Anywhere, Anytime, Any Device



BYOD, CYOD: Any Trusted Industry standard Device



Corporate and Personal Paid Plans, Strong terms of Use



Global Service Provider Partnerships



126,241  
Corporate  
Provided  
Laptops  
(CYOD)



67,663  
Personally  
Owned  
Mobile  
Devices  
(BYOD)

## Business Apps & Store – Transact from the Intranet



Best of breed Native Apps & Responsive Design

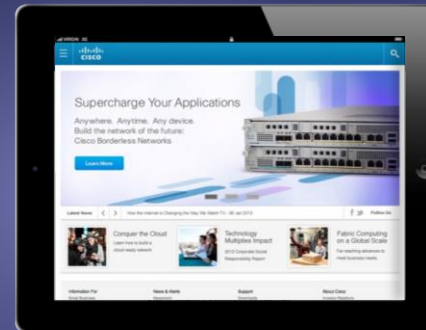


Robust App Lifecycle, selection of enterprise and Line of Business apps

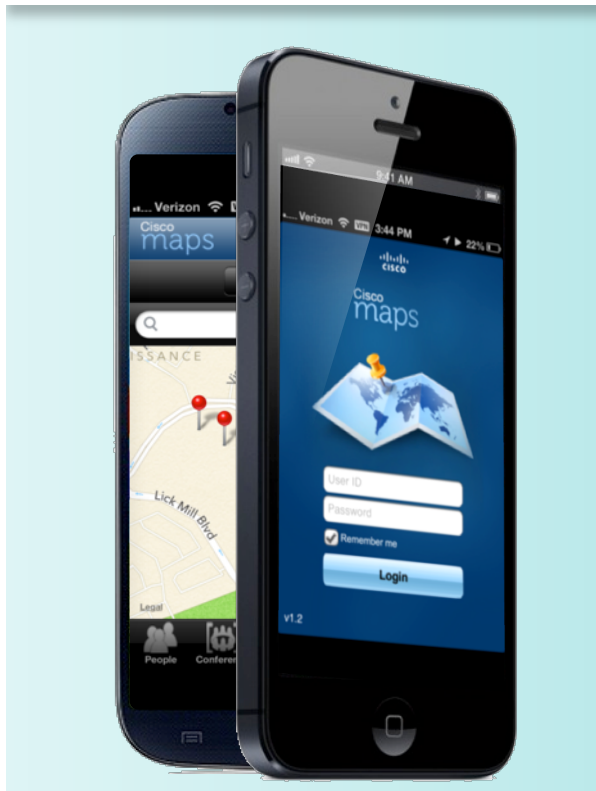


Cisco eStore as a catalog of all Apps & services

Cisco currently has 57 internal apps delivered through a consolidated internal eStore.



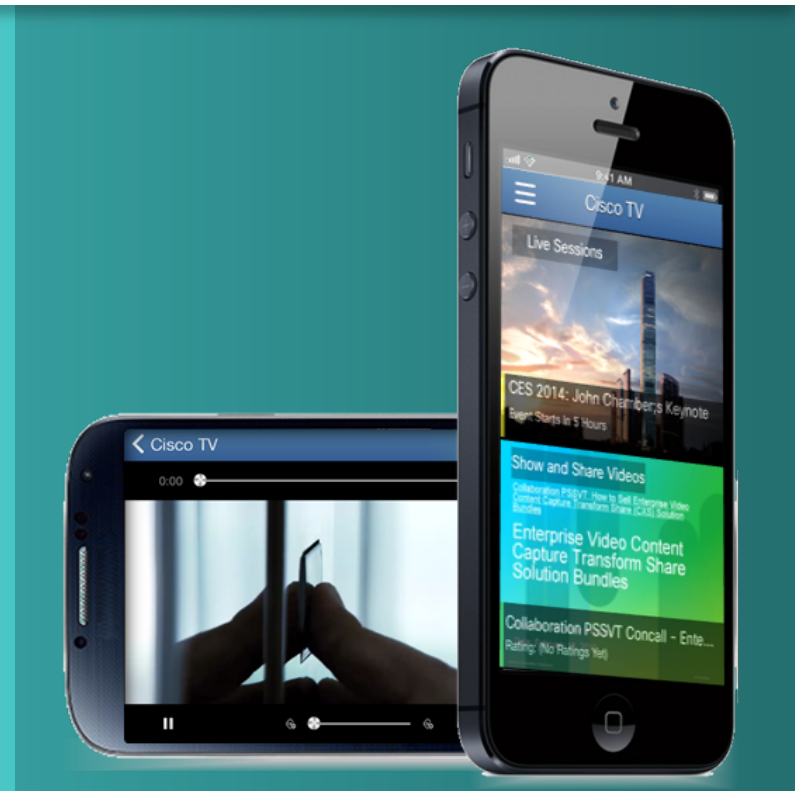
## Cisco Maps



## My Approvals



## CiscoTV

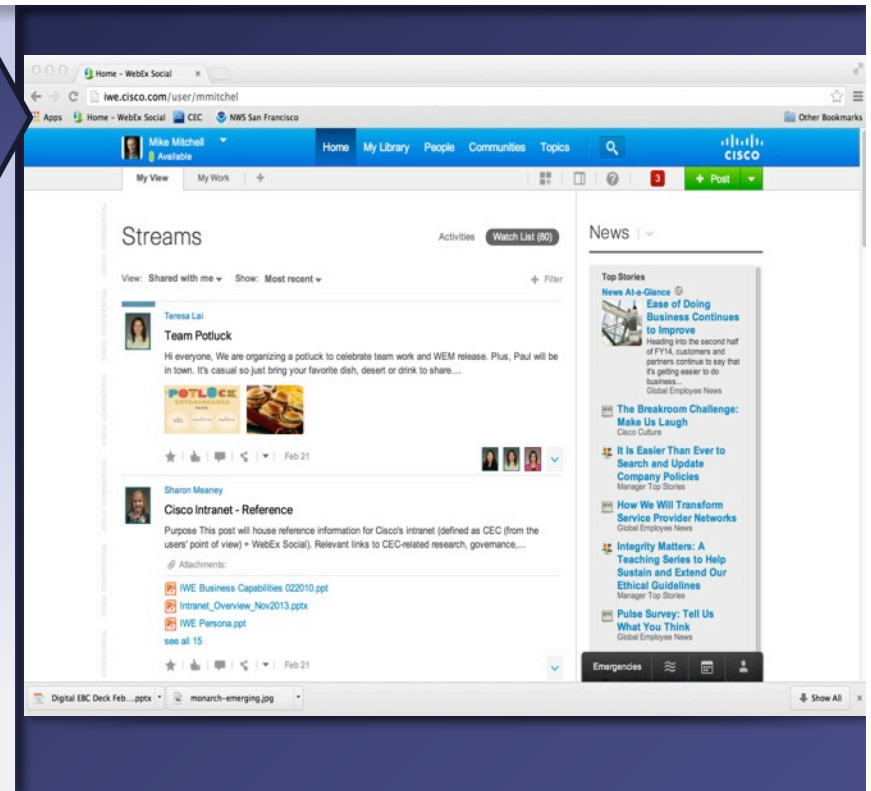




# Social – Collaborating in Real time

Enables employees to solve issues collaboratively and proactively.

- Social and collaboration capabilities
- Share information, store documents
- Collaborate in a community; co-create information
- Click to Chat, Call, WebEx Meeting in real time
- Embed social in business process



# Content – Vehicle for Information and Support

Offers information, tools and connections with global access.

➤ Users visit with a specific task in mind and want to get their task done quickly and efficiently

➤ Capabilities provided for both “official” and casual content

➤ Some tools have already migrated to the cloud including payroll information

➤ Long term roadmap is convergence with Cisco.com



The Corporate Directory is the number one tool on the Intranet.

# Live Tour

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Where We Are Today

Where We Are Going

Best Practices & Lessons Learned

Q&A



# Cisco's Five Pillars of the Intranet

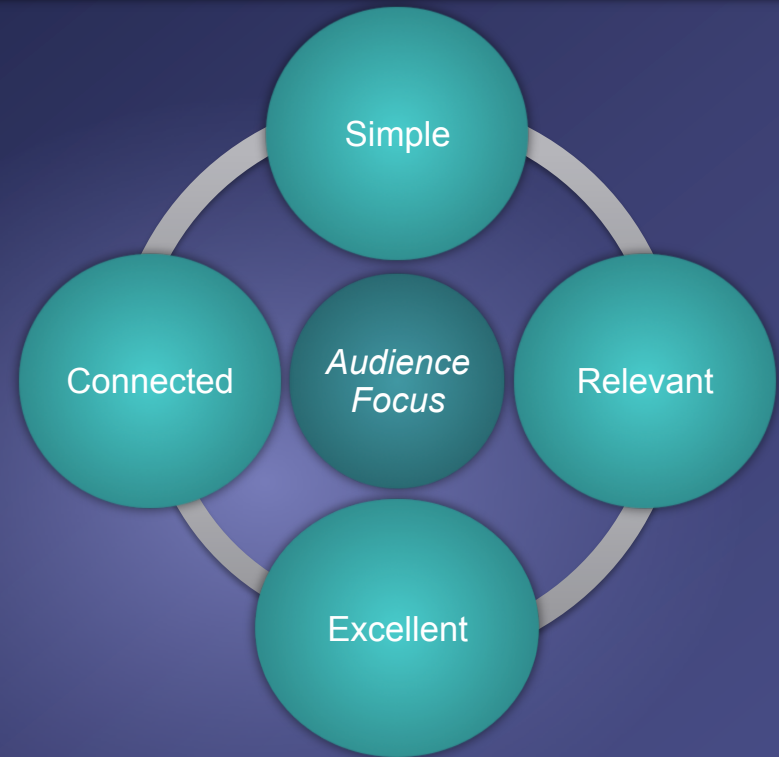




# Guiding Principles

## User Experience Centered Design & Architecture

- Capability-centric approach
- In-context collaboration experience
- Mobile first
- Leverage IT platforms for employees, partners and customers



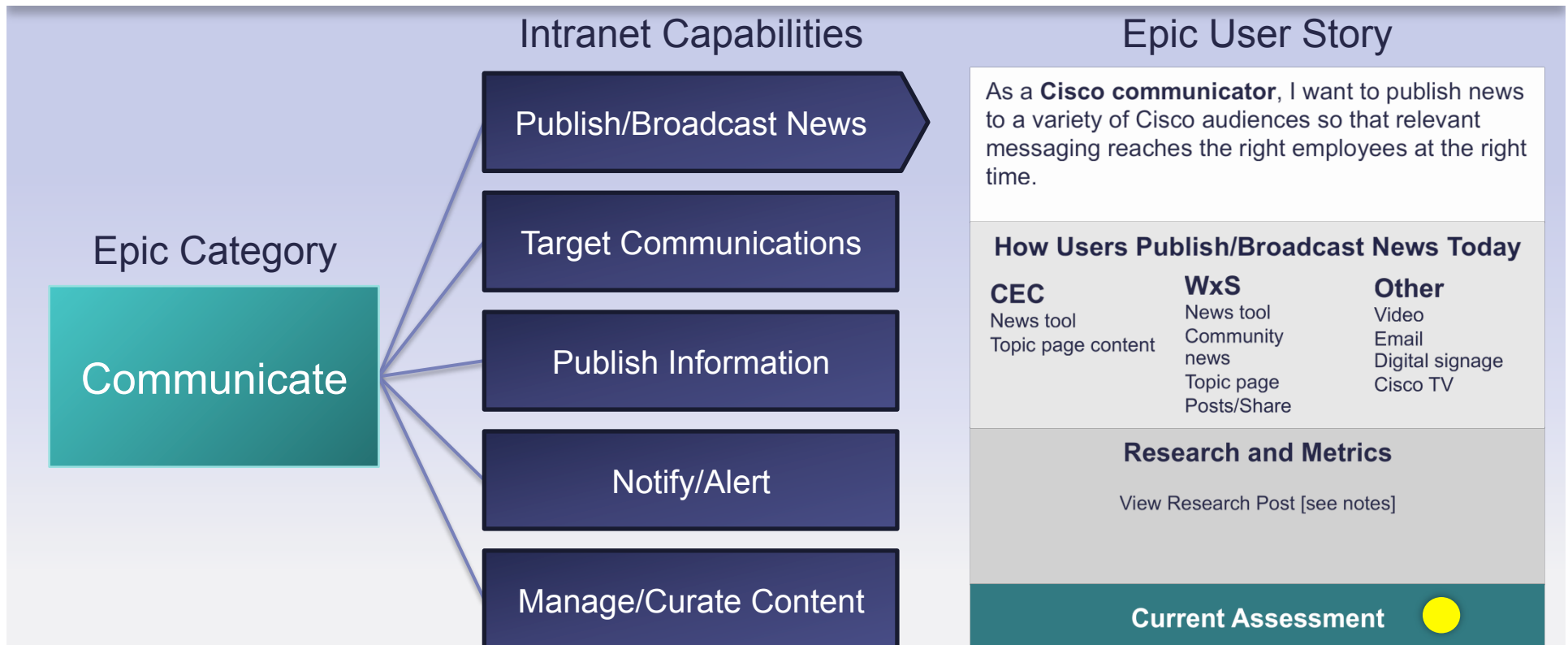
# User Capability Framework

## Foundation to Agile Design and Development

- Technology-agnostic user capabilities
- Created eight epic categories
- Epic categories group multiple intranet capabilities and user stories
- Track current assessment to prioritize and measure progress



# Epic Category – Communicate

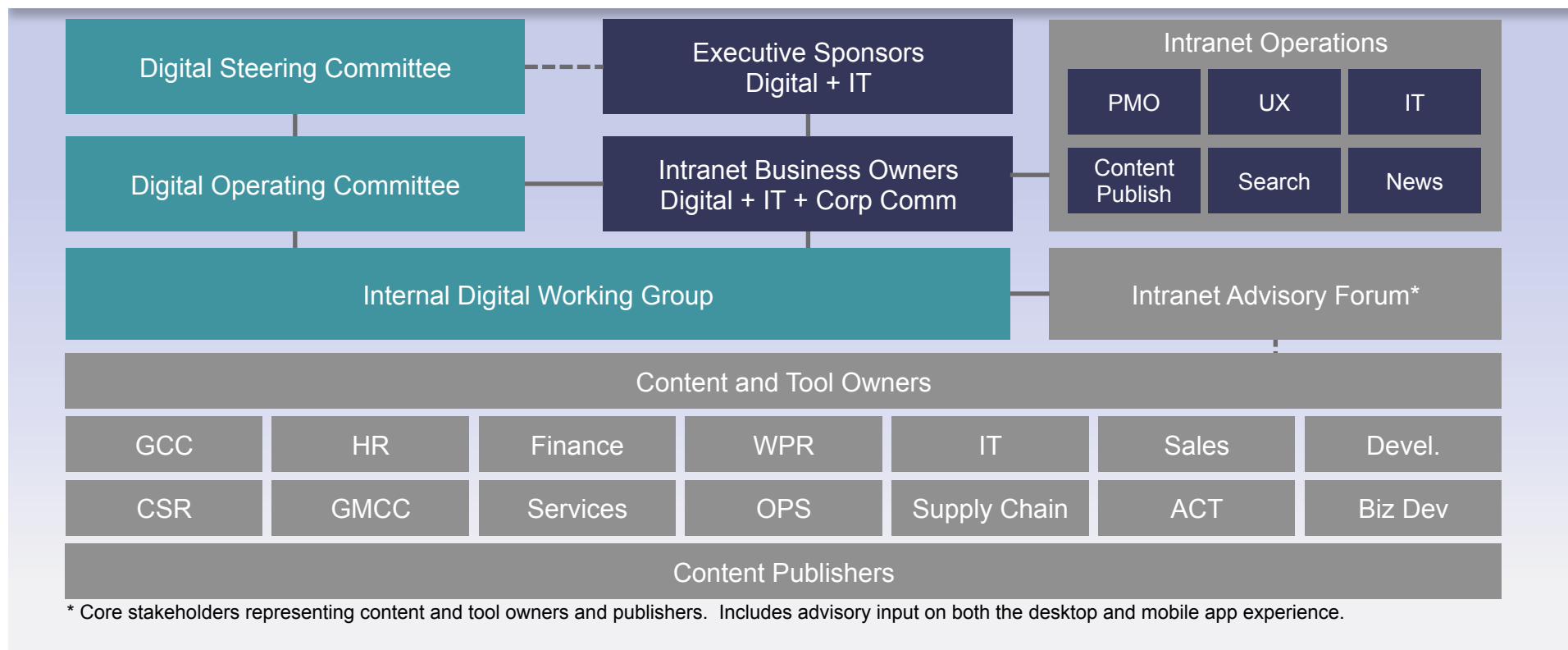


# Cisco Intranet Governance

Technology  
Governance

Business Governance

Intranet Content  
Management



## Where We Are Going – Platform Convergence





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## Best Practices & Lessons Learned



### Culture

- Lead by example
- **Balance experimentation and freedom with structure**
- Understand and respond to expectations of the workforce



### Process

- Cross functional ownership and governance
- **Embed collaboration in business process**
- Pay attention needs of content producers



### Technology

- Mobile, mobile, mobile
- Best-of-breed solutions
- **Leverage and converge for scale, speed and economy**

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Thank you.

