



# Collaboration, Inside and Outside the Organisation

HOW TO ORCHESTRATE  
COLLABORATION TO ENABLE GROWTH

**Host: Robbert Kuppens**, CIO EMEA & Russia, Cisco

**David Thornewill**, Executive Vice President, CIO at DP DHL



# How are you using (virtual) Collaboration in your (extended) organisation to increase your performance?

- Do you **measure** the efficiency and effectiveness of how your people, assets and customers are Connected and how you use the Connectivity to **Collaborate**? (also across your eco-system?) – are you ready for the **Internet of Things**?
- What is the impact of being Connected on your collaborative **culture(s)** and organizational performance?
- What are the **weakest link(s)** in your organisation, inside your internal organisation and **across your value chain**?
- How are you **enabling Collaboration** in your Connected Enterprise or (extended) Organisation at the right **cost and right speed**? and still being **compliant**? Which capabilities (technology) and to whom (people)/what (process/assets)?
- Have you changed your organisation and **governance** to be more and/or better Connected to Collaborate?
- Do you have a **Collaboration Strategy and Architecture**?
- How is **video enabled** in your organisation? (even in the home?)
- How does all of the above change with **Mobility**?



# Agenda

## Defining (virtual) Collaboration

Cisco's Collaboration Experiences: Strategy, Execution, Results

DHL's Collaboration Experiences: Strategy, Execution, Results

The role of the CIO in enabling (virtual) collaboration



# Defining Collaboration...

From collaborer + -tion, from Late Latin collaboratio, from Latin com- (“with”) + labōrō (“work”).

## col·lab·o·ra·tion

/kə,ləbə'rāSHən/

Noun

1. The action of working with someone to produce or create something.
2. Something produced or created in this way.

Synonyms

cooperation - contribution

# Collaborate - Why?

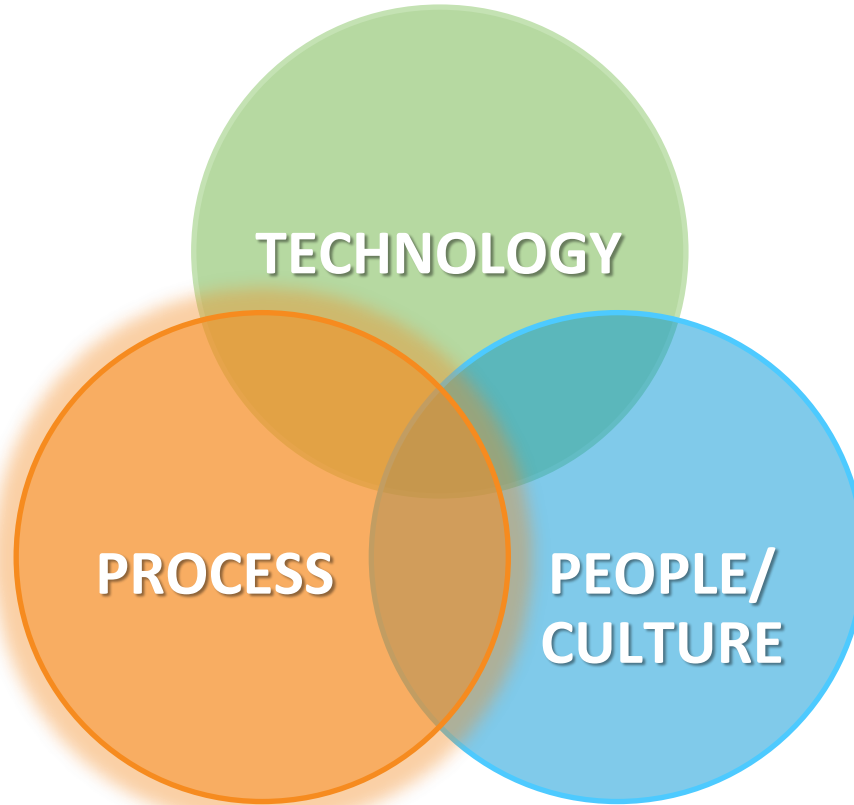
- Most of the smart people do **not** work for you...
- Gain **access** to people, processes or assets you couldn't... or wouldn't deploy
- **Diversity** is as important as **ability**
- Nobody is as smart as **everybody** (wisdom of crowds)
- **Metcalf's** law (The power of the network increases exponentially by the number of nodes connected to it)

$$\text{BENEFIT OF COLLABORATION} = \frac{\text{VALUE OF RESOURCES LEVERAGED}}{\text{TIME AND EFFORT TO COLLABORATE}}$$

**HOW DOES VIRTUALISATION CHANGE THIS EQUATION?**



# Three Components of Collaboration



# Fish where the Fish are?

(Next to our traditional ways...)



# Agenda

Defining (virtual) Collaboration

**Cisco's Collaboration Experiences: Strategy, Execution, Results**

DHL's Collaboration Experiences: Strategy, Execution, Results

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# About Cisco

## People and Technology...

**66K+** employees (excl. NDS)

**46.1 B\$** Revenues and  
**48.7 B\$** Cash end of FY12

**25,000** channel partners

**210+** business and support  
development partners

**110+** application service providers

**350** locations in **110** countries

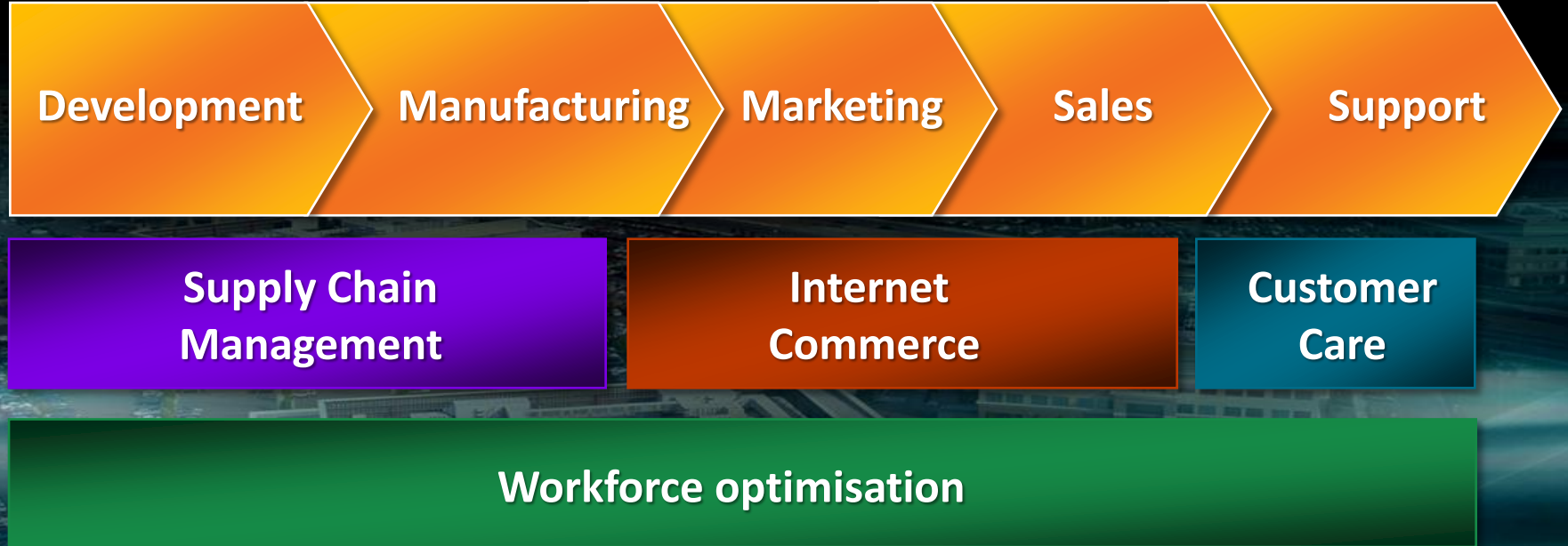
**440** buildings

**7** critical enterprise production data  
centers and **1500+** labs worldwide



more than **180,000** people  
worldwide in the extended  
**Cisco Ecosystem**

# Cisco's networked Collaboration Solutions supporting our Value Network

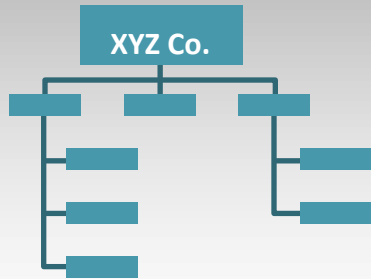


*What is the productivity, agility, heartbeat & user experience of our (extended) organisation in comparison to our current & new competitors?*

# Collaboration and Organisational Structure & Governance

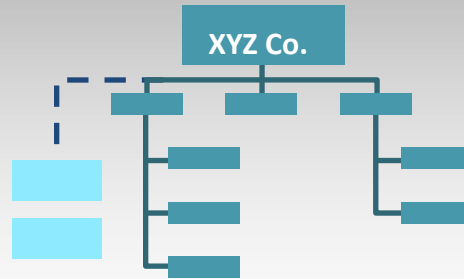
## From Command-Control to Orchestration

### Command-Control



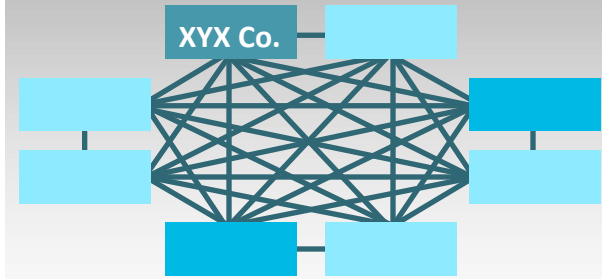
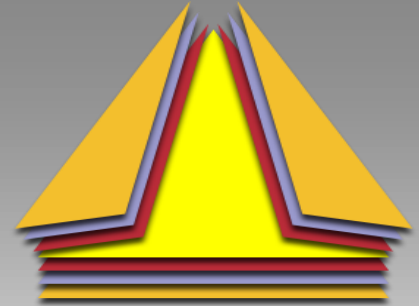
Production

### Core/Context

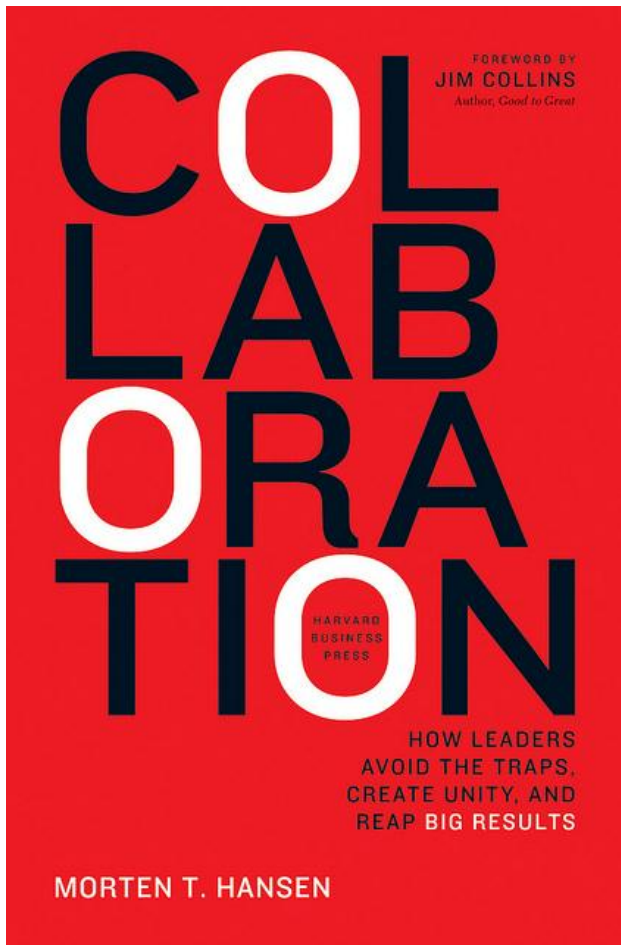


Transaction

### Collaboration



Interaction



“The goal of Collaboration is not Collaboration itself, but great results.”

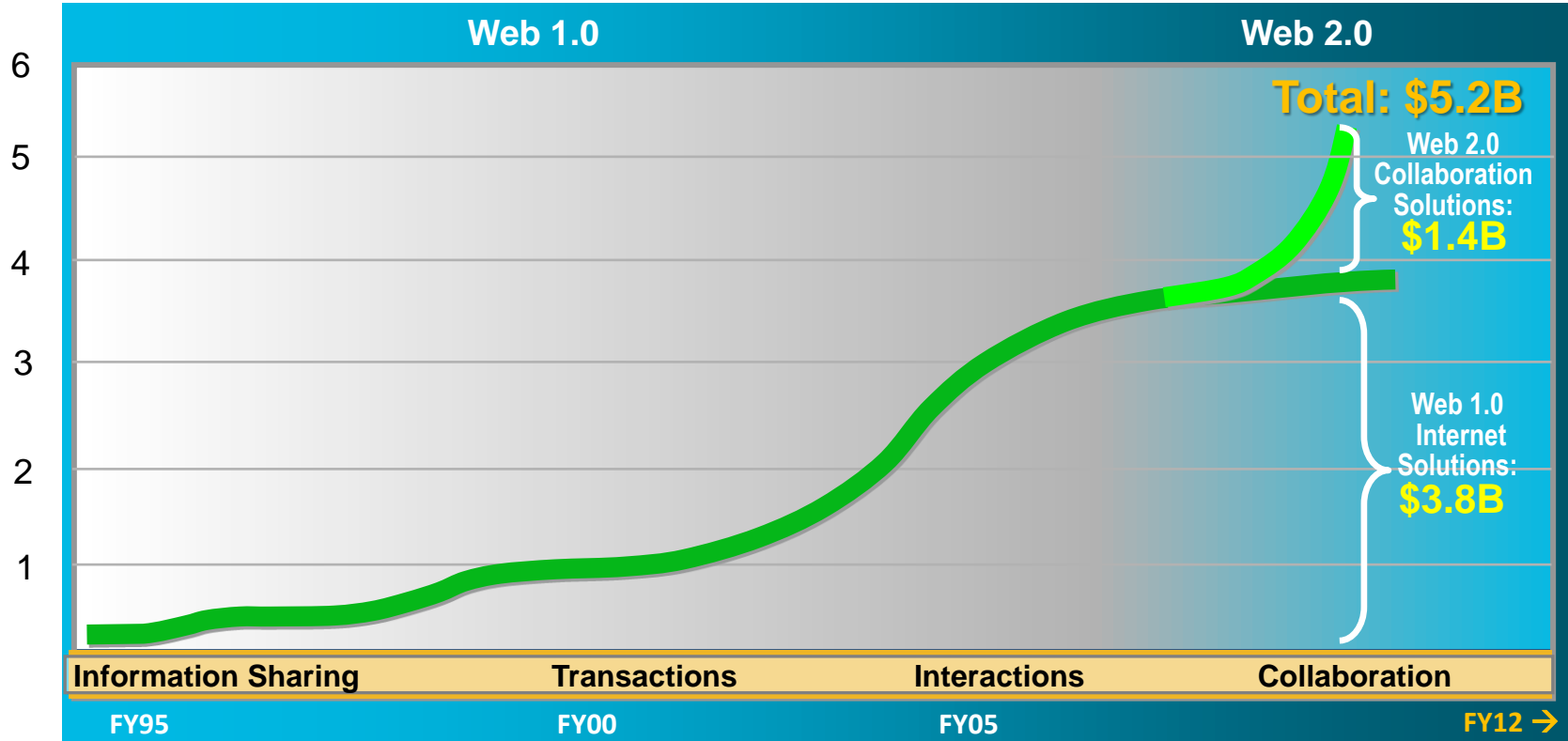
**Dr. Morten T. Hansen**

Author of *Collaboration* and Professor  
at UC Berkeley and INSEAD

# Cisco's Productivity and the role of Collaboration

Benefits (\$B/Yr)

Source: Cisco IBSG and IT, 2011



*Whilst increasing the Employee Experience satisfaction index...*

GREAT PLACE TO WORK

Time

# Cisco's Collaboration Initiatives

## 2011 Benefits from Collaboration Programs

### Innovation

- Mac Wiki/Next Gen UC/Connected Workplace \$ 70.0 M
- Engineering (Product Acceleration) \$ 135.0 M
- Developer Ecosystem/Services \$ 40.5 M

### Growth

- Sales Productivity (GSX) \$ 194.2 M
- Supply Chain Collaboration/Acquisition Integration \$ 31.8 M

### Productivity

- Remote Collaboration (TP / WebEx / UC) \$ 602.9 M
- Telecommuting \$ 319.8 M

**Total: \$1.4 B**

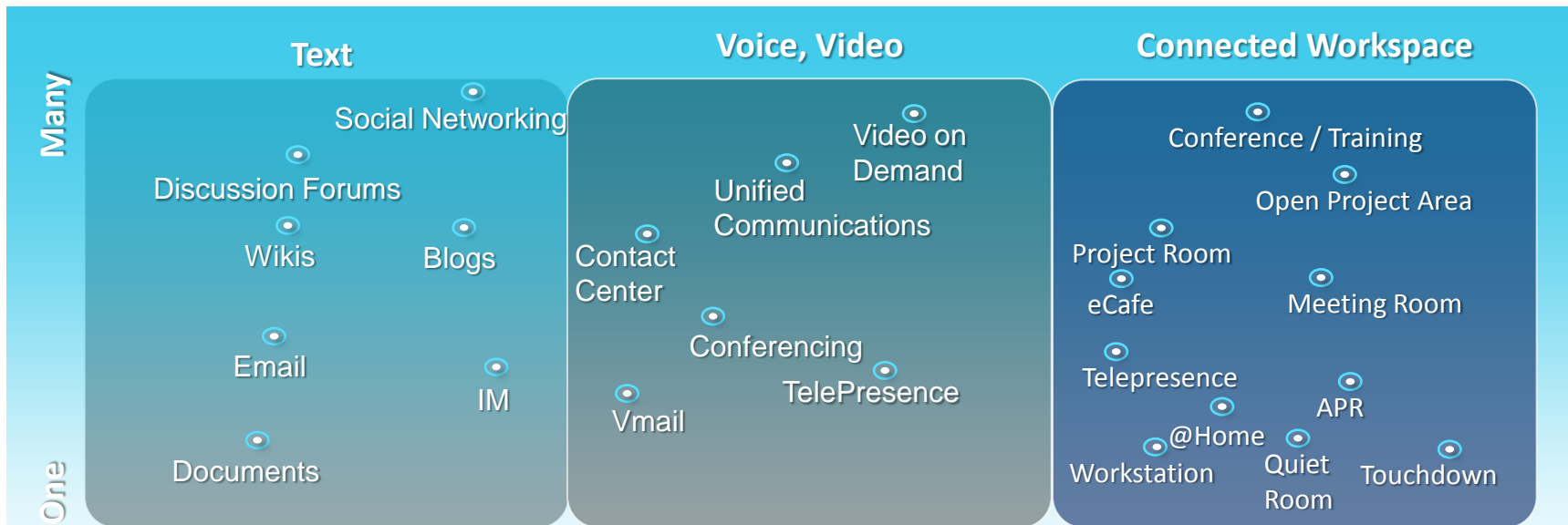
# The Challenge...

Getting the right Information & Experience to  
our employees, partners and customers  
in a secure and timely manner anytime, anywhere  
to any device at the right cost...  
... and be more successful than our competition



# Changing the way How and Where we Work... Anytime, Anywhere...

## Collaborative Tools



Number of Stakeholders

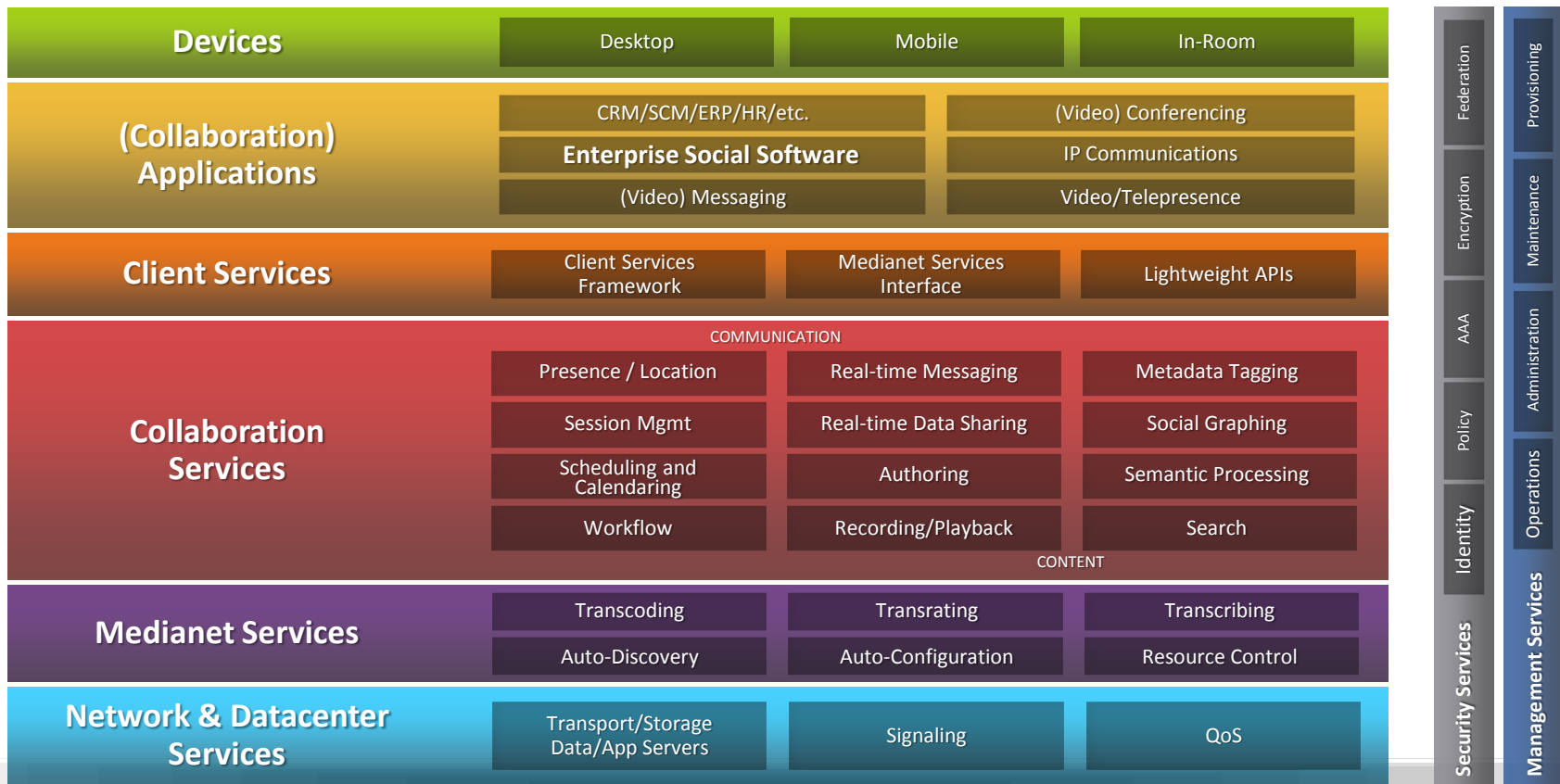
***Next step: to intuitively get you the right person, process, information & experience where you are and when you need it, not needing to reconnect every time...***



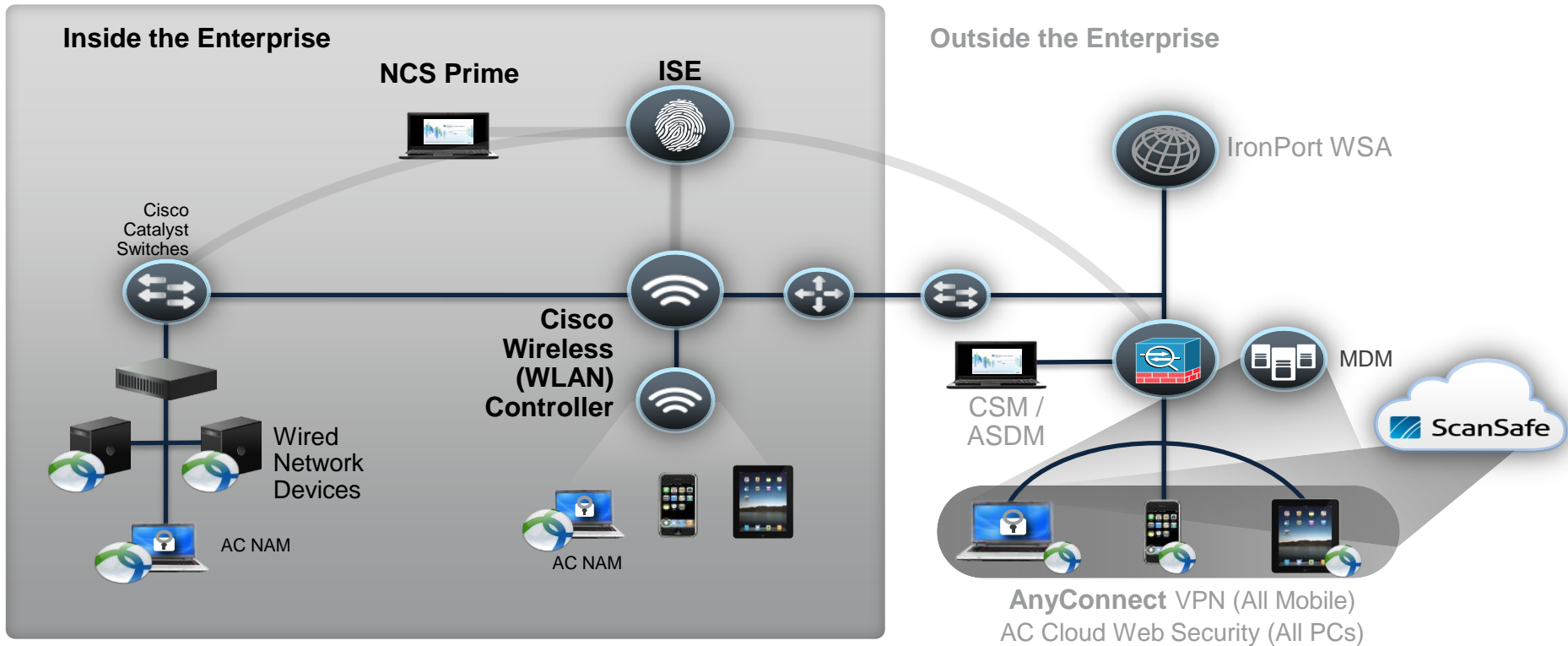
# ...and the Devices we use to Communicate & Collaborate



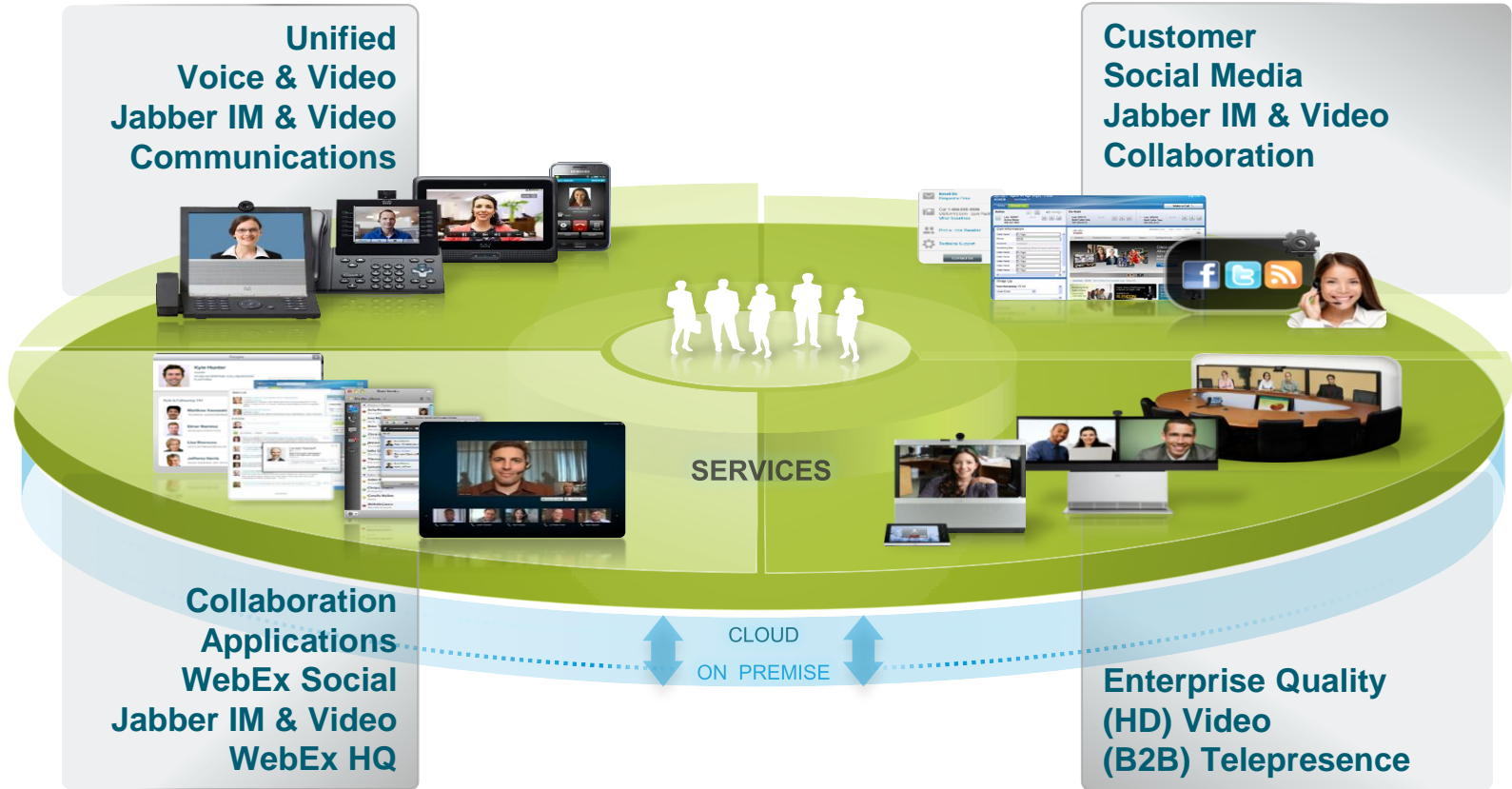
# Overall Collaboration Architecture View



# Seamless Mobile Connectivity & Integrated Security: AnyConnect & Identity Services Engine (ISE)



# Collaboration Capabilities cross our Value Network



# Connected Operations: Guide for Collaboration



*Provides a quick overview of collaboration technologies and tools that enable collaboration inside and outside the firewall.*

## Cisco Systems, Inc. Internal Collaboration Guide

### Contents

- Get Started with Collaboration Technologies
- Integrated Workforce Experience Overview
- Internal Community Platforms
- Document Management
- Current Collaboration Tools
- Social Tool Availability
- Video Creation and Publishing Tools
- Web 2.0 Quick Reference Guide
- Virtual Meetings
- Virtual Meeting Quick Reference Guide
- C&C Technology Comparison Chart
- Glossary and Resources

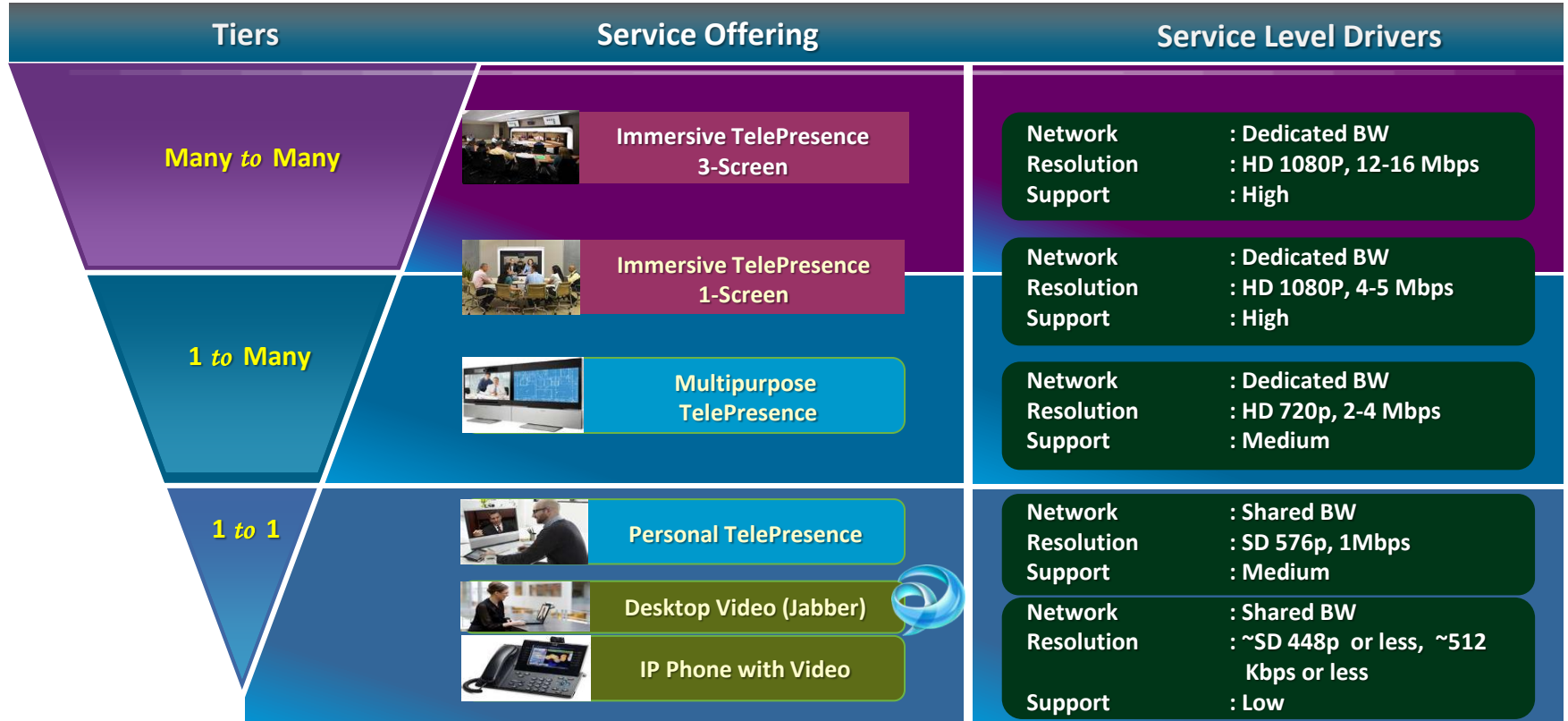


# Connected Operations: Tips for Virtual Meetings

- ✓ Send materials in advance
- ✓ Begin with a warm-up
- ✓ Address remote attendees first
- ✓ Identify in-room attendees
- ✓ Ask remote attendees to be vocal
- ✓ Rotate meeting times

- ✓ Solicit participation
- ✓ Assign a meeting monitor
- ✓ Secure documents & information
- ✓ Avoid colloquialisms, acronyms and jargon
- ✓ Document discussion points, decisions and actions

# Tiered IT Video Collaboration Strategy: Video as a Service





rkuppens

Emerging Technology IT

## Cisco TelePresence Metrics Dashboard

[FAQ](#) | [Feedback](#)[Log out](#)

Cisco On Cisco

Value Metrics Reports ▾

Custom Reports ▾

## Cisco on Cisco TelePresence Overview

[Glossary](#) | [TelePresence Meeting Statistics](#) | [Scheduled TelePresence Trend](#) | [Travel Avoidance](#) | [Productivity Improvements](#) | [Sales Cycle Time Impact](#) | [Green Impact](#) | [Trend Reports](#) | [Value Metrics By Meetings](#) | [Value Metrics By Endpoints](#) | [Benefit Of Meeting](#)

Welcome to the Cisco TelePresence Metrics Dashboard! All reports and statistics are based on data as of **28-OCT-12**. Weeks since launch of the program is **314**. If you need further detailed TelePresence data, click on the drop down menu and select your desired landing page.

Video Sound Bites ▾

Select Quarterly Document... ▾

## Top TelePresence Statistics Since Launch

View as:

**\$1.25 B**  
Travel  
cost savings

[MORE](#)

**\$467 M**  
Productivity  
cost savings

[MORE](#)

**49%**  
Overall average  
room utilization  
by endpoints  
(8 hours business day)

[MORE](#)

**672,993**  
Metric tons  
of emissions  
saved

[MORE](#)

**9.7%**  
Cisco deal cycle  
time reduced  
or 30 days out  
of 310 days

[MORE](#)

## GENERAL

- [Cisco TelePresence Availability](#)
- [Go to more TelePresence statistics](#)
- [Download Quarterly data to Powerpoint](#)
- [Advanced Meeting Search](#)
- [FAQ](#)

## STATISTIC TYPES

## TelePresence Meeting Statistics

- [Adhoc meetings statistics](#)
- [Overall average TelePresence utilization](#)
- [Scheduled Multipoint trend by endpoints](#)
- [Scheduled TelePresence trend by](#)

## Deployment

- [Number of Cisco TelePresence rooms deployed](#)
- [TelePresence Solutions deployment](#)

## TelePresence Value Metrics

- [Benefit of meeting](#)

How do I use the dashboard?  
Watch the VOD below for an overview.







Cisco On Cisco

Value Metrics Reports ▾ Custom Reports ▾

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Video Sound Bites ▾

Select Quarterly Document... ▾

### Top TelePresence Statistics Since Launch

View as:

**8,191\***

Total personal video endpoints in use

7,844\* Endpoints deployed by IT

\* [Devices deployed](#)



**1,795,267\***

Total calls by all personal video endpoints

1,105,340\* Calls by IT-deployed endpoints

\* [Cumulative](#)



**368,445\***

Total hours by all personal video endpoints

256,293\* Hours by IT-deployed endpoints

\* [Cumulative](#)



**1,497**

Production TelePresence Immersive/Multipurpose rooms deployed



[MORE](#)

**32%**

Meetings avoided travel



[MORE](#)



#### GENERAL

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[MORE](#)

**\$467 M**  
Productivity  
cost savings

[MORE](#)

**49%**  
Overall average  
room utilization  
by endpoints  
(8 hours business day)

[MORE](#)

**1,449,388**  
TelePresence  
meetings  
scheduled  
by endpoints

[MORE](#)

**1,998,056**  
TelePresence  
scheduled  
hours used  
by endpoints

[MORE](#)

## GENERAL

- [Cisco TelePresence Availability](#)
- [Go to more TelePresence statistics](#)
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# Transforming Cisco's User Experience

## Integrated Workforce Collaboration: WebEx Social on UCS



BEFORE

# Transforming Cisco's User Experience

## Integrated Workforce Collaboration: WebEx Social on UCS

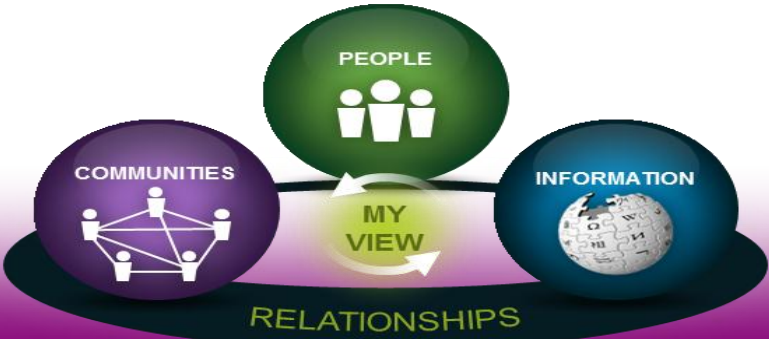
The screenshot displays the Cisco WebEx Social on UCS user interface for user Darrin Simmons. The interface is organized into several sections:

- Header:** User profile for Darrin Simmons (Available), status "Presenting Quad to the field this morning on the Collaboration Internal Av.", and navigation links for Settings, Sign Out, and Feedback.
- Navigation:** Tabs for "My View", "My Profile", "People", "Communities", and "Information".
- My View:** A row of application shortcuts including My Outlook, iGoogle, Facebook, IWE, Management Central, and Rally.
- Voice Messages (2):** A list of messages from Paul Russell, Murakhar Sitarum, Chalmers, Myles, Linda Lambert, and Sarjay Khanna.
- Latest News:** A news feed with categories like Headlines, Corporate, US News, Sales News, and In The Press. It features articles such as "Dining by TelePresence and Candlelight" and "On John's Mind: Latest Strategies".
- Exchange Calendar:** A calendar view for Wednesday, Sep 14, 2010, showing a "Weekly Team Meeting" from 10:30 am to 11:30 am with an agenda and a photo of participants.
- RSS:** A section for RSS feeds, including "Cisco XMLFeed for CEC Internal News" with a snippet about "A Year of Global Recognition".
- Social Activities:** A section for social activities, including "All", "Contacts", and "Communities". It shows recent updates from Steve Morrisey, Lois Lindahl, Tim Eskes, Mallum Yen, and Lois Lindahl.
- Bottom:** A notification bar showing a contact request from Paul Russell and a search bar.

**AFTER: WebEx Social Platform**

*Not just Cisco: GE COLAB, Virgin Media Enterprise Social...*

# WebEx Social at Cisco: Evolution of the Integrated Workforce Experience



## Platform Building Blocks



RSS



Video Sharing &  
Transcribing



Wikis



Unified  
Communications



Blogs



IM



Discussion  
Forums



Virtual  
Meetings



Social  
Bookmarking



Tandberg



Communities



TelePresence



ID Management



Phone Voicemail



Search

# Summary of WebEx Social Metrics

December 2012

<b>Metrics</b>	<b>Cumulative Since Aug 2009</b>	<b>Cumulative FY13</b>	<b>Monthly December 2012</b>
<b>Unique Visitors</b>	–	–	<b>80,813</b>
<b>Posts</b>	<b>225,984</b>	<b>71,126</b>	<b>13,910</b>
<b>Community Blogs</b>	<b>16,039</b>	<b>4,066</b>	<b>616</b>
<b>Discussion Messages</b>	<b>173,570</b>	<b>60,817</b>	<b>11,157</b>
<b>Documents</b>	<b>267,496</b>	<b>75,105</b>	<b>12,198</b>
<b>Microposts</b>	<b>62,975</b>	<b>8,142</b>	<b>1,106</b>
<b>Communities</b>	<b>8,647</b>	<b>2,806</b>	<b>450</b>

***Theory of “Participation Inequality” (90-9-1)***



# Transforming Cisco's User Experience

Enabling an intuitive (Mobile) **Collaboration** Experience

The screenshot displays the Cisco WebEx Social user interface for Robert Kuppens. The top navigation bar includes 'Home', 'My Library', 'People', 'Communities', and 'Topics'. A search bar for 'WebEx Social' is on the right. The main content area is divided into three sections: 'Manager Tools', 'My Communities', and 'My Approvals'. The 'Manager Tools' section features a search bar and tabs for 'All Tools', 'My Tools', and 'Popular Tools'. Below these are six tool icons: 'View My Team', 'Compensation', 'Finance', 'Metrics', 'Learning & Development', and 'Manage My Team'. The 'My Communities' section, highlighted with a red border, lists five communities: 'Accelerated Cisco Transformation' (655 Members), 'Accessibility Center' (229 Members), 'Architecture Center of Excellence' (2437 Members), 'Business Models Development' (26506 Members), and 'Cisco Architecture Practice' (839 Members). The 'My Approvals' section shows a date filter for '2012-Oct-16'. On the right sidebar, there is a 'Calendar' section for 'Tue, October 16, 2012' with a 'Meet Now' button and a list of 'Earlier meetings' including 'Oct 16 (NEW SERIES 9/18) CITS ... WebEx' and '7:00 PM BLOCKED: Send CD FY12 revie...'. A vertical 'CISCO CONFIDENTIAL' watermark is visible on the left side of the interface.

**Connecting People, Processes & Information**  
*Next: Extending to Collaborate with partners and customers*

# WebEx Social: Breaking Organizational Silos

The screenshot displays the Cisco WebEx Social interface. At the top, a navigation bar includes the user profile 'James Walker' (Online), 'Home', 'My Library', 'People', 'Communities', a search icon, and the Cisco logo. Below the navigation bar, the page title is 'Community / General' and the community name is 'Project Open Extended Team'. A dashboard with tabs for 'Dashboard', 'About Us', 'Library', 'News', and 'Discuss' is visible. The main content area features a post titled 'Laughter and Open Communication' with the subtitle 'An Overview of Recent Topics'. The post is owned by James Walker and was created on Jan 31, 2011, at 10:57 AM. It includes a link icon with the number 5, a star icon, and a thumbs-up icon with the number 1. The post content describes the 'Openness Components' and 'Current Openness Status'. The 'Current Openness Status' section is updated as of July 27, 2011, and mentions the completion of the Generation Z release. Below the post, there are sections for 'Links & Files' and 'Working Documents', including 'Freedom API Strategy' and 'Weekly SDK Meeting Minutes'. At the bottom right, a user profile for 'Scott Harper' is partially visible, along with a status indicator for 'ENGINEERING' (Offline) and a mobile navigation bar.

Share content and knowledge across communities and groups of interest

Form cross-departmental communities to focus on customers, projects or idea generation

Discover experts anywhere within Cisco and connect to them with a single click

Open communication channels between managers/executives and employees



# WebEx Social: Capturing & Scaling Knowledge

Connect employees and broaden their professional networks

Disseminate best practices, tips and tribal knowledge

Capture and institutionalize knowledge

Simplify onboarding of new employees



# Employee View – Collaboration **within** Cisco

The screenshot shows the Cisco MyView employee dashboard. At the top, there's a navigation bar with 'Home MyView' and various menu options like 'People', 'Communities', 'Learning', etc. The main content area is divided into several sections:

- New Features and Widgets:** Includes a 'Factiva' widget with a 'Call today!' button and a 'Discover what you've been missing' link.
- Recent Messages:** A list of incoming emails with details like time, sender, and subject.
- Regional Pipeline vs. Goal:** A bar chart showing 'Interactions' for 'Joe', 'Jane', 'John', 'Alex', and 'Jake'.
- News:** A 'Headlines' section with corporate news items, including 'On John's Mind: Latest Strategies, Beginning to Pay Off' and 'Share your Video Story at GSM'.
- Calendar:** A 'Meetings' section for 'Jun 17, 2009' showing a 'Weekly Team Meeting' from 10:30 am to 11:30 am.
- Agenda:** A list of tasks and events, such as 'Upgrade voice and data network', 'Solidify Disaster Recovery Plan', and 'Address Growth (Acquisitions)'.
- My Communities and Projects:** A list of internal groups and projects, including 'SE Workspace Community', 'SEM Community', and 'Distinguished Engineers'.

# Customer / Partner View – Collaboration **externally** through Cisco.com

The screenshot shows the Cisco Customer/Partner Workplace dashboard. At the top, there's a navigation bar with 'Solutions', 'Products & Services', 'Ordering', 'Support', 'Training & Events', 'Partner Central', and 'My Cisco'. The main content area is divided into several sections:

- Cisco Recommends:** A recommendation for 'Cisco 3845 Integrated Services Router' with a 'Learn More' button.
- Added Devices:** A table listing devices like 'UCD DMS', 'UCLA Telepresence', and 'UCSB 7600' with their respective dates.
- Partner Deals:** A table listing deals with columns for 'Deal ID', 'Product', 'Customer', and 'Date'.
- My Communities:** A section for 'Collaboration Learning Network' with a 'Net Pro' link.
- Discussions:** A section for 'TelePresence in Connected Health' with a link to 'Imaging Capabilities for MRI'.
- Cisco.com Bookmarks:** A section for 'cloud color' and 'consistent' with a 'font' link.
- WebEx Spaces:** A section for 'Project Meditate', 'UC Connect Deal', and 'Picture Project' with a 'New Space' button.

# Lean Forward: Extending Our Supply Chain using Collaboration solutions across, including RFID/sensors



Resolving issues that limit 2<sup>nd</sup>-tier sales growth:

- Excess operating costs
- High working capital costs
- Product stockouts

Reinvesting savings to accelerate sales growth

# Collaborative Idea Generation: Cisco i-zone

Submit, vote,  
or comment  
on ideas

Blog

**Home** Ideas Blog My Profile Setup


**post**  
your idea

**vote**  
and browse for ideas

**get**  
the latest information

**What's In Our Future?**  
Watch a video clip from the *Next World* series on Discovery Channel, with Cisco executives and products prominently featured in a new season that peeks into the future and how technology will change our lives. This is one vision of new solutions in our future. What are your ideas? Share them with us in the new i-Zone!

**Highlights**

**Featured Participant**  
 **Guido Jouret** is the CTO of the Emerging Technologies Group, and leads the ETG team in looking at new technologies that could lead to \$1B business opportunities for Cisco in the next 5-7 years.

**Featured Idea**  
Think about how many sensor networks there are that aren't running over IP...seems like a great opportunity for Cisco.  
Here's one idea about what Cisco could do. View **Ralf Wotter's idea** and comment, or contribute your own idea!

Welcome, sharonw!  
logout



**Communities**

- Innovation China (22)
- Innovation Emerging (0)  
Innovation Emerging
- Innovation Europe (147)
- I-Zone :: Emerging Technologies Group (72)
- SWG Innovation Quest Federation (31)
- SWG Innovation Quest MetaData (30)
- SWG Innovation Quest Orchestration (16)

**Share Your Idea!**

Tell a friend about an idea

**Top Contributors**

	jruys	295 Points
	jeboer	291 Points

Video in  
Show & Share

Innovation  
communities

See who's  
most active



welcome  
the iPriz

Registered users can  
vote for ideas they like

Ideas can be tagged,  
and contain text/image

It's easy to post  
a new idea

15



promote



demote

### Making tele-communiting even

Category: Web 2.0/3.0 & Networ... Submitted I

Tags: [connect](#) [webex](#)

Use Connect Spaces

[5 comments >>](#) [Hide Idea](#) [Clear Opinion](#)

12



promote



demote

### Bowling pin strategy in a box

Category: Other Submitted by [didier](#) on 10/9/2007 Status: Under Review

Tags: [bowling](#) [chasm](#) [crossing](#) [feedback](#) [pin](#)



search

URL: <http://www.ightidea>



**POST  
AN IDEA**

Hi Cisco Admin!

**Your Statistics:**

5 ideas submitted

27 votes of support

8 comments

32 total **points**

[Logout](#)

## categories

[VIEW ALL](#)

[Communications](#)

[Infrastructure](#)

[Connected Home](#)

[Consumer Electronics](#)

## Join the Conversation

### > The Platform

Collaboration  
Data Center Networks  
DigitAll Consumer  
DigMediaRev  
Ecilibrium  
High Tech Policy  
Innovation  
Mobility  
SP360: Service Provider  
Virtual Worlds  
Web Experience  
WebEx

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- > [Digital Media Programming Development Part 3](#)
- > [With Social Media, Cisco is listening, participating... and learning](#)
- > [Further adventures of Wall](#)

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- > [Key Points on 'Cisco Blade Servers' or Unified Computing](#)
- > [20th Anniversary of the Web: Congratulations!](#)
- > [Human Flesh Search Engine](#)
- > [FEAR, UNCERTAINTY, DOUBT - Nexus 'Compatibility' in the HyPe World.](#)

October 14, 2008

## Cisco I-Prize Winners: Family Affair from Germany and Russia

As you may have already [seen on VentureBeat](#), we announced our [I-Prize](#) winner today. The [I-Prize](#) was a global competition to help identify a major new business opportunity for Cisco. The winning team, based in Germany and Russia, presented Cisco with a business plan that improves energy efficiency by taking advantage of Cisco's leadership in Internet Protocol (IP) technology. ([Cisco news on the winner here.](#))

The winning [I-Prize](#) team was led by Anna Gossen, a computer science student at the Karlsruhe University in Germany. Along with her husband, Niels Gossen, a computer science student at the University of Applied Sciences in Germany, and her brother Sergey Bessonitsyn, a systems engineer from Russia, the team is eligible to receive US\$250,000 in cash to be shared among the team members. Congratulations to Ms. Gossen, Mr. Gossen and Mr. Bessonitsyn, who won from a group of more than 2500 entrepreneurs and innovators in the contest from 104 countries.

You can learn more about the winning project from this video of Ms. Gossen... looks like there are bugs (insects, not code) in Germany this time of year...



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## What We're Reading


# Global Sales Experience (GSX) – Mixing it all... Ease of Integration

GSX  Robbert Kuppens

Get Insight. Get Inspired. Get Perspective.

Watch the GSX Perspectives video series in the Content Section of the Virtual Event Site

## Global Keynote and Chairman's Club Unveil



Dreamers Have Wishes...  
Winners Have Plans!

GSX

00:00 00:00

Video Issues

Chat Polls Help

Enter your comment...

maedens 5:26 PM  
Comparison with the Olympics is epic

dobauer 5:26 PM  
well done

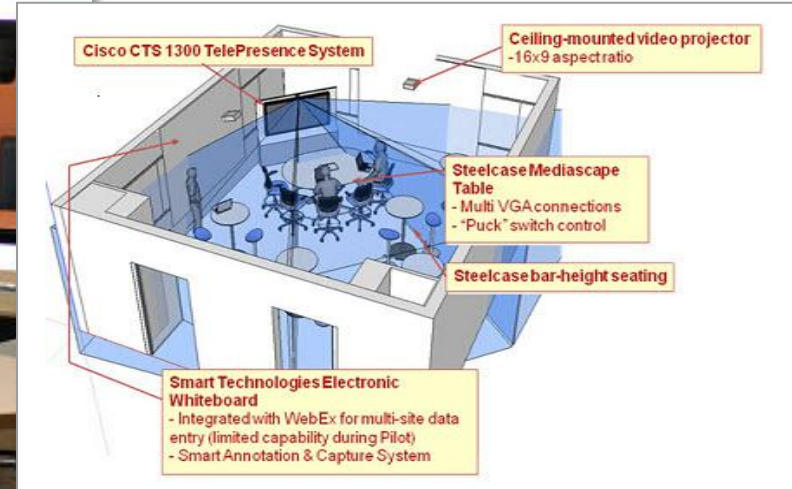
mameitza 5:26 PM  
Awesome contribution of Distribution to our overall achievements. More to come.

shrolin 5:25 PM  
Considering the loss that HP just wrote off from EDS, I guess any AS growth is impressive.

namolavi 5:25 PM  
congratulations!

crtaylor 5:25 PM

# Active **Collaboration** Rooms (ACR) combine in-person Experience with virtual teaming - Captured for re-use & scaling





# Cisco Service Catalog @WebEx Social



## Devices



Laptops & Desktops



Smartphones & Tablets



IP Phones & Voice

## Collaboration



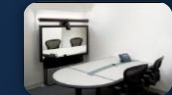
Email & Calendaring



Instant Messaging



WebEx Social Web Conferencing



Telepresence & Video Conferencing



Video - Live & On-Demand



Content Management

## Software & Apps



Desktop Software



Mobile Apps



WebEx Social Apps



Web Applications & Accounts

## Network



Corporate Network



Home (CVO) & Remote Access



Partner Connection (Extranet)

## IT Infrastructure & Platform Services



CITEIS



Application & Web Services



Datacenter Computing



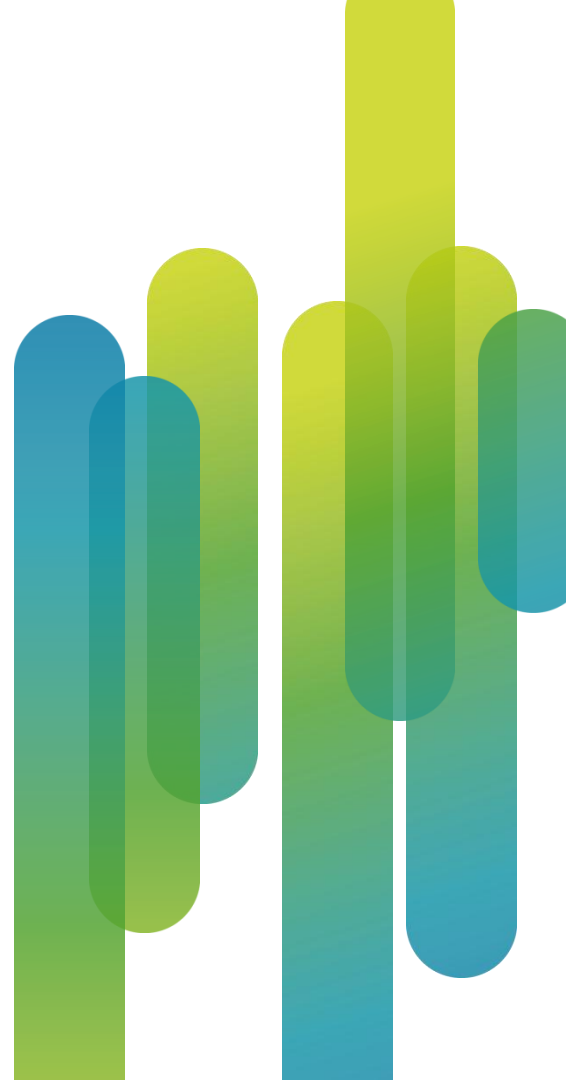
Datacenter Network



Database Hosting & ERP



**DEMO**



**DHL**

**DHL**

**DHL**

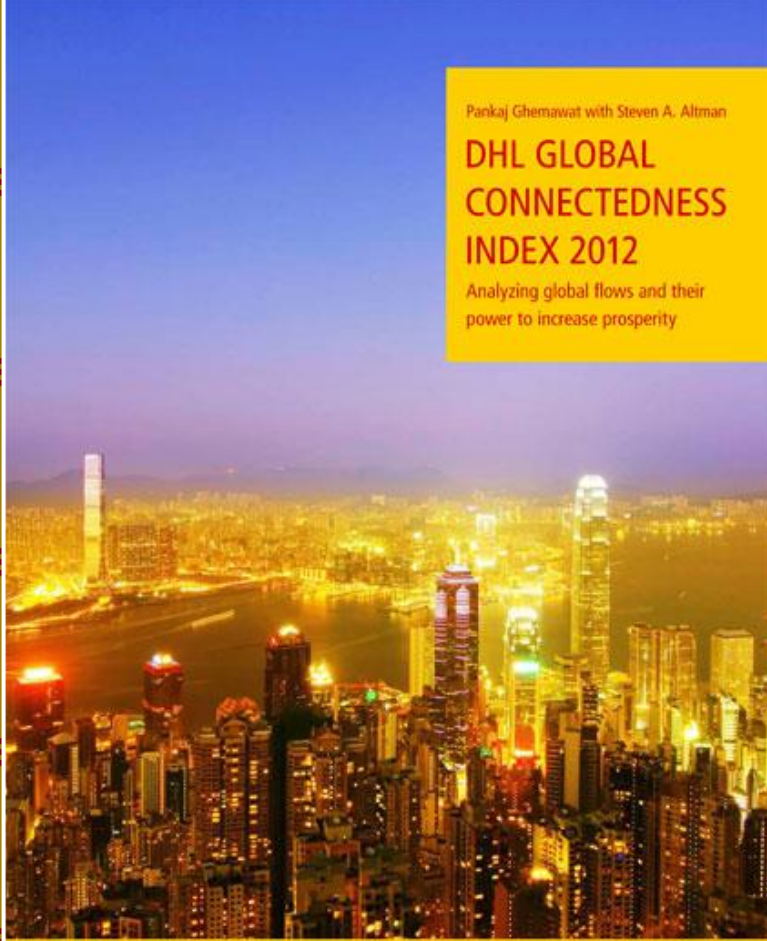
**DHL**

**DHL**

Pankaj Ghemawat with Steven A. Altman

# DHL GLOBAL CONNECTEDNESS INDEX 2012

Analyzing global flows and their  
power to increase prosperity



**DHL**

**DHL**

**DHL**

**DHL**

**DHL**

**DHL**

# Agenda

Defining (virtual) Collaboration

Cisco's Collaboration Experiences: Strategy, Execution, Results

**DHL's Collaboration Experiences: Strategy, Execution, Results**

The role of the CIO in enabling (virtual) collaboration





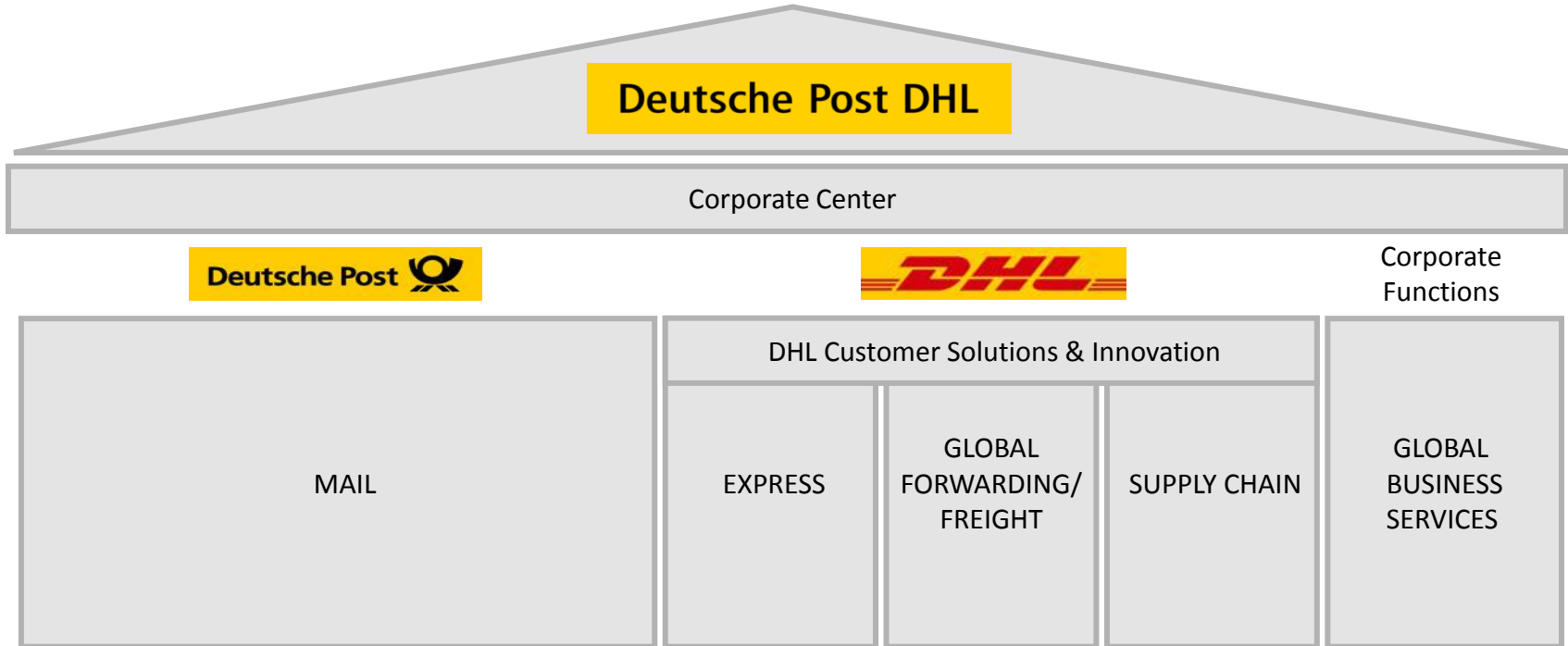
# Collaboration Technology at Deutsche Post DHL

**David Thornewill**

CIO GBS & Corporate Center, DHL



Deutsche Post DHL operates in over 220 countries and territories and employs over 470,000. In 2011 the company had turnover of € 53 billion and consolidated net profit of € 2.5 billion.



# Illustrative DPDHL collaboration technology landscape

## Some technology we use to collaborate

- Filesharing (internal/external) Sharepoint
- Telephone conferencing: Webex
- Chat/PC conferencing: Lync/Skype
- Micro-blogging: Yammer
- Standard Video: Tandberg/Polycom
- HD Video Cisco Telepresence

# What DPDHL gains from Collaboration Technology

## Major outcomes we expect from our investment

- Increased frequency & quality of interaction
  - With Customers and Suppliers
  - Among Employees
- Incur less travel
  - Higher quality of life
  - Greener planet
  - Less downtime / More private time
  - Less cost



## DPDHL Example: Annual Technology Conference

- DHL Technology Conference, June 2012 in Berlin
- Cisco was the technology partner, providing live streaming as well as Telepresence participation
- About 100 customers participated in person, another 100 via Cisco streaming
- Very positive customer feedback overall!



# DHL TECHNOLOGY CONFERENCE



# DPDHL Example: Global Lighthouse Sites

## DHL Supply Chain challenge

- Limited transparency of suitable sites for customer visits
- DHL account teams and customers need to travel far to see a specific site
- Site visits are sometimes not part of the sales process because of travel costs or suitable site not known



## Solution Developed together with Cisco

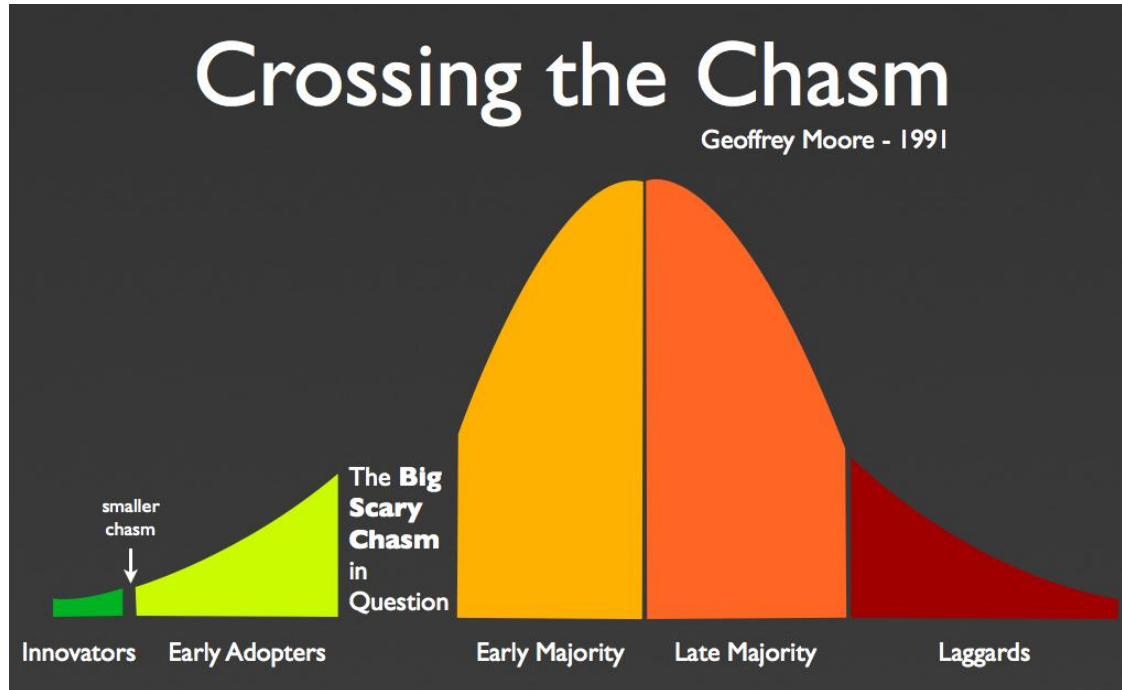
- Plan to certify sites across the globe demonstrating specific capabilities
- Virtual site tour through innovative technologies. Both site videos and live feeds available
- Live tour by experienced tour guide with customer participation via Robotic Telepresence
- Benefits: no travel for DHL or partner, low participation threshold, high quality



## DPDHL Experience: What we are learning

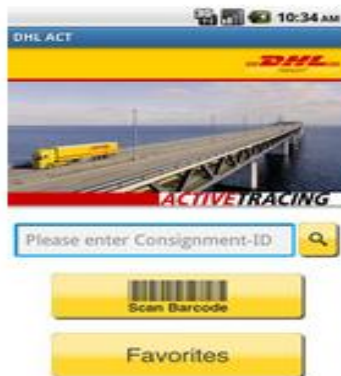
- There is a lot of excitement and demand for more, but there are still challenges
- First mover disadvantage
  - It's hard to gain ROI from one facility, and harder to get cash for a forest of them!
- Directories and Identity Management
  - How to find out who's got what both internally and externally.
- Network optimized for data rather than video
  - Package sequence counts!
- Suitable facilities in a growing company
  - There are only so many broom closets to convert.
- Still accompanied by an army of (rare) experts
  - Requires commitment to make it all work
- Compatibility of solutions
  - Standards have their limitations

## When do we “Cross the Chasm”?



## Cargo Tracking On The Go

Follow your DHL Global Forwarding cargo at your finger tips, any time - with our iPhone DHL Cargo Mobile Tracking application. The application is available in English and free



### Social Memories

Vind ik leuk

Naar de toepassing gaan

App

### Tracking

### Cargo Tracking On The Go

- > Guides & White Papers
- > Logistics News
- > Contact Us



### Ocean Cargo Reference N

### Visibility - See all details & pr

Shipment Details			
Carrier: Arrived	Week: Feb	GMT	
Flight: KL011	23, 20:11	Wed, Feb 23, 2011	15:02
Carrier: Notify of Arrival	Week: Feb	GMT	
Flight: Chicago	25, 23:11	Wed, Feb 23, 2011	15:02
Carrier: Departed	Week: Feb	GMT	
Flight: KL011	23, 20:11	Wed, Feb 23, 2011	15:02
Carrier: Departed	Week: Feb	GMT	
Flight: KL011	23, 20:11	Wed, Feb 23, 2011	15:02
Received at origin	Week: Feb	GMT	
Flight: Chicago	25, 23:11	Wed, Feb 23, 2011	15:02

### Visibility details shipment re ocean freight

**10.000**  
maandlijks actieve gebruikers

### Categorie Overig

Deze toepassing is niet ontwikkeld door Facebook.

Neem contact op met de ontwikkelaar  
App rapporteren  
Delen

STAY TUNED, LIKE US AND TAKE THE TOUR!



### CREATE YOUR OWN BOOK NOW

Go to application

Your social activity on Facebook, analyzed and commemorated in twenty eight elegant pages.

- Elegantly designed to present your memories with clarity
- Infographics that show your social highlights and trends
- Customizable colour scheme
- 28 pages of luxurious gloss stock professionally bound

Only **19€** pls. shipping

### PDF

Go to application

Your social activity on Facebook, analyzed and commemorated in twenty eight elegant pages.

- Elegantly designed to present your memories with clarity
- Infographics that show your social highlights and trends

**3,90€**



# Cisco CIO Summit 2013

Europe, Middle East, Africa and Russia

January 30-31, London



# Agenda

Defining (virtual) Collaboration

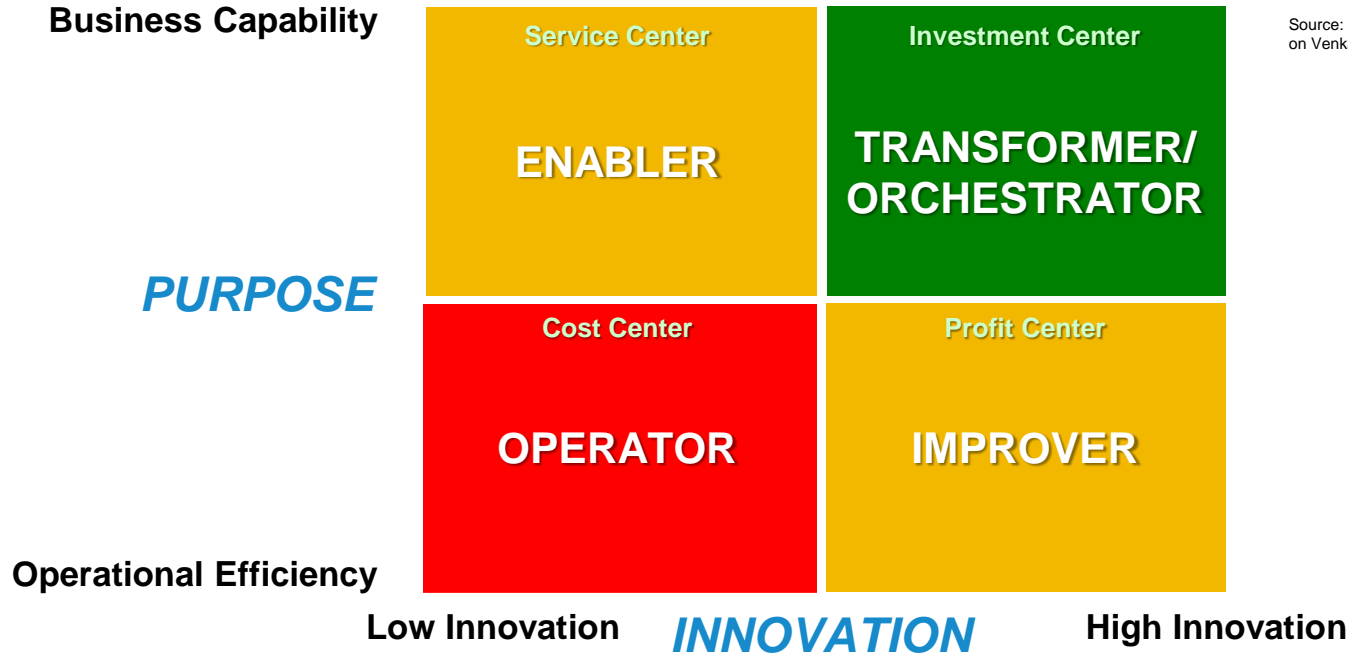
Cisco's Collaboration Experiences: Strategy, Execution, Results

DHL's Collaboration Experiences: Strategy, Execution, Results

**The role of the CIO in enabling (virtual) collaboration**



# The role of the CIO enabling Collaboration?



Source: R. Kuppens based on Venkatraman, 2008

***Enabling and Orchestrating the right Collaborative Interaction & Transaction Experience(s) for Employees, Partners & Customers***



What do you see?



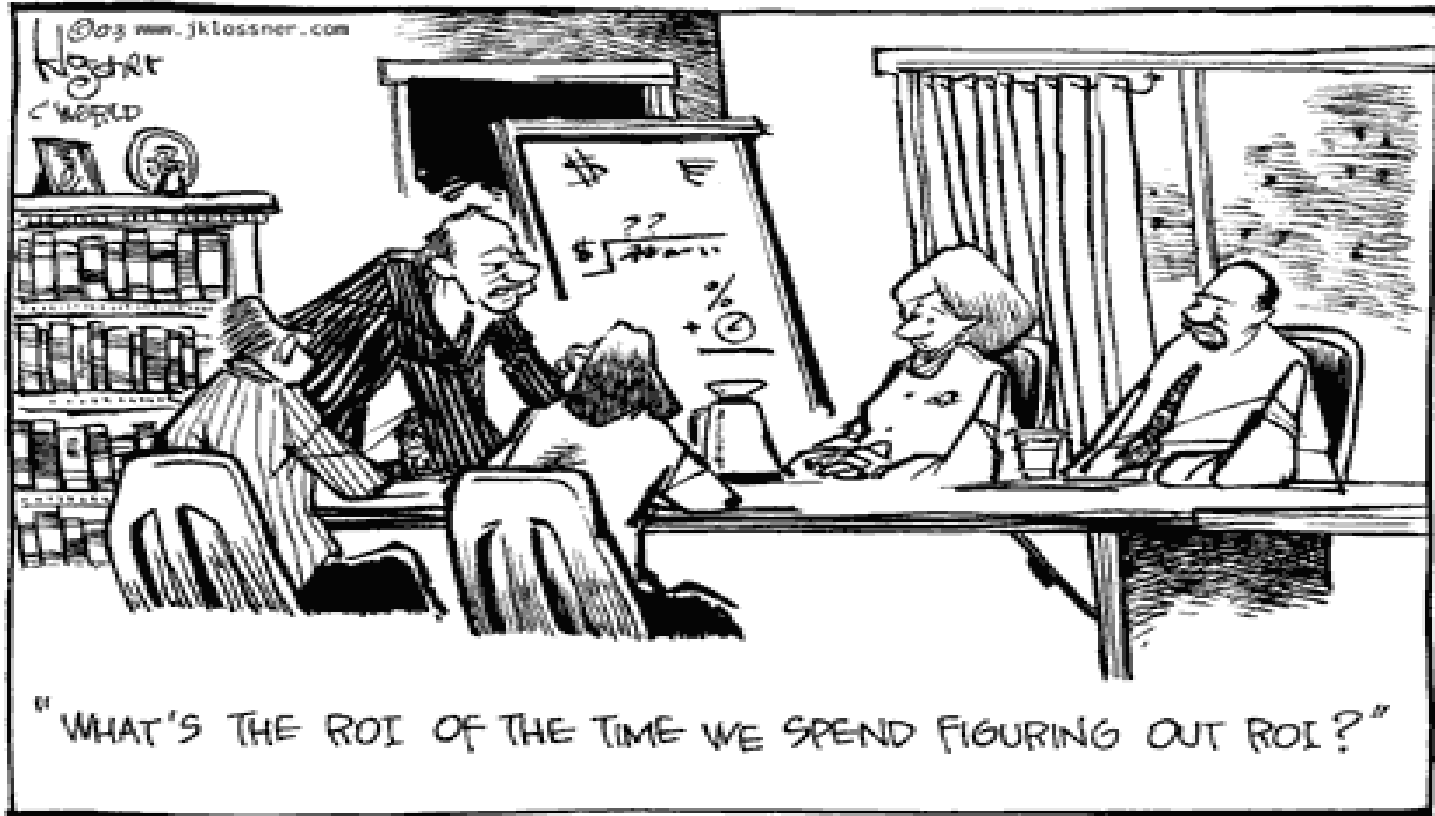
Open your mind

Watch **'Use your Brain'**  
on Show and Share



MORE TOGETHER  
with

# What's your ROI on Collaboration Capabilities investments?



# Summary: Collaboration Transformation

## Integrated Collaboration Capabilities platform cross the Value Network

### Cisco Video Communication & Collaboration



Unified Communications



Cisco webex

Jabber Video/ Conferencing

CISCO Show and Share

Enterprise Video

### Enterprise Social Software



Blogs



Wikis



Forums

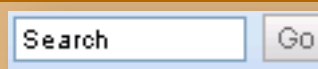


Instant Messaging & Video



Communities

### Personalization & Relevancy



Search



Content



Workforce & Process Data



ID/ISE Device Mgmt



Process/ Policy Mgmt



Tagging

### Applications & Services



Directory



HR Systems



CRM/ERP/SCM



Business Intelligence

Workforce Services



MyCompensation



MyBenefits



My Approvals



**Thank you**

