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

/kəˌlabəˈrāSHən/

Noun

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

Synonyms

cooperation - contribution

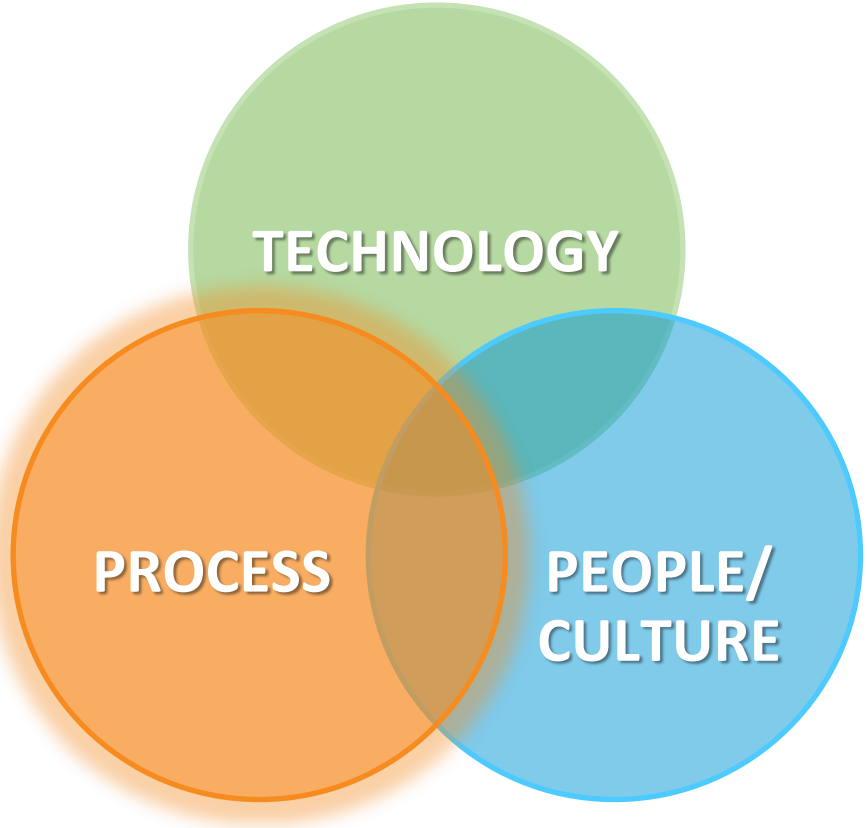
Collaborate - Why?

- 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…)

facebook

twitter

Blogger

LinkedIn

YouTube

Agenda

Defining (virtual) Collaboration

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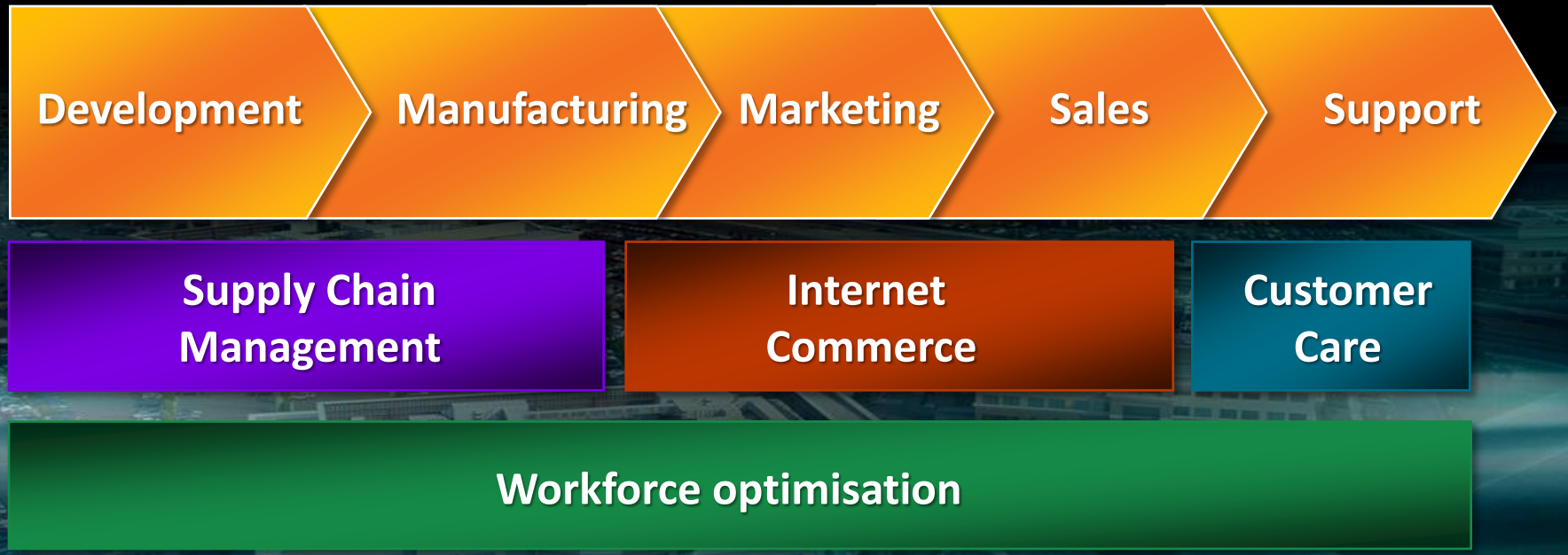
About Cisco

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

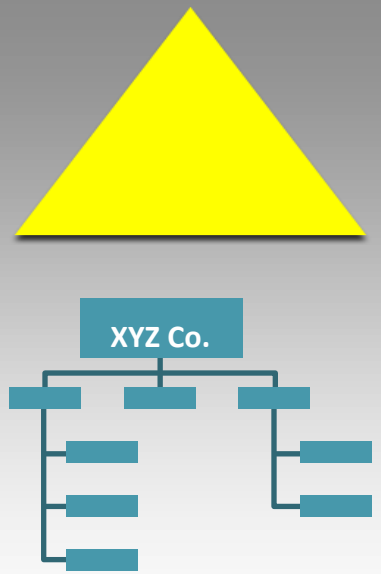


What is the productivity, agility, heartbeat & user experience of our (extended) organisation in comparison to our current & new competitors?

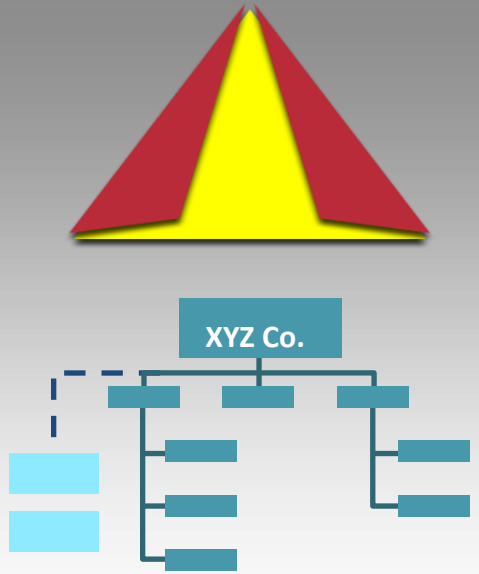
Collaboration and Organisational Structure & Governance

From Command-Control to Orchestration

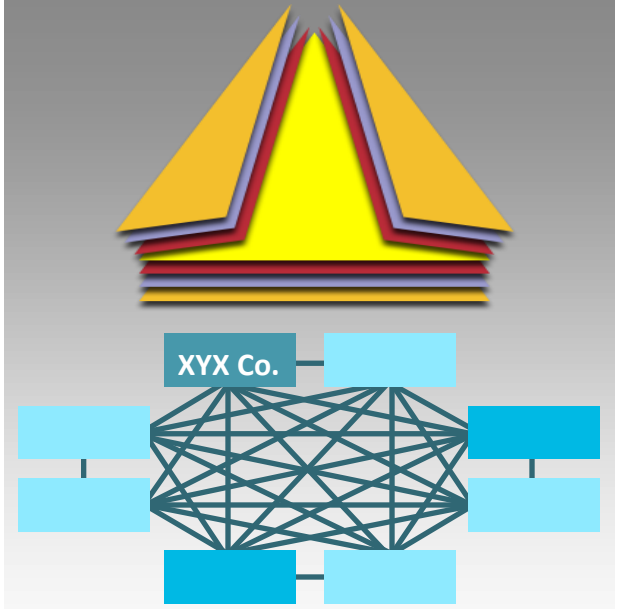
Command-Control

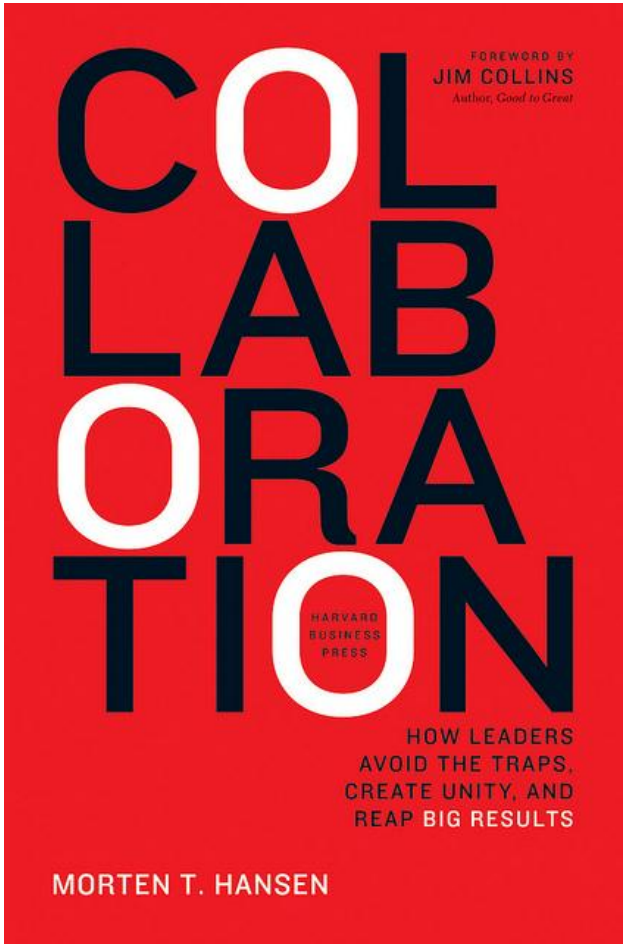


Core/Context



Collaboration





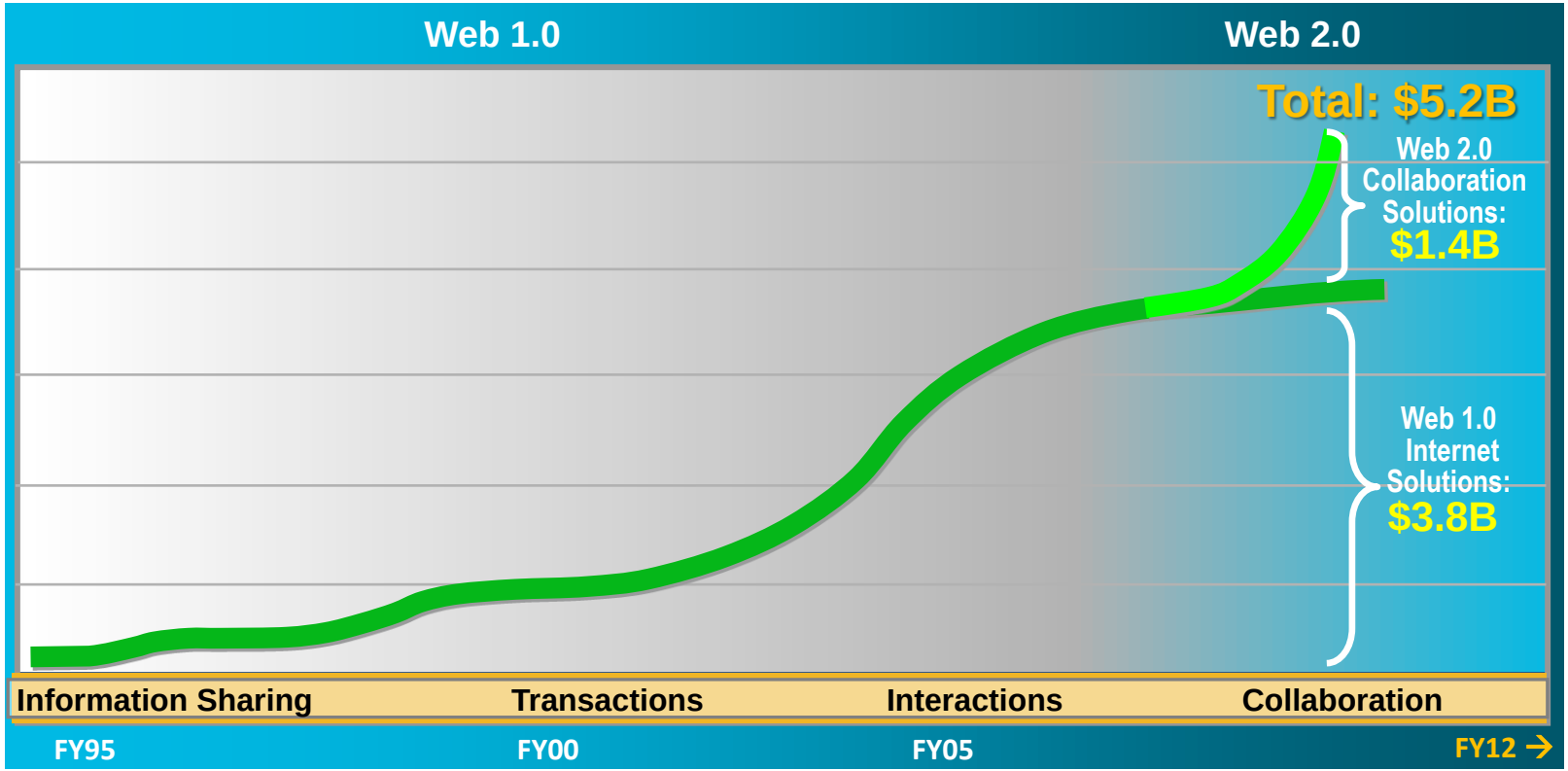
"The goal of Collaboration is not Collaboration itself, but great results."

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®

Cisco's Collaboration Initiatives

2011 Benefits from Collaboration Programs

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

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

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

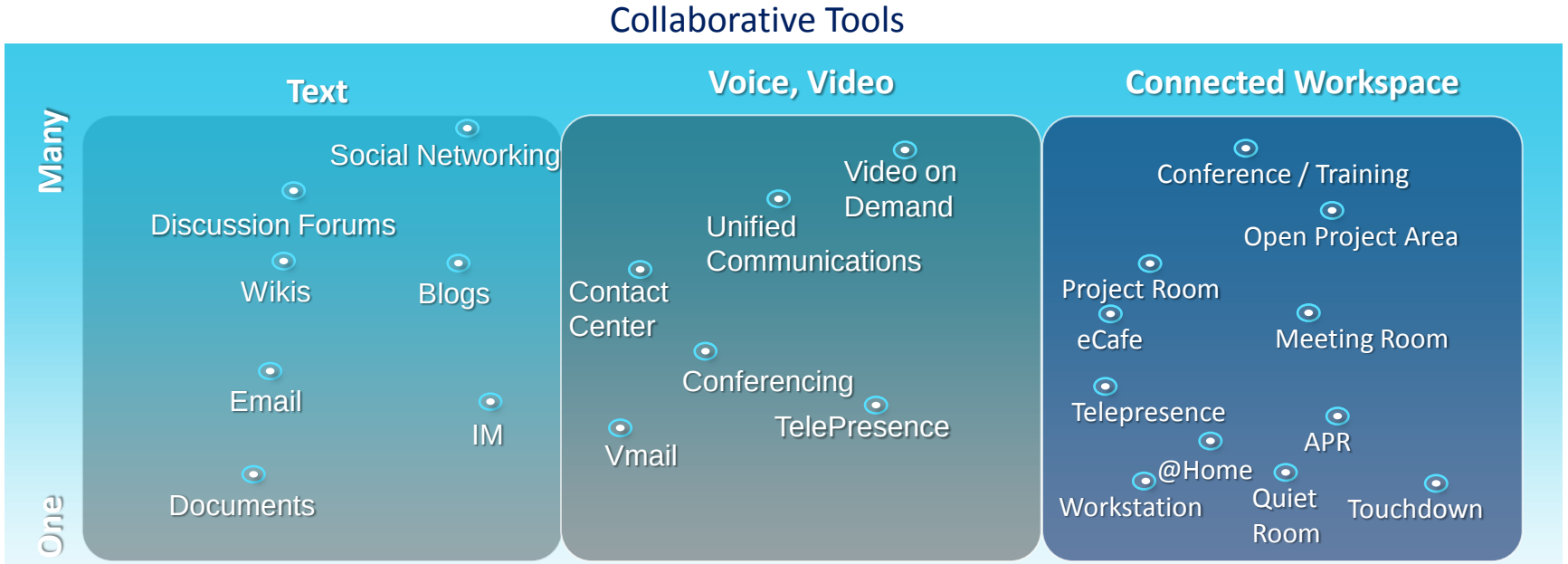
Total: $1.4 B

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

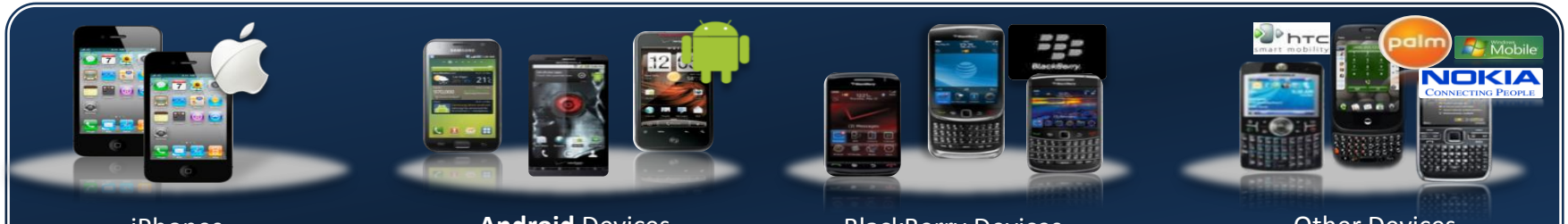
Changing the way How and Where we Work… Anytime, Anywhere…



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

Tablet based devices



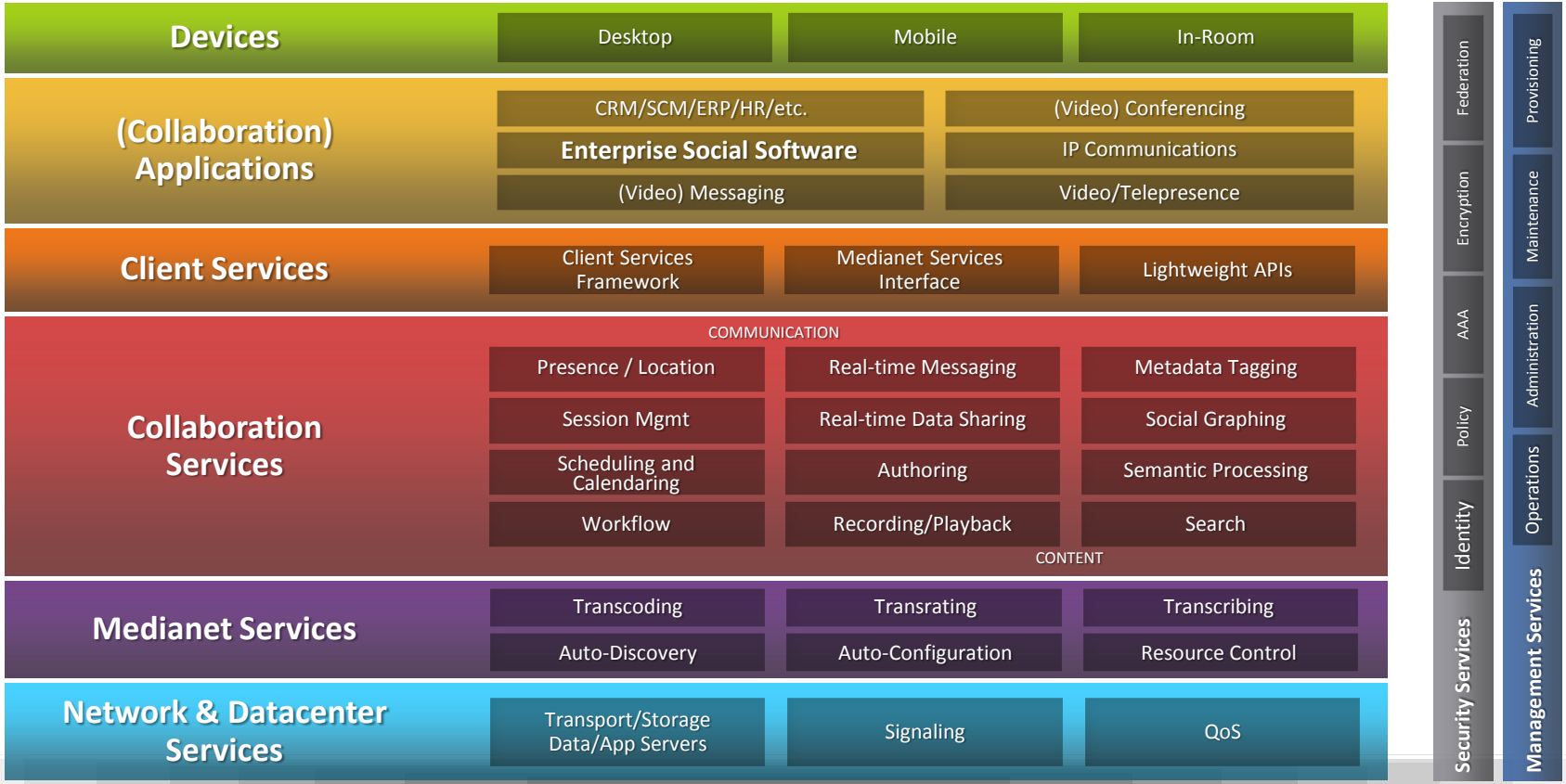
iPhones | **Android** Devices | BlackBerry Devices | Other Devices

Mobile Smartphone Devices

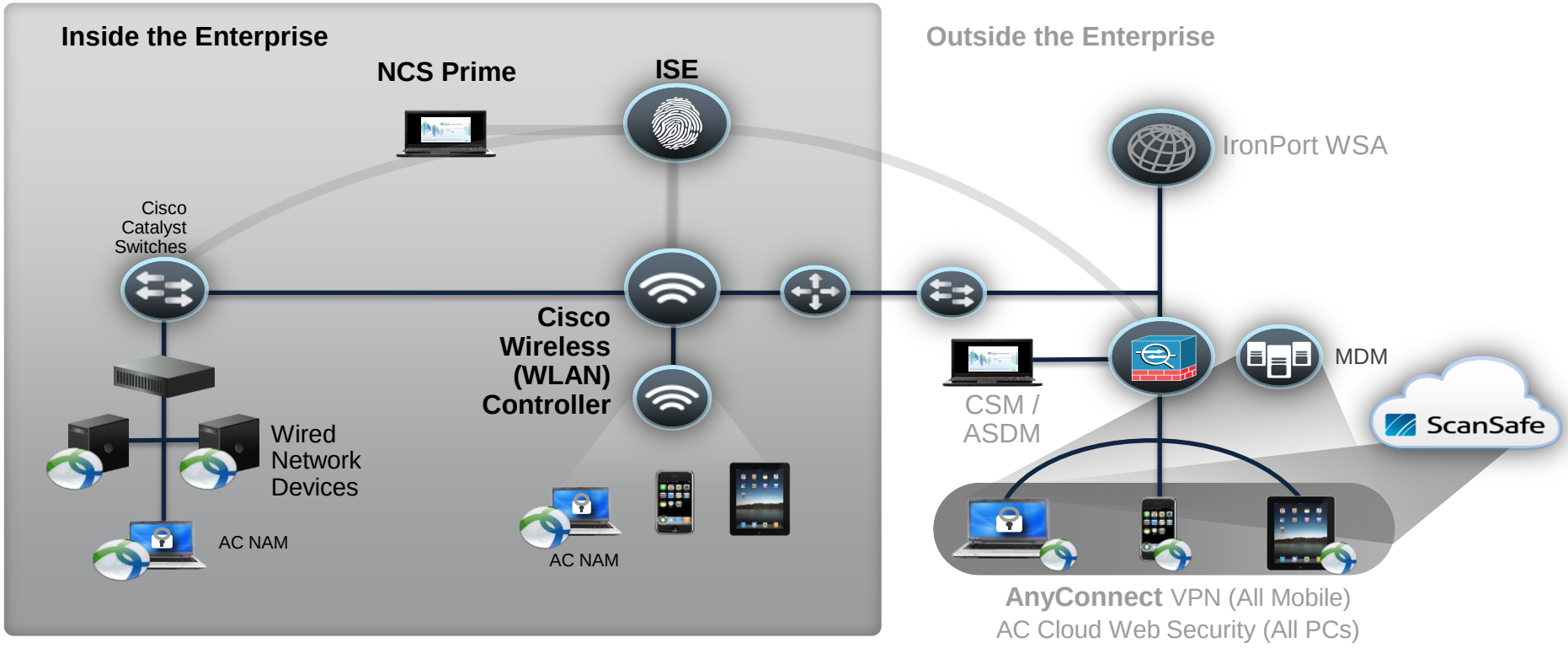
Windows PC's | Apple Mac's | Linux Desktops | Desktop Virtualization

Desktop Landscape

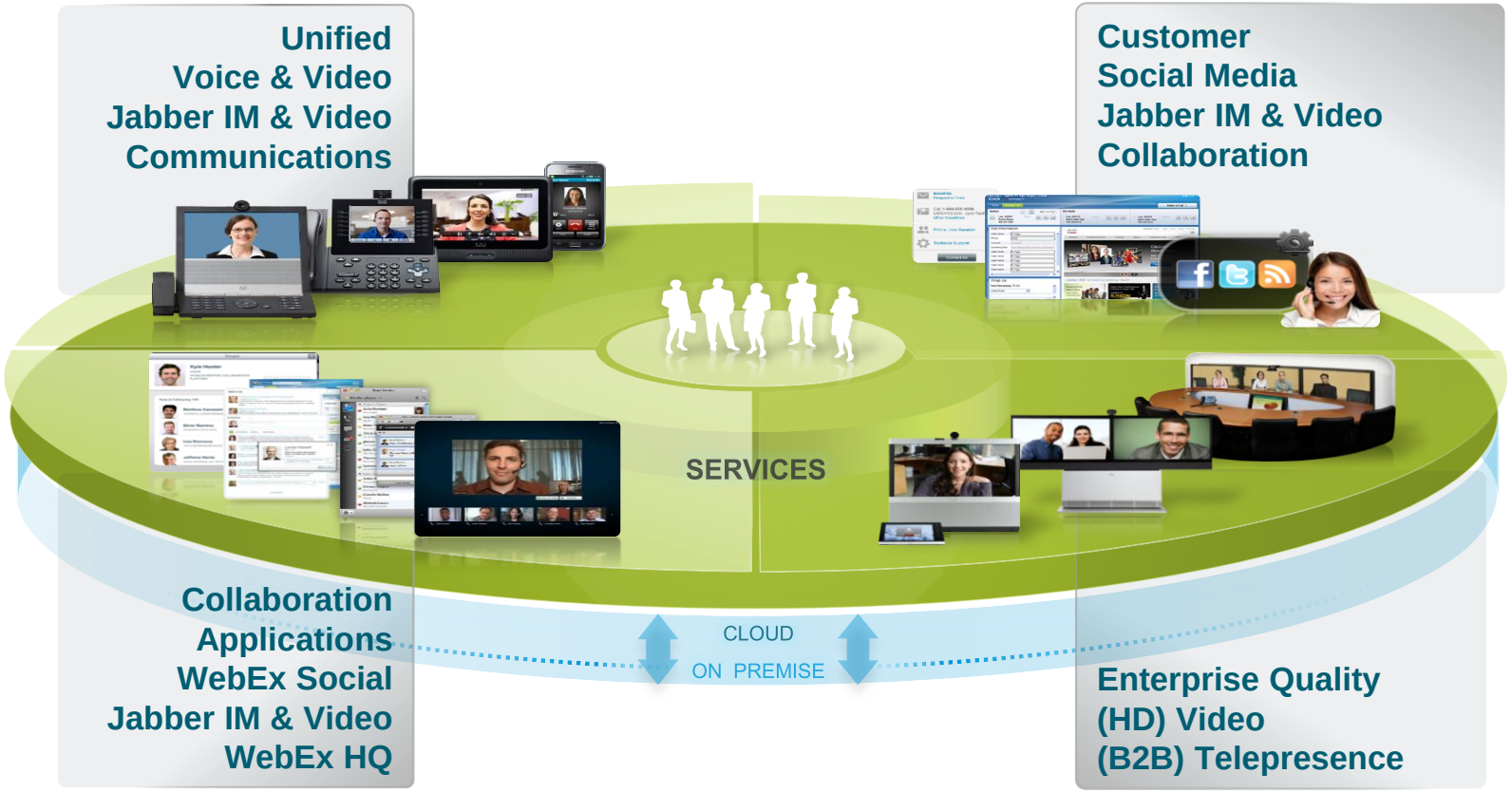
Overall Collaboration Architecture View



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



Collaboration Capabilities cross our Value Network



Connected Operations: Guide for Collaboration

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

Source: *The Collaboration Imperative*, by Ron Ricci and Carl Wiese, January 2012

Tiered IT Video Collaboration Strategy: Video as a Service

Tiers	Service Offering	Service Level Drivers
Many *to* Many	Immersive TelePresence 3-Screen	Network : Dedicated BW Resolution : HD 1080P, 12-16 Mbps Support : High
	Immersive TelePresence 1-Screen	Network : Dedicated BW Resolution : HD 1080P, 4-5 Mbps Support : High
1 *to* Many	Multipurpose TelePresence	Network : Dedicated BW Resolution : HD 720p, 2-4 Mbps Support : Medium
1 *to* 1	Personal TelePresence	Network : Shared BW Resolution : SD 576p, 1Mbps Support : Medium
	Desktop Video (Jabber)	Network : Shared BW Resolution : ~SD 448p or less, ~512 Kbps or less Support : Low
	IP Phone with Video	

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

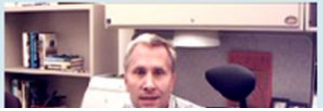
Deployment

- 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.



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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

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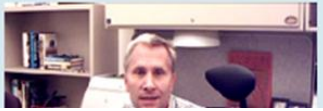

Cisco TelePresence Metrics Dashboard

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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

1,449,388
TelePresence meetings scheduled by endpoints
MORE

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

GENERAL

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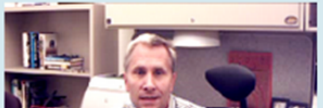


Transforming Cisco's User Experience

Integrated Workforce Collaboration: WebEx Social on UCS

BEFORE

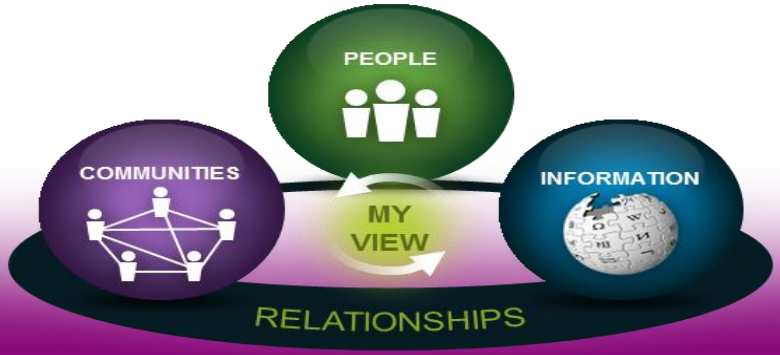
Transforming Cisco's User Experience

Integrated Workforce Collaboration: WebEx Social on UCS

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 & Transcripting

Wikis

Unified Communications

Blogs

IM

Discussion Forums

Virtual Meetings

Social Bookmarking

Tandberg

Communities

TelePresence

ID Management

Phone Voicemail

Search

Summary of WebEx Social Metrics

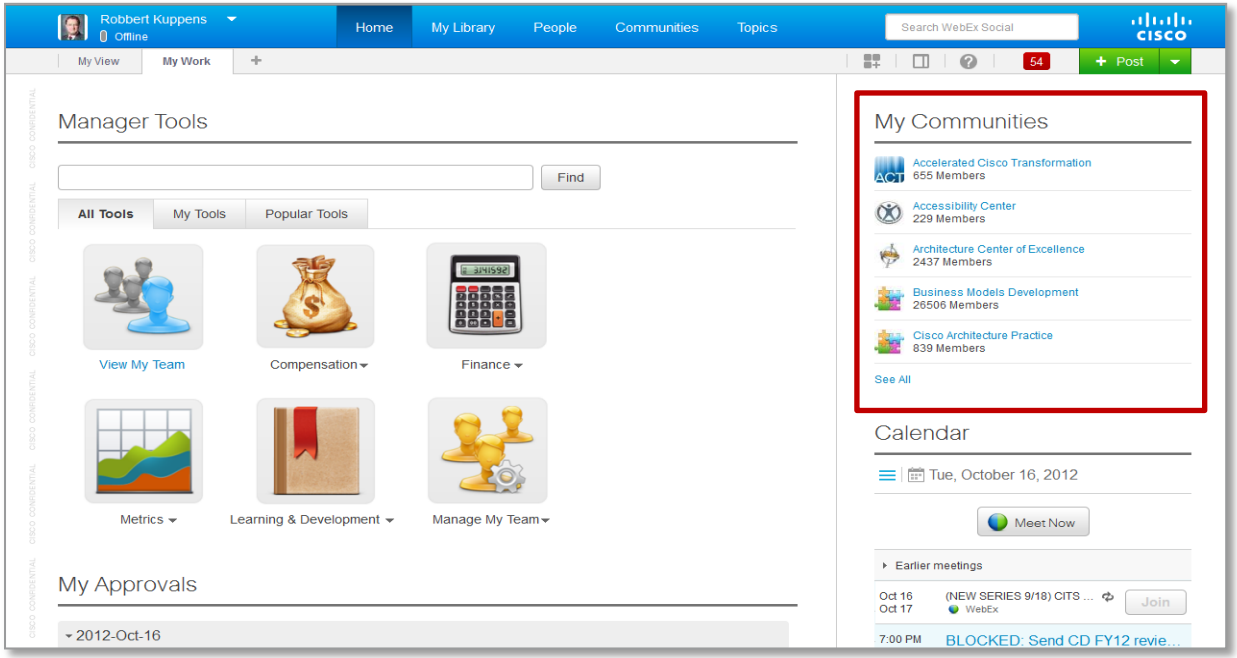
December 2012

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

Theory of "Participation Inequality" (90-9-1)

Transforming Cisco's User Experience

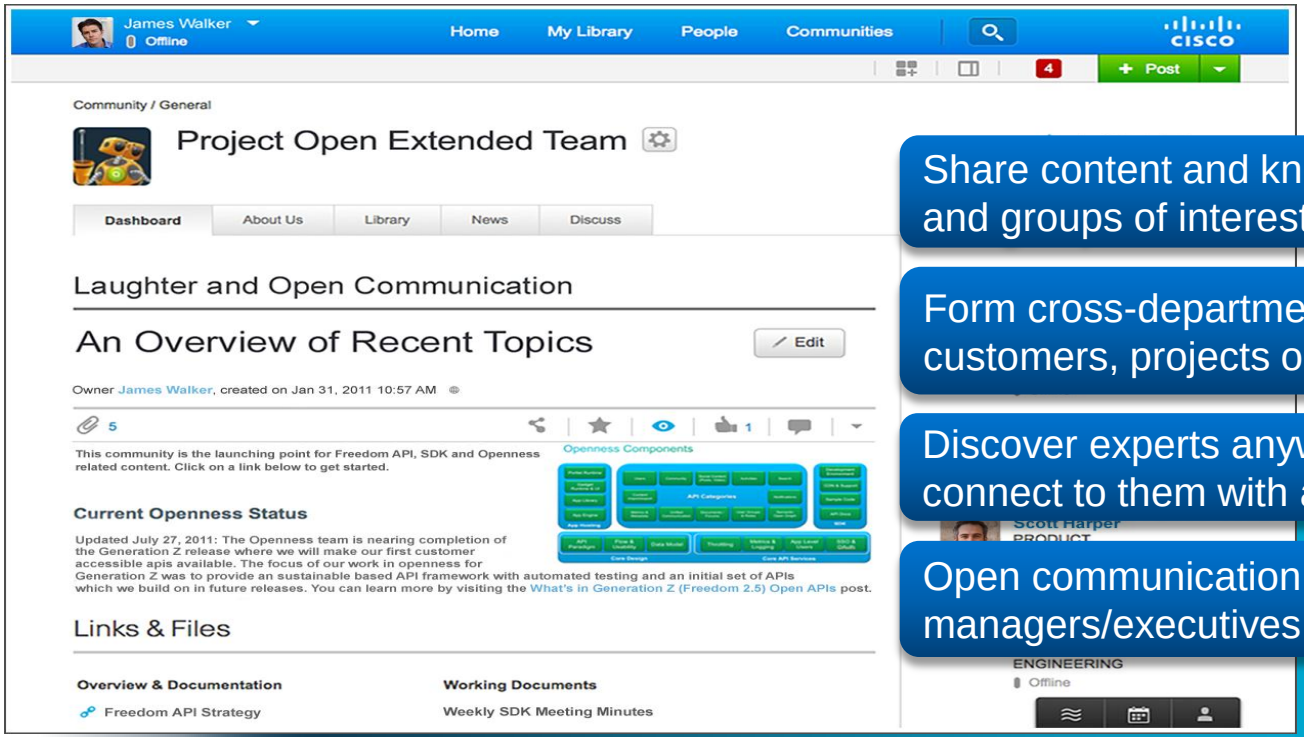
Enabling an intuitive (Mobile) **Collaboration** Experience



Connecting People, Processes & Information

Next: Extending to Collaborate with partners and customers

WebEx Social: Breaking Organizational Silos



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

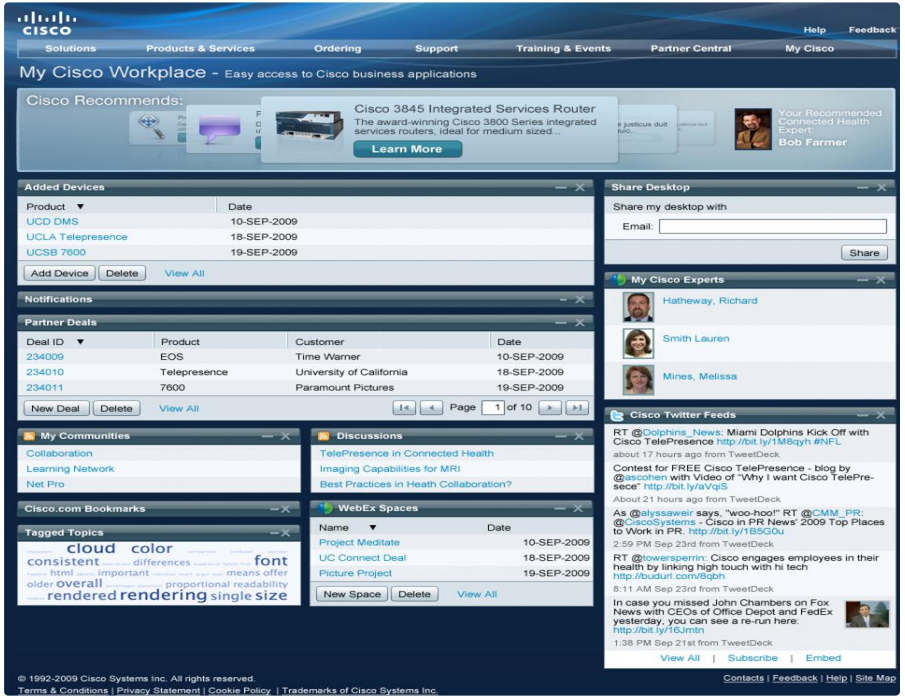
Open communication channels between managers/executives and employees

WebEx Social: Capturing & Scaling Knowledge

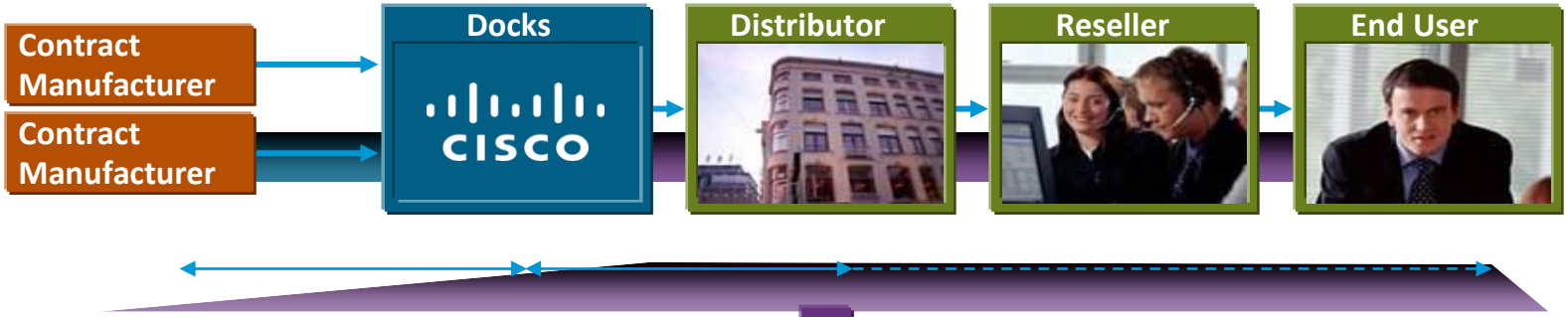
- Connect employees and broaden their professional networks
- Disseminate best practices, tips and tribal knowledge
- Capture and institutionalize knowledge
- Simplify onboarding of new employees

Employee View – Collaboration within Cisco

Customer / Partner View – Collaboration externally through Cisco.com



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



Resolving issues that limit 2nd-tier sales growth:

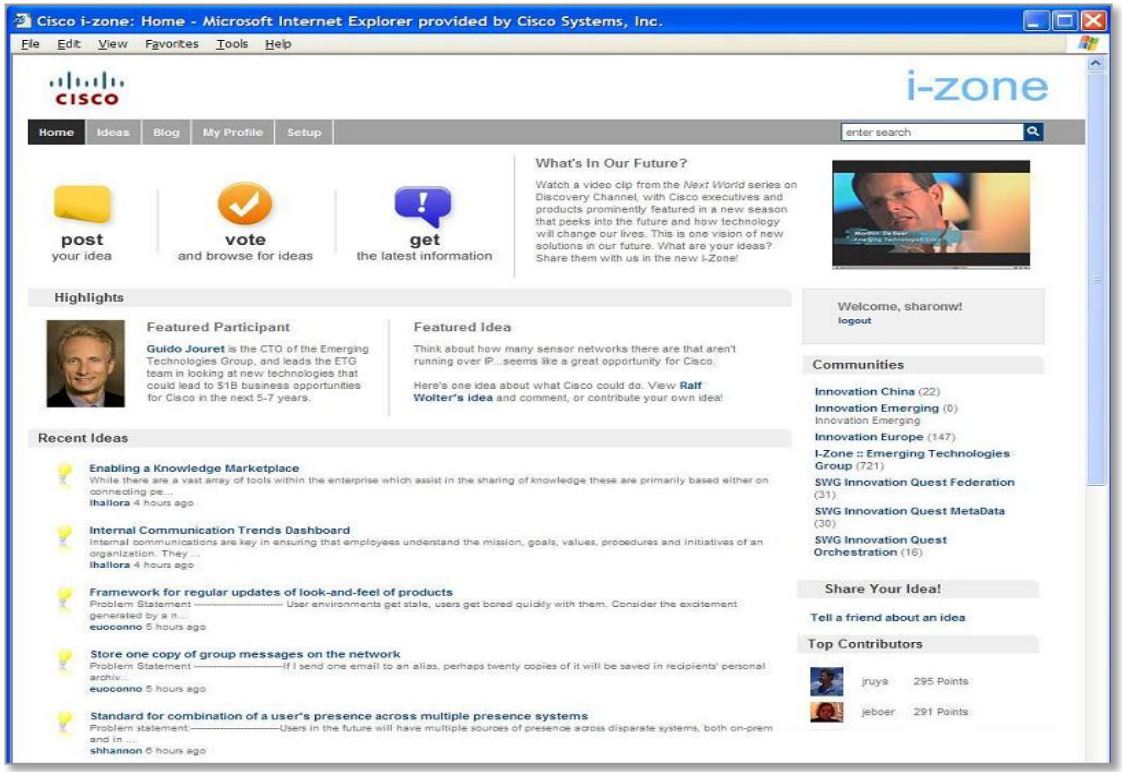
- **Excess operating costs**
- **High working capital costs**
- **Product stockouts**

Reinvesting savings to accelerate sales growth

Collaborative Idea Generation: Cisco i-zone

Submit, vote, or comment on ideas

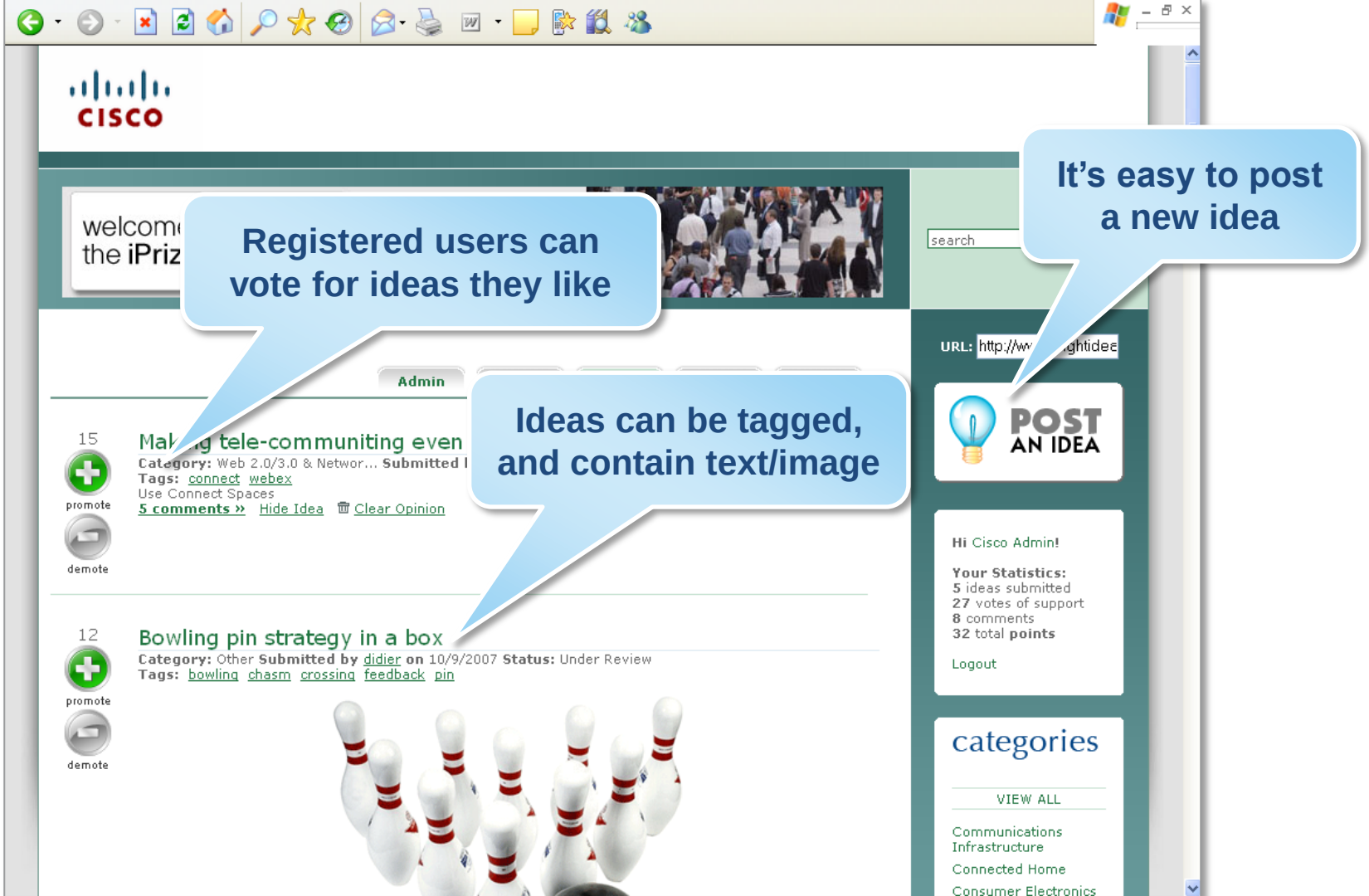
Blog



Video in Show & Share

Innovation communities

See who's most active



CISCO
welcome
the iPriz
search
Registered users can vote for ideas they like
It's easy to post a new idea
Ideas can be tagged, and contain text/image
URL: http://w ghtidea
Admin
15
promote
demote
Category: Web 2.0/3.0 & Networ... Submitted
Tags: connect webex
Use Connect Spaces
5 comments » Hide Idea Clear Opinion
POST AN IDEA
Hi Cisco Admin!
Your Statistics:
5 ideas submitted
27 votes of support
8 comments
32 total points
Logout
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
categories
VIEW ALL
Communications Infrastructure
Connected Home
Consumer Electronics

October 14, 2008

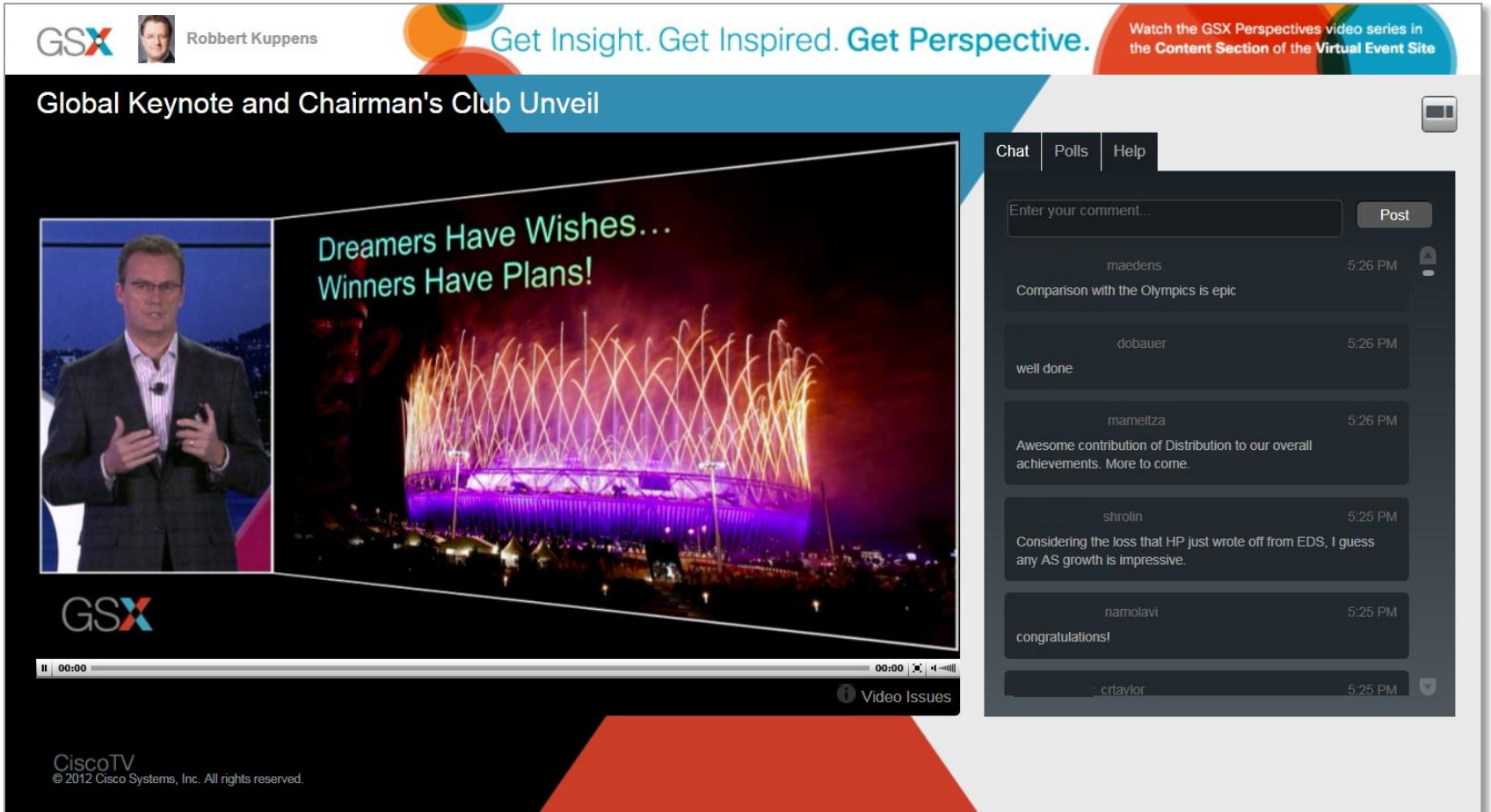
Cisco I-Prize Winners: Family Affair from Germany and Russia

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.)

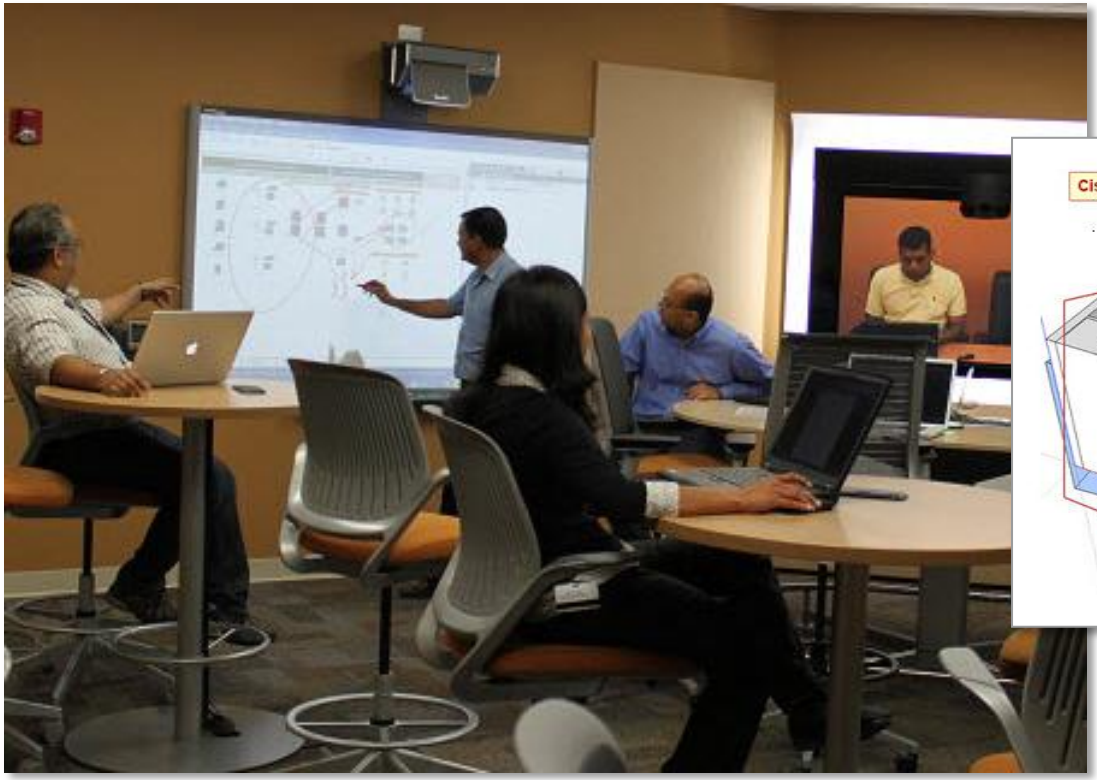
The winning I-Prize team was led by Anna Gossen, a computer science student at the Karlsruhe University in Germany. Along with her husband, Niels Gossen, a computer science student at the University of Applied Sciences in Germany, and her brother Sergey Bessonnitsyn, a systems engineer from Russia, the 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. Bessonnitsyn, who won from a group of more than 2500 entrepreneurs and innovators in the contest from 104 countries.

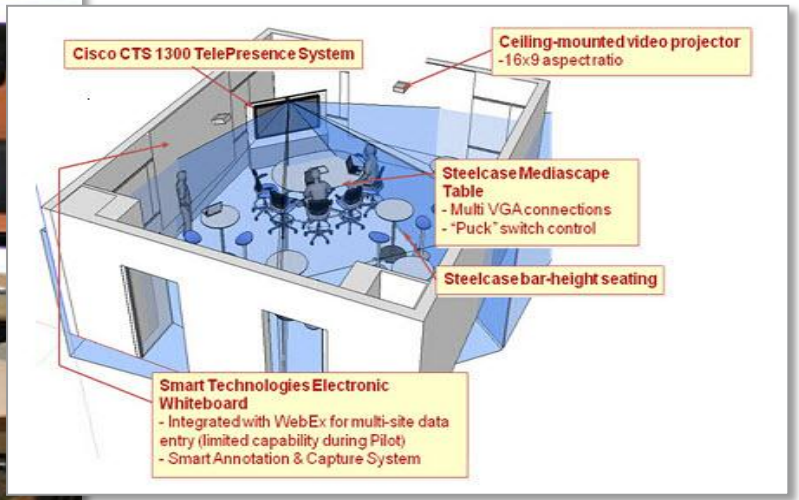
You can learn more about the winning project from this video of Ms. Gossen... looks like there are bugs (insects, not code) in Germany this time of year...

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



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

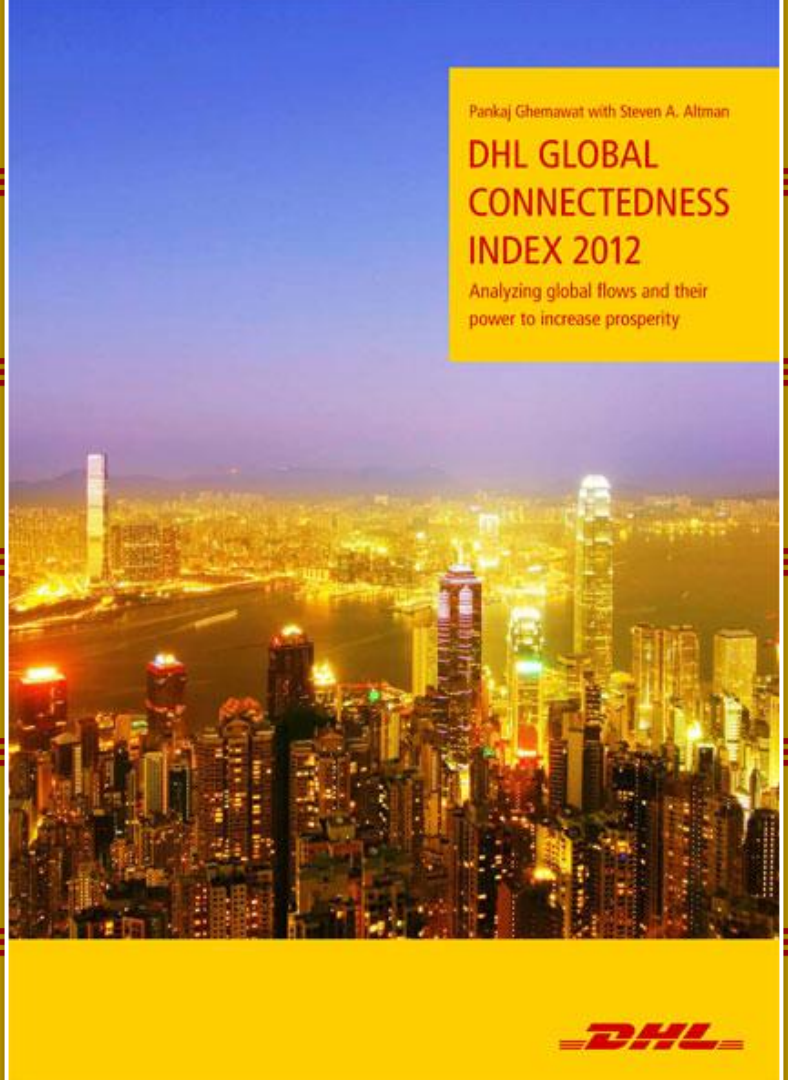
Network

- 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


Pankaj Ghemawat with Steven A. Altman
DHL GLOBAL CONNECTEDNESS INDEX 2012
Analyzing global flows and their power to increase prosperity
DHL

Agenda

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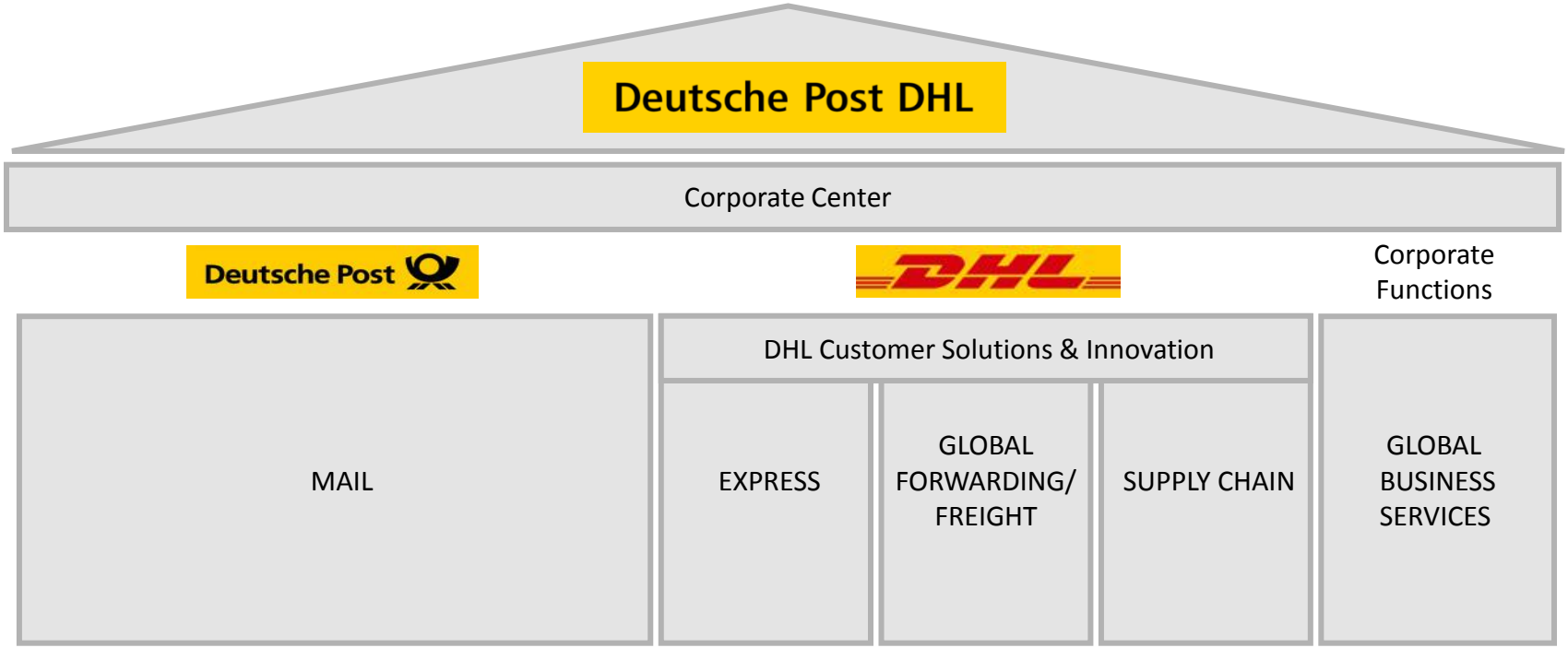
The role of the CIO in enabling (virtual) collaboration

Collaboration Technology at Deutsche Post DHL

David Thornewill
CIO GBS & Corporate Center, DHL

Deutsche Post DHL Business

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.



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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

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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

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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!

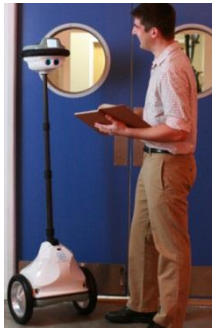
DPDHL Example: Global Lighthouse Sites

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



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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

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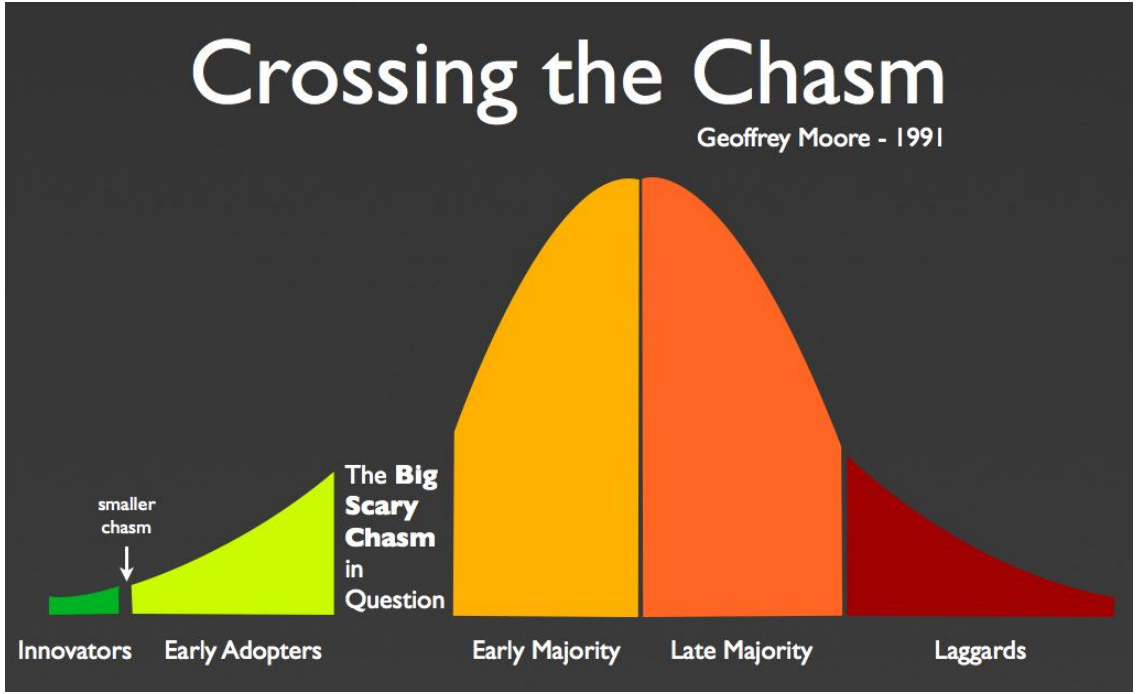
In Closing

When do we “Cross the Chasm”?



www.dhl.com/en/logistics/customer_resource_area/freight_tracking_and_applica

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

- Info
- Prikbord
- SM Welcome
- Gutscheine/Vouchers
- Foto's
- FAQs
- Presse
- Vragen

10.000
maandelijks actieve gebruikers

Categorie
Overig

Deze toepassing is **niet** ontwikkeld door Facebook.

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App rapporteren
Delen

Social Memories
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Tracking

Cargo Tracking On The Go

- Guides & White Papers
- Logistics News
- Contact Us

Reference N

Visibility - See all details & pr

Visibility deta
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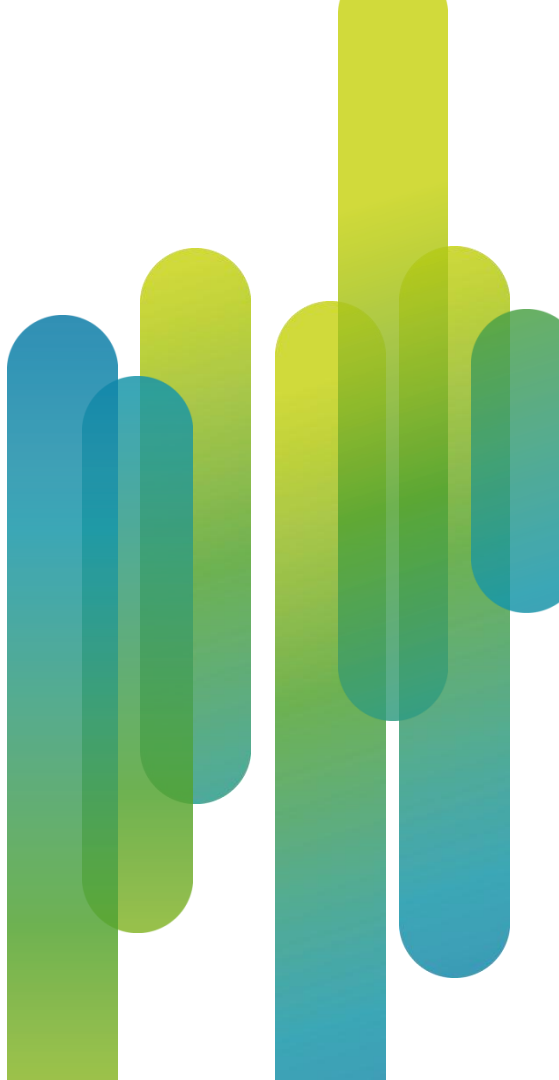


Cisco CIO Summit 2013

Europe, Middle East, Africa and Russia

January 30-31, London

Agenda

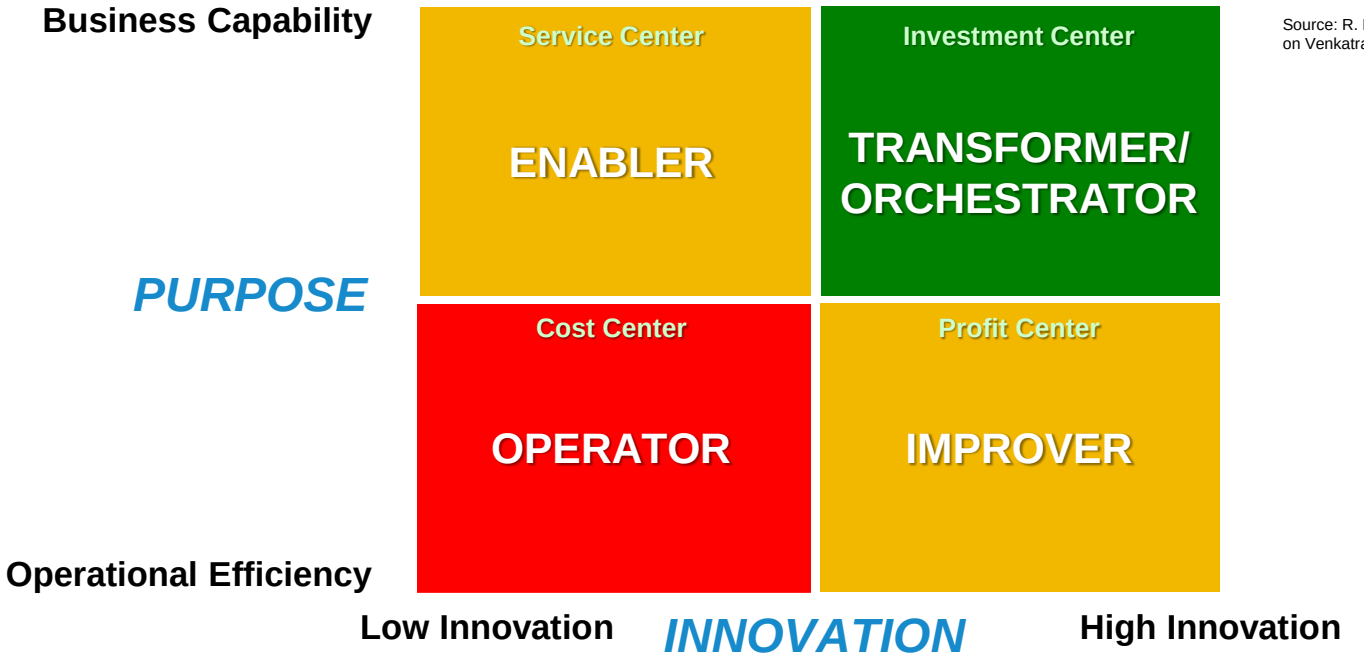
Defining (virtual) Collaboration

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?

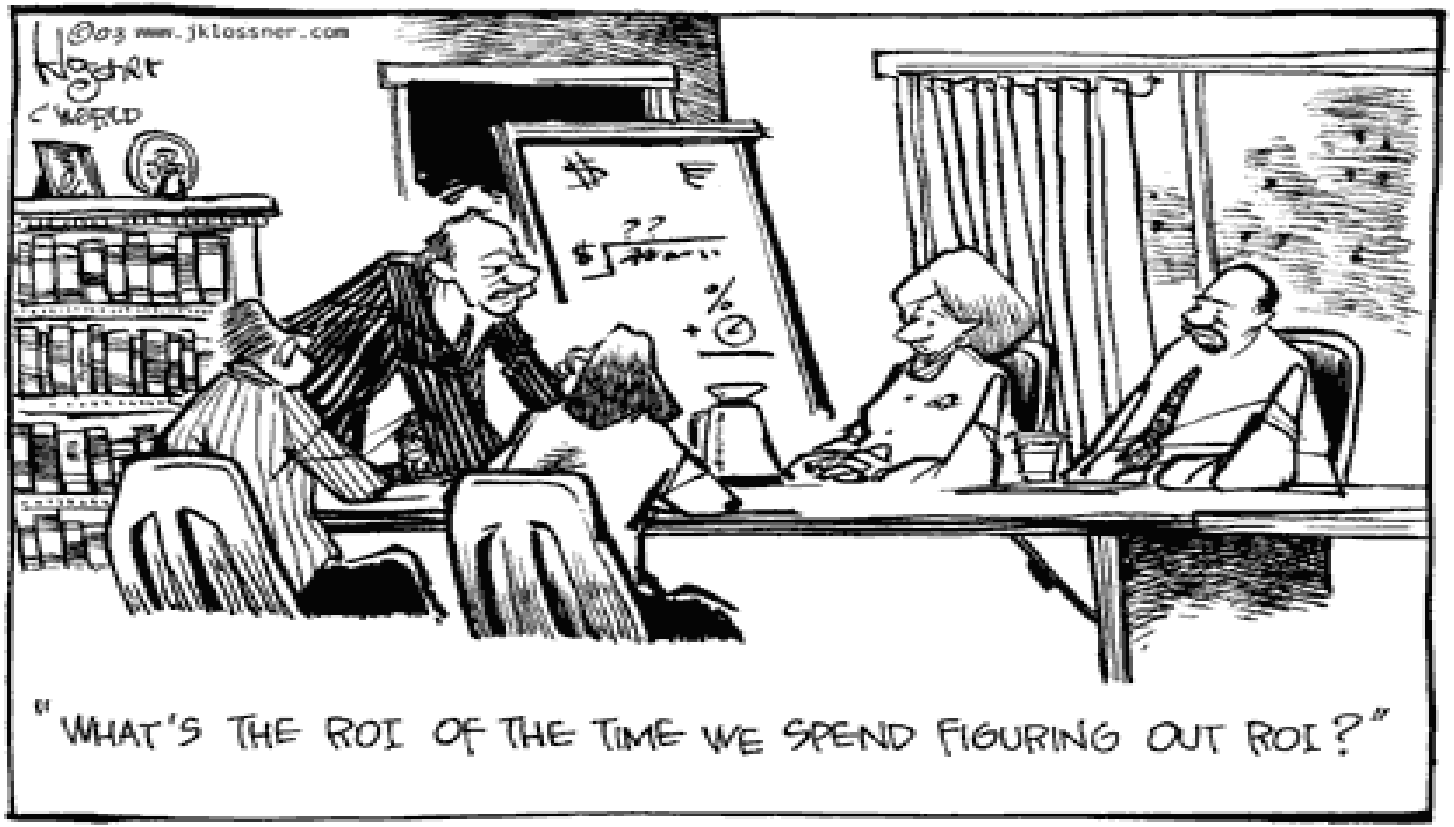


Source: R. Kuppens based on Venkatraman, 2008

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
MORETOGETHER

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

cisco WebEx Social

Enterprise Collaboration Platform

Blogs

Wikis

Forums

Instant Messaging & Video

Communities

Personalization & Relevancy

Search

Content

Workforce & Process Data

ID/ISE Device Mgmt

securent

Process/ Policy Mgmt

Tagging

Applications & Services

Directory

HR Systems

CRM/ERP/SCM

Business Intelligence

Workforce Services

MyCompensation

MyBenefits

My Approvals

Thank you