



## Cisco Social Collaboration Services

### Common Roadblocks

- Limited integration into daily business processes
- Trouble achieving adoption enterprise wide
- Lack of cross-organization executive support
- Unclear vision for future use
- Too little or too much management structure

### Questions to Consider

- How will Cisco WebEx Social align with our current business processes?
- What will the effects be on our existing architecture?
- How can additional functionality be added to WebEx Social?
- In what ways can we customize WebEx Social?
- How will we support the new platform and users?
- How do we build a plan for ongoing community support?
- How do we best address user adoption and change management?

### Cisco Social Collaboration Services: Enabling New Ways of Working with WebEx Social

Cisco® WebEx® Social (formerly Cisco Quad) is an enterprise collaboration platform designed for today's dynamic workforce, which is increasingly social, mobile, visual, and virtual. WebEx Social offers an integrated, personalized experience that brings together collaborative tools and applications used over the course of a workday.

Regardless of whether you intend to deploy WebEx Social for your organization on-premises or through the cloud, undertaking a project of this scale requires careful consideration and preparation. Cisco Social Collaboration Services provide the business, technology, and adoption experience to help your organization deploy a complete end-to-end WebEx Social solution to achieve your business objectives.

### Increase Productivity

Cisco Social Collaboration Services can help you increase productivity by determining the best approach for integrating WebEx Social into your existing infrastructure and deploying across your organization. These services provide a comprehensive solution approach that includes strategic planning, solution deployment, solution support, and change management to maximize the scale and absorption of WebEx Social.

### Strategy and planning

The first critical step is defining the strategy and plan for deploying WebEx Social into your organization. Cisco Social Collaboration Services focus on people, processes, and technology by analyzing your business, functional, and operational requirements to determine which services can best integrate WebEx Social into your organization. We will also work with you to determine the best methods to promote acceptance of your WebEx Social solution.

### Solution deployment

Successful WebEx Social deployments ideally consist of three phases:

- First, a proof of concept to test Cisco WebEx Social within your environment.
- Second, a full production build-out to support the needs of your business at scale.
- Third, enhancement phases to integrate primary external systems and develop custom functionality on top of the existing WebEx Social platform.



Cisco Social Collaboration has development services for custom applications to help with connecting WebEx Social into your existing systems, to deliver a seamless user experience.

## Solution support

After Cisco Social Collaboration Services engineers have installed and tested the WebEx Social solution, and your employees have begun to adopt WebEx Social, the next step is to make sure that you have everything needed to manage the environment going forward. Cisco Social Collaboration Services deliver expert guidance to prepare you to meet your evolving business and operations requirements and support your employees as their use of the tool grows and evolves. Cisco can also monitor and operate your WebEx Social platform through Cisco Remote Managed Services.

## Pave the Way to Long-Term Success

As an enterprise business, you're perpetually seeking ways to increase employee productivity, simplify processes, and enhance communication and collaboration across a distributed workforce. With Cisco Social Collaboration Services, we can help you achieve business success by:

- Establishing a comprehensive WebEx Social roadmap that accommodates growth and alignment throughout your organization
- Overcoming cultural and behavioral barriers to adoption
- Using world-class expertise and proven methodologies to optimize your solution and meet evolving business needs

## Get Started Today

To learn more about how your business can benefit from Cisco Social Collaboration Services, contact your Cisco Services account manager or visit: [www.cisco.com/web/products/quad/implement.html](http://www.cisco.com/web/products/quad/implement.html).

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