How Cisco IT is Integrating Unified Communications with Applications

The Cisco Unified Application Environment and related products help Cisco IT developers bring collaboration services to more applications

BUSINESS BENEFITS

- Unified communications and collaboration capabilities easily integrated with business processes and applications.
- Users have a simple and familiar collaboration experience across applications.
- Standard services for collaboration simplify common tasks by reducing manual steps and potential for human error.
- Substantially reduced transaction time for resolving a support case ,initiating an order, or closing a sales deal.

"If you create a service that saves ten seconds on a call, it adds up over time and when you add that service to more applications, you get even more productivity from your unified communications investment."

–Phani Bhaskar, Cisco IT project manager

Cisco IT determined that more value could be gained from unified communications by creating standard collaboration services for use by many applications. The challenge became how to best develop these services and promote their use by the Cisco IT community, who work in a large number of diverse teams and are located worldwide.

Cisco IT created the Development Frameworks and Tools (DFT) Center of Excellence (CoE) to create and promote standardized communication and collaboration services for business teams to integrate into Cisco's internal applications. The DFT team maintains an intranet portal that helps developers through discussion forums and content such as a getting started guide and an introductory video, best practices and reference architectures, and technical development information.

The DFT team's initial focus is on "Click-to-Collaborate" tools, which make it easy for users to initiate communication with others. Each Click-to-Collaborate tool is based on one or more platforms including the Cisco Unified Application Environment, Cisco WebEx, Cisco Unified Communications Manager, and Cisco Unified Presence Server. These tools have been used in business applications such as a channel partner portal, a find-an-expert tool, and managing employee office assignments.

The services of the DFT CoE create benefits for Cisco application developers, the Cisco employees who use those applications, and Cisco customers and business partners. Future application services will include extending Click-to-IM to external users, developing Click-to-Conference for connecting multiple parties, and supporting Cisco TelePresence, desktop video calls, and mobile phones.

FOR MORE INFORMATION

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT www.cisco.com/go/ciscoit

NOTE

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