Use Collaboration Analytics to Drive Better Outcomes

ACCELERATE BUSINESS VALUE AND OPPORTUNITY THROUGH YOUR COLLABORATION TECHNOLOGIES

What Is Connected Analytics for Collaboration?

Cisco® Connected Analytics for Collaboration (CAC) is a combined software and services solution that transforms large amounts of data from Cisco collaboration infrastructure (Cisco TelePresence®, WebEx®, instant messaging, and IP phone) and email communications into visualizations and reports that highlight opportunities to improve adoption and optimize usage.

Using the combined power of the Cisco analytics platform and Cisco's collaboration experts, Connected Analytics for Collaboration promotes usage, increasing return on investment (ROI) from your collaboration applications and infrastructure. By quantifying the value of your collaboration technology investments and communicating that value through uncomplicated reports and at-a-glance visualizations, CAC improves collaborative selling, increases sharing of best practices, and reduces travel cost.

Why Cisco for Collaboration Analytics?

CAC is the sole analytics solution on the market that embeds core expertise in Cisco collaboration solutions, using collaboration data sets from Cisco internal usage on a scale unsurpassed in the industry to promote best practices in collaboration usage.

We correlate big data from Cisco collaboration applications with organization and employee data and apply analytics to reveal usage and expense reduction opportunities. Our software solution is delivered by Cisco professional services, who are experts focused on promoting adoption in your organization.

Most solutions that analyze collaboration data are focused mainly on video and are concerned with device-level data and performance. This approach ignores

the organization's most important assets: employees. By contrast, CAC provides a user-oriented view of collaboration usage and benefits, overlaid with cost data to provide quantifiable benefits from collaboration.

For example, the Adoption Insight analytics package measures individual collaboration application adoption for all users in the scope of the engagement by type of application. The primary measurement is the daily average per user, which is an average of the count of activities during a day per user.

The Travel Reduction Insight analytics package quantifies the savings realized through the use of immersive Cisco TelePresence to improve communications, relationships, and productivity by helping people meet face to face over distance to share content, make decisions, or deliver personalized services.

The methodology to quantify the ROI is based on a combination of actual use data collected from the immersive Cisco TelePresence endpoints and data on travel cost and travel. Methodology used for your business, specifically the assumptions on travel for in-person meetings requirements, can be customized at the start of the engagement to reflect your business policies.

Benefits of Connected Analytics for Collaboration

Custom in-house data science projects are lengthy, expensive, and risky. CAC relieves you from the need to integrate large-scale data and process it into analytics-ready data sets. It helps accelerate discovery of the metrics that foster adoption and transforms data into
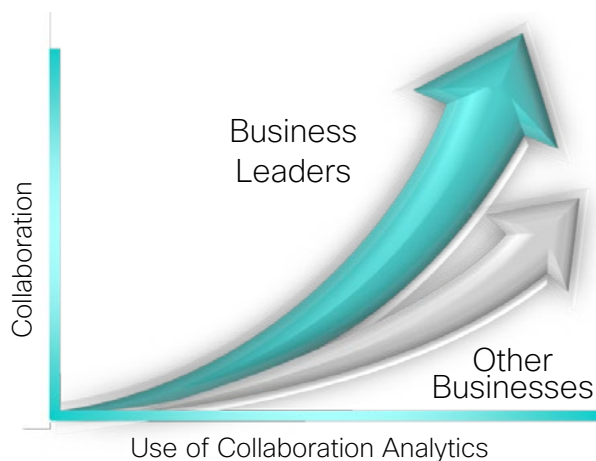
easily understood visualizations that pinpoint good usage and trends as well as problem areas where focused attention and training are necessary. The results are increased usage of collaboration and faster ROI from your collaboration investments.

With CAC you can:

• Understand utilization of your collaboration assets

• Measure the business value by understanding the effects your collaboration assets have on your business

• Identify opportunities and promote continuous improvement

• Analyze collaboration data for strategic insight

• Use your assets to their full potential to accelerate value

Why Cisco

The true value from data and analytics comes from acting on the insights found when connecting the unconnected. Cisco brings together data and analytics in a way no other company can. Not only does Cisco connect more people, processes, data, and things than any other company; we can also bring analytics to data wherever it is. No matter how big or how remote, we can turn information into action almost instantly. We bring data access and analytics to the edge of the network to provide information and insight: insights you can use to change behavior, capture opportunity, respond to threats, and improve your business.

For More Information

For more information about Connected Analytics for Collaboration, please visit our website. To request a private briefing, contact us at sales-connectedanalytics@cisco.com.