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**Accenture & Cisco Business Group**  
Collaboration Solutions

# Are You Using Collaboration Technologies to Change the Way Work Gets Done?

Many organizations today are faced with increasing globalization, reduced travel budgets, and legacy infrastructures—all of which are making it difficult for them to connect with employees, business partners, and customers. Additionally, many employees are hampered by communications silos and are unable to find the resources they need, leading to project delays. The results: reduced revenues, stifled innovation, slower time to market, and a decreased quality of customer service.

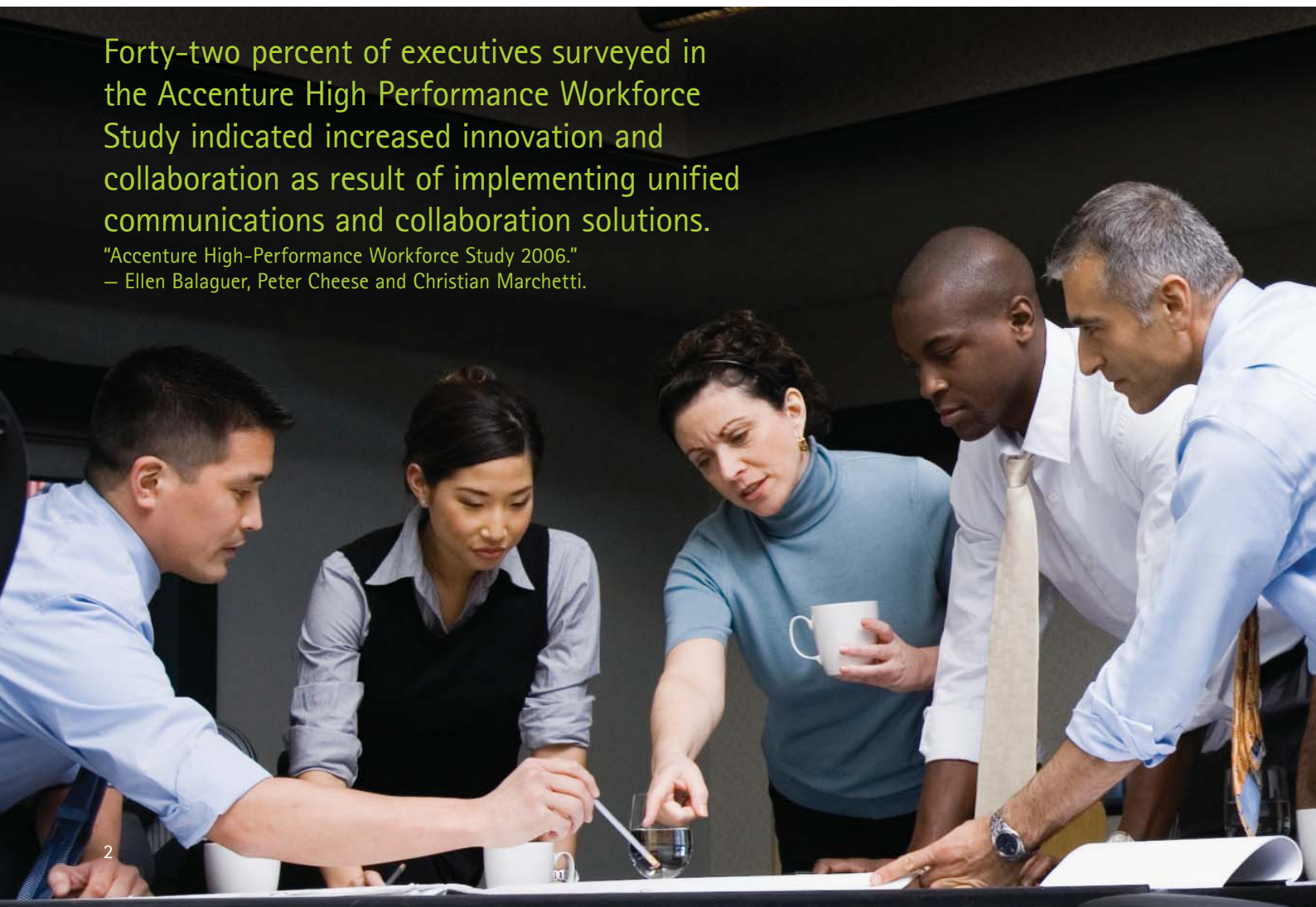
The solution to these challenges is to create a collaborative ecosystem among the workforce, customers, and partners. Implementing collaboration solutions that use unified communications and collaboration technologies makes it easier for individuals to connect and collaborate at all levels of the organization, speed innovation and project delivery, make decisions faster, and help organizations maintain a competitive edge. By making collaboration solutions using unified communications and collaboration technologies an integral part of business processes and applications, organizations can realize improved business performance.

The Accenture and Cisco Business Group offers clients collaboration solutions that can help organizations achieve measurable results, including:

- Lower operating and capital expenditures.
- Estimated decreases in travel expenses of 20 to 40 percent.
- Estimated increases in productivity of up to 20 percent.
- Improved customer service.

Forty-two percent of executives surveyed in the Accenture High Performance Workforce Study indicated increased innovation and collaboration as result of implementing unified communications and collaboration solutions.

"Accenture High-Performance Workforce Study 2006."  
— Ellen Balaguer, Peter Cheese and Christian Marchetti.



# Enabling face-to-face collaboration without place-to-place travel

Accenture Cisco Collaboration Solutions help you design, develop and deploy immersive UCC technologies that include pervasive and process-driven collaboration.

## Pervasive Collaboration Infrastructure

This suite of innovative technologies can help clients quickly (starting in less than eight weeks) and cost-effectively replicate the essence of in-person collaboration to reduce travel and increase productivity. For example:

- Are your executives finding it too expensive and time-consuming to travel? Are team members globally dispersed? Cisco TelePresence™ video conferencing allows employees to connect and work together as if in the same room.
- Looking for ways in which virtual team members can share content and ideas? UCC technologies such as the Accenture Interactive Whiteboard—which provides a virtual whiteboard that allows team members to see, and build upon, the ideas of other team members—can help.
- Talking to a customer and need to find an expert fast? We offer expert locator tools that help employees quickly find and communicate with the right experts.

- Is your workforce overwhelmed with e-mails, voicemails, instant messages and other communications services? The Cisco Unified Personal Communicator desktop application integrates frequently used communications services.
- Looking for a way to get your entire organization involved in generating and developing new ideas? The Accenture Collaborative Innovation Solution provides a Web 2.0 ideation tool that allows any employee to put forth an idea that others can view and build upon, enabling the better ideas to quickly surface.

We can help your organization develop a UCC strategy that includes a UCC vision for your organization, the road map to achieve that vision and a business case to better understand the associated costs and benefits. Many organizations start with a smaller pilot and we will work closely with your organization to install and integrate the technologies as well as ensure the IT infrastructure is ready in terms of network, desktop and security. We also offer robust change management services and training to drive adoption and get your workforce making the most of the collaboration tools. As your organization sees the value of this solution, we will work with you on a full-scale implementation to ensure that all of your workforce—from boardroom to any room—are able to communicate and collaborate easily.

## Process-driven Collaboration

With a collaborative infrastructure in place, the organization is now poised to fundamentally change how it conducts business. Within each industry segment, there are typically one or two processes that can make

or break a business. Imagine being able to dramatically speed up these processes while also improving the outcomes. Our process-driven collaboration offering can make the difference. This offering provides comprehensive services that integrate UCC deeply into the client's business processes, helping clients create a collaborative ecosystem among the workforce, clients and partners. The biggest impact is seen in complex processes and situations where a timely response is needed from people in remote locations. UCC technologies can provide shortcuts as well as speed up approvals, enable a quick turn around on a project and quickly harness the input of globally dispersed decision makers.

We can help embed UCC tools into processes, popular applications and everyday activities to truly change the way your organization gets work done. We can also help you to re-engineer your business processes to restructure work around collaboration to execute processes in a way not previously possible.

For example, consider the retail banking industry. As retail bank branches have migrated from service to sales centers, banks have invested heavily in their branch locations, adopting a retail approach to branch layout and merchandising. To complement these physical changes, branch personnel—from tellers to platform agents to the branch manager—are tasked with delivering a higher level of customer service while dealing with an expanded financial products line. They are also being asked to reduce the cost of service. As the bank's primary sales channel, the branch is where positive customer

experiences develop into important trust relationships. Solutions that help branch personnel deliver higher levels of service at reduced overall cost are key to driving improved performance metrics such as customer wallet share and customer profitability.

While local branch employees may have the skills to handle basic account creation and maintenance, they often do not have the detailed knowledge and necessary approval authorization to handle more complex financial product transactions. The bank can place financial product experts in every branch—a costly approach

to making sure that an expert is available whenever an interested customer should walk in the door. Alternatively, the bank can transform the way financial products are sold, and better utilize their experts, by centralizing the expert resources and using UCC technologies such as Cisco Telepresence and an expert locator tool to find and engage experts on an as-needed basis. This approach would eliminate the need for local finance product expert resources in every branch, reduce sales cycles and increase win rates since all of the customer's questions can be answered

on the spot and approvals made by connecting with the right people. The end result is increased product sales, improved customer satisfaction and reduced customer attrition.



# UCC solutions successes

Both Accenture and Cisco have implemented UCC solutions for their own organizations. Accenture, a US\$23.39 billion global management consulting, technology services and outsourcing company, set out to improve collaboration and productivity across approximately 177,000 people serving clients in more than 120 countries. After implementing UCC solutions, Accenture realized the following benefits:

- Created network total cost of ownership annual savings of about 25 percent.
- Cisco TelePresence returned a monthly savings of three- to four times the investment.
- Improved collaboration (days reduced to minutes).
- Improved client satisfaction.
- Reduced carbon emissions.
- Reduced wear and tear on executives.
- Reduced travel expenses.

**"If I knew how successful Cisco TelePresence was going to be when we first deployed it, I would have deployed all 50 sites at once."**

Frank B. Modruson, CIO, Accenture

Cisco, a worldwide leader in networking that transforms how people connect, communicate and collaborate, needed to deliver "like being there" collaboration capabilities for its sales force to reduce travel costs and increase productivity. After implementing UCC solutions, Cisco realized the following approximate benefits:

- \$24 million saved to date in travel expenses alone.
- \$84 million in productivity gains to date (approximately 4 hours saved with every trip avoided).
- Increased sales-closure rate by 2 percent, an incremental \$127 million gross-margin contribution.
- Reduced sales cycle times by 9.7 percent (30 days out of 310 days).
- Avoided customer advocacy services costs of about \$21 million through reduced technical support escalation cost.

**"We cut our travel budget 20 percent by broadly deploying Cisco TelePresence. At the same time, we increased our customer visits by 30 percent."**

Rebecca Jacoby, CIO, Cisco

## Why Accenture & Cisco Business Group?

The Accenture & Cisco Business Group supports the change agendas of today's forward-looking IT leaders, by combining Accenture's industry-specific understanding of how technology impacts people, applications and business processes to achieve high performance and Cisco's advanced and emerging technologies into a single, integrated organization. We help organizations use IT as a strategic asset and fully integrate data center virtualization and communications and collaboration capabilities into core business processes, enabling clients to accelerate business agility, reduce costs, drive revenue and deliver superior customer service. Our unique "one team" approach helps our clients shorten the plan to implementation cycle, which is essential in today's competitive environment.

## Discover more

As you navigate your challenges and opportunities, contact us to find out how we can help you make IT a strategic asset.

[www.acbg.com](http://www.acbg.com)  
[acbg.questions@accenture.com](mailto:acbg.questions@accenture.com)

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With approximately 190,000 people serving clients in more than 120 countries, the company generated net revenues of US\$21.58 billion for the fiscal year ended Aug. 31, 2009. Its home page is [www.accenture.com](http://www.accenture.com).

## About Cisco

Cisco is the worldwide leader in networking that transforms how people connect, communicate, and collaborate. Since 1984, the company has led in the innovation of IP based networking technologies such as routing, switching, security, Cisco TelePresence™ systems, unified communications, video, and wireless. Cisco and its valued partners sell hardware, software, and services to businesses of all sizes, governments, service providers and consumers. The company is committed to responsible and sustainable business practices. Learn more at [www.cisco.com](http://www.cisco.com).

## About The Accenture & Cisco Business Group

The Accenture & Cisco Business Group helps organizations use IT as a strategic asset to reduce costs, drive revenue and deliver superior customer service. With an integrated team approach, we blend Cisco's advanced and emerging technologies with Accenture's industry-specific understanding of how technology impacts people, applications and business processes. We assist clients in charting practical roadmaps to design, build and run network-enabled solutions that are effectively integrated into key business processes. Our distinctive portfolio of solutions helps clients bring immediate payback and improved, sustainable agility and includes Data Center Solutions, Network Transformation Solutions, and vertical areas of focus on Collaboration Solutions and Smart Solutions.

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