

CISCO BOOSTS ON-TIME DELIVERY WITH REAL-TIME, ACTIONABLE PROJECT DATA FROM WORKFRONT



At Cisco, customers come first, and meeting their needs is part of the company's DNA. This mindset extends to internal customers too. Cisco formed a specialized group, and implemented Workfront, to help provide and improve communications expertise across the company.

- Cisco Systems, Communications Resource Center (CRC)
- Information Technology
- www.cisco.com
- San Jose, CA

Cisco established the Communications Resource Center (CRC) to make it possible for groups that never had communications expertise to have access to the appropriate staff members. When Cisco encountered challenges tracking CRC projects and productivity, it deployed Workfront to improve reporting and visibility into the team's service delivery process.

Cisco is the worldwide leader in networking with more than 73,000 employees in more than 165 countries and over \$48 billion in annual revenues. It has shaped the future of the Internet, transforming how people connect, communicate and collaborate.

AT A GLANCE

CHALLENGES

- Separately managing the work of two client types—pre-funded and pay-for-service clients—required supporting two different solutions
- Inefficient reporting processes wasted 5-7 man-hours monthly and impacted current projects
- Existing systems were unable to support both service request management and program management

BENEFITS

- Boosted the CRC team's on-time delivery rate to 99% in just three months
- Saved Cisco 85% in work management investment and 90% in implementation time
- Enables faster turnaround for new requests
- Helps ensure high workforce utilization status meetings that were

THE CHALLENGE

Cisco formed the CRC in late 2012 to provide graphics, web development, and communications self-help services to other internal groups including the Executive Internal Communications department and the Communication Services Bureau.

“Several teams were combined into one new team with the idea of being able to better provide communications expertise across the company,” explains Dan Taylor, CRC Tools and Technology Manager.

To manage the CRC's work for both its pre-funded and pay-for-services clients, Cisco rolled out one tool to track projects and another tool to track the time CRC employees and contractors worked on those projects. Yet when management requested regular reports about CRC projects and resource expenditures, having two separate systems “caused a massive, once-a-month scramble that consumed man-hours and compromised work already in the pipeline,” recalls Taylor.

The CRC needed a customizable work management solution that could integrate service request management with program management, simplify the team's ability to track the flow of business through the CRC, and facilitate collaboration among everyone involved a particular project.

THE WORKFRONT SOLUTION

“Workfront is a tremendous solution that is ahead of the curve. It gives you the ability to be really efficient and has the robust reporting you need to really know your business. It’s wonderful to finally have one work management solution that does it all.”

DAN TAYLOR
CRC Tools and Technology Team
Manager, Cisco

Cisco evaluated six different products, including four different homegrown solutions, before making a selection. The CRC chose Workfront, a product already being used by Cisco’s Communication Services Bureau, because it offered a fast ramp-up, eliminated the need for two separate product management tools, and featured powerful customization and reporting options.

CRC’s work management was quickly consolidated into Workfront, which improved the team’s efficiency. Although the CRC had a very complex set of established workflows, Workfront easily standardized them.

“Workfront made the exercise of creating our workflows simple, crisp and as user-friendly as possible,” says Taylor. “It really helped us improve our processes. With Workfront we were able to build a disciplined service delivery environment with various groupings and support roles that enabled us to execute our workflows and turn around new requests much quicker than ever before.”

In an agency-like environment such as the CRC, gaining real-time, actionable project data and having effective communication between various team members and stakeholders are crucial. Today, Workfront gives those working in the CRC and those requesting projects greater insight into the delivery process. It also allows the CRC to track status updates, resource workloads, revenue generation, billing status, and contractor hours.

“We know far more about our business than most any other group. The level of reporting detail and tracking provided by Workfront gives us a great sense of where we are and how we’re doing.”

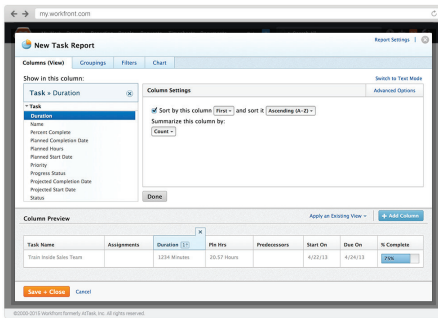
DAN TAYLOR
CRC Tools and Technology Team Manager
Cisco

“Workfront gives us an accurate view into our business,” Taylor says.

BENEFITS

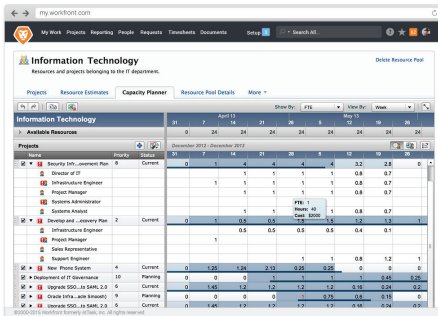
Workfront has provided the CRC team with instant and accurate visibility into project activity, status, schedules, assigned resources and next steps through dashboards and reports, boosting the CRC’s on-time delivery rate from 96 to 99 percent in just one fiscal quarter.

Workfront cost Cisco 15% of what competing solutions cost. Moreover, it was easy to use and took just a few months, rather than a few years, to implement.



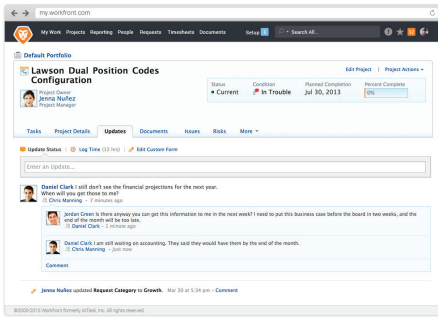
WORKFRONT'S REPORT CAPABILITIES

Workfront’s reporting abilities allow users to easily build reports by just simply dragging and dropping documents.



WORKFRONT'S TRACKING CAPABILITIES

Workfront gives the user several ways to track projects or even individual tasks.



COLLABORATING IN WORKFRONT

Workfront gives the users the ability to view entire projects , schedules, documents to proof and more.




The level of utilization the CRC is able to gain is important to Cisco’s business. Managers can use Workfront to see who is busy and what they’re working on for clients. “Most of our workers are contractors, Taylor explains. “Keeping them all busy is key to our success. Workfront has helped us maintain a high level of utilization.”

The Workfront environment has also improved internal collaboration. Anyone involved in a particular project can see project activity, status, schedules, documents, assigned resources, next steps and more. Because the Communications Service Bureau in Cisco—a regular CRC client—also uses Workfront, processes have been integrated and the teams work together more quickly and effectively.

ABOUT WORKFRONT

Workfront is a cloud-based Enterprise Work Management solution that helps marketing, IT, and other enterprise teams conquer the chaos of excessive email, redundant status meetings, and disconnected tools. Unlike other tools, Workfront Enterprise Work Cloud is a centralized, easy-to-adopt solution for managing and collaborating on all types of work through the entire work lifecycle, which improves team productivity and executive visibility. Workfront is trusted by thousands of global enterprises, like Cars.com, Cisco Systems, Covario, National Geographic, Schneider Electric and Trek.

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