



Integrated Workforce Experience Case Studies

RTP IT Location-Based Collaboration: IWE Communities

“One of our key goals for RTP IT is to Build Positive Energy. The IWE for RTP IT community is an important element to achieve this goal. The community is a powerful way for us to connect and collaborate; taking a huge step towards building positive energy that translates into strong results.”

- Steve Winterbottom,
Vice President, Finance and HR IT
RTP IT Site Executive

Key Benefits:

- Discussion forums to seek and share ideas
- Real time visibility to activities and news
- Collaboration and camaraderie promoted within the community

Business Value:

- Scale
- Replicability
- Flexibility

Executive Summary

The RTP IT Site Council’s strategy to Build Positive Energy through community, awareness, relevance, and expertise has led to many initiatives to drive RTP IT cross campus presence, increase personal networking, collaboration, and development, and to grow RTP IT centers of excellence.

The IWE for RTP IT community, supported by Cisco’s Quad framework, is the first location-based IWE community. The community is designed to make it quicker and easier for members to connect, communicate, collaborate, and learn by giving them access to relevant RTP IT people and information in one integrated workspace.

About RTP IT

RTP IT is a geographical designation for a group of ten Information Technology (IT) organizations with people located in Research Triangle Park (RTP). The location has over 400 people who are engaged globally as a services organization to deliver growth, productivity and a best in class experience. By leveraging technology, process, and culture, the RTP IT organizations create new ways of delivering value to the customer.

The organizations represented are:

- Operational Excellence and Service Enablement
- Decision Making Advantage
- Communication and Collaboration IT
- Connected IT Services
- IT Customer Strategy and Success
- Customer Ordering and Value Chain IT
- Go-to-Market Services
- Globalisation IT
- Network and Data Center Services
- Operations/IT Chief of Staff

Business Situation and Challenge

The RTP IT Site Council conducted surveys and focus groups across the RTP-based organizations to determine the requests and needs directly from the employees. One of the major feedback areas consolidated around a general feeling that there was a lack of community. This situation was made worse by the fact that the employees were not only in different organizations, but they were located on different floors and in different buildings. There was no real organized forum for the employees to share information and to collaborate.

The situation meant that an employee could miss out on what’s happening in RTP IT, who’s doing what, and even be unable to easily identify peers, limiting any synergy that could be leveraged across projects, programs, and organizations. The employees desired to be more effect in their jobs, accelerate their careers, and vanquish the feeling of being isolated. All the feedback was input into the design of the community.

Solution and Benefits

Using a Cisco on Cisco approach, the IWE for RTP IT community was created to enable positive energy through a dynamic networked organization. The platform empowers members to be personally involved in building a vibrant community. “The community has been designed from the top down by aligning with the RTP IT Site Council’s vision and strategy and from the bottom up by aligning with the employees’ feedback through focus groups and surveys delivering a targeted set of features” – Leslie Ottavi, IWE for RTP IT Project Manager.

One of the key features of the community is the use of spotlights to highlight leadership, employee, and team successes. *Steve’s Spotlight* provides frequent video messages from Steve Winterbottom, the RTP IT Site Executive, keeping the members up to speed on leadership thoughts, ideas, and initiatives. *Employee Spotlights* provide a glimpse into the life of an employee at work, at home, at play, and in support of the broader RTP community through images and video. *Team Spotlights* describe the makeup, leadership, successes, and key activities of any team; project, program, and organization. Fun facts discovered in employee and team spotlights help everyone get to know fellow colleagues and to identify professional and personal synergies.

In addition to delivering special spotlight content, the members of the community can engage in discussion forums across many categories to connect and collaborate. Training, mentoring, and personal networking forums accelerate opportunities for members. Members can learn about upcoming events, social activities, and clubs through forums and the community’s calendar. Members can give feedback and ask questions directly to Steve Winterbottom through his forum *Ask Steve*.

Participation is key to building a vibrant community and the IWE for RTP IT community is a member-driven community that listens and evolves to the voice of the members.

About IWE

Integrated Workforce Experience (IWE) is the Cisco internal collaboration initiative encompassing business process, culture, and technology.

IWE allows you to more effectively connect, communicate, and collaborate with people and communities, as well as share information to help accelerate growth, encourage innovation, and create sustainable productivity.

In addition, Cisco Quad, the underlying platform for IWE, is our very own product, which is being sold to customers and partners.

Looking Ahead

The community members and owners are excited about the features and capabilities of their IWE community Powered by Cisco Quad. There has been a significant amount of information posted and downloaded. Easy accessibility to community videos makes this communication method one of the quickest growing segments of the community. We see video being a significant tool to connect, collaborate, and learn in our community.

“We are looking forward to on-going enhancements to our community through expanded content and extended Quad capabilities. This collaborative solution is a foundation to drive tremendous business value and to Build Positive Energy in our location” Jon Hager, IWE for RTP IT Community Manager. Our community looks forward to the opportunity to grow this collaborative solution as we help Cisco lead the way in location-based communities. We “feel” the community in IWE.



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