

## Cisco Systems Awarded 8th Annual Corporate University Xchange Awards for Excellence and Innovation in Corporate Learning



Cisco, the worldwide leader in networking for the Internet, faced a common corporate challenge. The company has a vast number of products and solutions, with little time to manage and deliver new information to the field, along with the added complexities of a large, geographically dispersed customer base. Thousands of products are added and updated on a regular basis, while old items are eliminated from their massive portfolio. Based in various locations around the world, sales representative needed up-to-the-minute information on its technology, new product introductions, enhancements, marketplace changes and competitive positioning.

To help face this challenge, Cisco joined forces with Altus to capture live events, web conferences and conference calls and sharing the knowledge from those events with the sales force. To increase searchability and reusability, all recorded content is fully transcribed and made searchable down to the spoken word. The end result is a common repository where sales knowledge can be browsed, searched down to the spoken word and downloaded to a mobile device.

After deploying vSearch, employees spend less time searching for information and more time serving their customers. As a result of their success, Cisco was honored at the Annual Corporate University Xchange Awards for Excellence and Innovation in Corporate Learning based on its thorough demonstration of the system and its influence in helping the company stay true to its mission, vision and culture

### This award recognizes

- Superior methods used in creating a culture that integrates work and learning and/or encourages learning “anywhere/anytime”
- Exceptional strategies for organizational

education, as well as the new learning model’s value and benefits

- The quality of technology systems and tools used to create new learning experiences
- The ability to develop online support systems for learners and the extent to which each system provides Just-in-time and just-enough learning opportunities
- The effectiveness in blending learning methods with other learning functions The benefits of developing new learning technologies and the extent to which they have measurable impact.

“With the assistance of the advanced Altus Learning Systems, their knowledge capture, post-production, indexing and vSearch online content repository, Cisco was able to achieve even its most ambitious media creation and distribution goals while gaining exceptional industry recognition.”

### Solution Detail

**Challenge:** Cisco sales force losing time and productivity sorting through an extensive and frequently changing portfolio of product and technology collateral to prepare for sales calls, often starting from scratch and having to piece together content from a variety of sources.

**Solution:** Provide fast, searchable access 24x7 to the latest product and technology information in a variety of formats, as well as quick search and assembly of custom presentations with the capability to store, share, collaborate on and evaluate content by the community of users.

**Results:** Over 8,000 presentations and over 50 million words can be search on and viewed in vSearch.

### The Company

**The Worldwide Sales Enablement (WWSE) Learning Technologies Team rescues the Sales force from “death by PowerPoint” through delivery of a collaborative content repository and powerful search tool that provides the capability to easily find, view, create, rate, and download just-in-time Cisco product and technology content, while creating active communities of interest.**

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To date over 24,000 people have accessed the site hundreds of thousands of times and recorded over 1.5 million launches and downloads. Users have indicated via surveys and feedback that their ability to conveniently access content in a variety of portable formats is critical to their success, and creating dialog around that content has become a crucial aspect of collaborating across functions. It enables them to quickly and effectively respond to the ever-changing demands of their managers, partners, and customers and truly share the wisdom of the crowd.

With an approximately 16,000 person sales force operating in 87 countries, Cisco needs to minimizing the time to revenue on new product launches and existing product upgrades. Field personnel including Account Managers (AMs), Systems Engineers (SEs) and Technical Account Managers (TAMs) are expected to complete two to four weeks (80 to 160 hours) of training per year. Once they have attained the highest level of proficiency in their primary and secondary specialties, they must stay proficient in their specialties. A system was needed to quickly and efficiently deliver training and maintain proficiency.

Recording knowledge from the virtual teams and making it available to all via vSearch helps Cisco sales in the following ways:

- Provides Cisco employees with just-in-time learning from any location at any time

- Users can view content live or download audio or video files for remote learning
- Increases retention because users can see, hear, and read presentations. (Particularly important for Cisco's global workforce)
- Users can use familiar search technology to find the exact knowledge they need, eliminating time lost in searching for knowledge
- Provides a systematic, repeatable, and cost effective way to capture knowledge
- Integrates community and collaboration functionality into the learning program

To provide the Cisco sales force with a one-stop learning community that offers the most advanced tools and resources available. To achieve this mission, Cisco Virtual Teams, were established. The VTs in combinations with vSearch are the backbone of collaborative knowledge sharing at Cisco and are designed to:

**Capture** - capture the collective intelligence from the virtual team experts and make it available on demand from any computer.

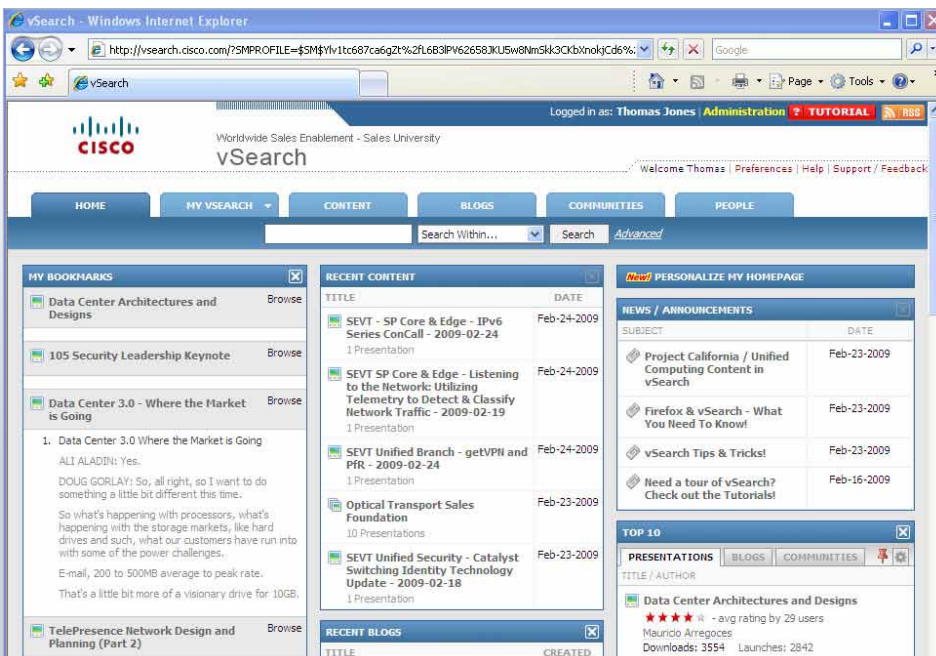
**Share** - From Podcasts to complete courses, fully-transcribed content is available in a rich media portal to see, hear and read every word in a presentation. Learning content can be further enhanced with user generated PowerPoints, comments, blogs and communities.

**Find** - Search down to the spoken word to get to the precise point of interest. Sales can stop wasting time looking for knowledge and can find the exact knowledge they need, precisely when they need it

**Reuse** - Download slides with embedded transcripts, audio or video files to a portable media player. Build custom PowerPoint's from any slide in vSearch.

By digitally capturing formal and informal classes, Cisco captures the majority of knowledge that occurs within the organization, minimizing information silos and makes it available to all. By making knowledge easily accessible through full text search of every spoken word, in addition to all the words in a slide deck, users do not have to remember specific content or even know that it is there to reap the rewards of vSearch. The knowledge will be there, when they need it.

The content that is developed and delivered to this audience is captured and stored in a common location, and is offered in many different downloadable formats that are perfect for on-the-go users. This fully searchable compilation of content creates a network-based learning environment, providing instant, anywhere, anytime access to knowledge. Employees have seamless single sign-on access to vSearch from the Cisco University Home Page. Users can search for the knowledge desired, choose the format they prefer, and then learn at a time of their choosing. Courses can be browsed by topic area, most recent, Top 10 or searched by keyword.



vSearch provides 24/7 access to the latest technical information, viewable on the site or downloadable in a variety of formats. All content is transcribed and is searchable down to the spoken word. This unique and powerful search capability combined with the download options allows users to quickly find the content they need and easily take it with them.

vSearch promotes worldwide, anytime learning so that employees view the learning solution as both a single, easy-to-use entity and as part of their normal business process.

### Reuse Every Presentation

vSearch allows users to reuse content by pulling slides from multiple presentations into a single slide deck for delivery at a client site.

Users can view thumbnail versions of the PowerPoint slides and save to their own PPT file, akin to saving items in a “shopping cart.” When ready, they can re-order slides within a deck and export the deck as a full PowerPoint file. The slide deck can be downloaded or published to their profile or community to share with all.

### User Results

Compiled presentations contain transcripts for all the slides that are of interest. Mobile users can watch the VoD (Video on Demand), or choose to download it to their laptop or mobile device.

Users have indicated via surveys and feedback that their ability to conveniently access content in a variety of portable formats is critical to their success, and creating dialog around that content has become a crucial aspect of collaborating across functions. It enables them to quickly and effectively respond to the ever-changing demands of their managers, partners, and customers and truly share the wisdom of the crowd. Cisco users have increasingly embraced vSearch both as a learning portal and a source of presentations they can adapt for colleagues, partners and customers.

The increasing value of vSearch to the SE community is verified by the fact that 97% of SEs use vSearch, with essentially 100% use in the US/Canada, Europe, and emerging market theaters.

### Productivity Gains

Every hour an SE spends in front of a customer results on average in \$500 of Cisco revenue. By capturing every word spoken during a presentation and turning speech into searchable data, users can find what they are looking for exponentially faster. Conservatively, sales people create one presentation per week and spend an average of 90 minutes creating each presentation. With vSearch, that time has decrease an average of 30 minutes per presentation resulting 25 hours more time in front of customers on an annual basis.

### Delivering Training in a Dynamic Environment

Traditional course development and eLearning courses were not effective in the Cisco environment. Markets, products, and organizations changed too quickly to keep pace with the environment. Courses were out of date faster than they could be delivered. SME time requirements were far too high. In the past 3 years, Cisco’s employee count has increased by 32%. In that same time period, vSearch usage increased by 400%. By using video capture to record Subject Matter Experts, content can be pushed to the field immediately, eliminating any time lost in knowledge transfer, course design or content design.

### Altus vSearch

Altus vSearch™ enables companies to easily capture and share expert knowledge throughout the extended enterprise to reduce costs, increase productivity, and shorten time to revenue. Altus vSearch combines digitally recorded video with synchronized slides and scrolling transcripts, enabling users to see and hear the content being presented. Every word spoken and every word in the slides and notes become searchable data. Using familiar search functionality, users can find just the knowledge they need—at the presentation, topic or sentence level, eliminating time lost looking for knowledge.

With Altus vSearch, presentations become a valuable and reusable corporate asset. Users need only to search for the snippet of information they want and view on demand or download the audio, video, or presentation that meets their current interest.

Altus vSearch provides a complete solution for corporate knowledge sharing and on-demand access down to the point of interest. Go to [www.altuscorp.com](http://www.altuscorp.com) for more information.

### Enterprise Benefits of Altus vSearch

- ▶ Product introduction and update knowledge is readily accessible on-demand to its 16,000 sales people in 87 countries.
- ▶ Organizations can collect knowledge from throughout the organization and make expert knowledge readily accessible to all.
- ▶ All knowledge content, including video, audio, PowerPoint, and documents, are fully searchable down to the spoken word and is accessible, referenceable, and reusable until deleted from the Altus vPortal.
- ▶ Altus protects the company’s investment in training and live events; leverages expert knowledge and intellectual property; and makes key information easy to access, search, and reuse.
- ▶ Users can assemble custom presentations from any slide in the portal with Slide Builder feature, share with others or download PowerPoint with embedded transcript in the Notes section.
- ▶ Increases sales productivity by making critical sales knowledge accessible 24/7 on-demand and downloadable to mobile devices.