



The bridge to possible

Converting Ideas into Realized Value at Cisco

Artem Ignatenko
sr. manager, Innovation Development

February 15, 2022

About Cisco



Our Strategy

Help customers **connect**, **secure** and **automate** to accelerate their digital agility in a cloud-first world.

Connect

Connect people with world class collaboration tools running on the networking resources that connect users, devices, applications and data.

Secure

Secure any user on any device on any application anywhere.

Automate

Automate their processes by bringing together closed-loop visibility, insights and actions to manage business resiliency and IT agility. Full-stack observability enables action, policy and automation.

\$49.8B

FY21 revenue

95

countries
represented

78,700+

employees

60,000

loyal partners

More than

25,000

patents

\$6.5B

FY21 annual
R&D spend

229

acquisitions
since 1993

Customer Support Evolution: Innovation Wanted!



Operational
Expense

Sophistication of Intellectual Capital and

Innovation Management Platform: x-Haves



Opportunities: Open for Future

- Webex Teams, Jira/Rally integration
- People skills and profiles
- Automatic idea dispatch for assessment
- Management of vendor engagement

Must-Haves: End-To-End

- **Challenges and Hackathons**
- Public voting; gamification
- Innovation awards/winners
- **Ideas assessment and judgment**
- Stage-Gate Decisions Tracking
- Conversion of Ideas into Projects
- Tracking “commit vs deliverables”
- **Intrapreneurship methodology (funding/cost control)**
- Project resource management (people, money)
- Gantt-type project views
- Return of Investment/Business Case
- **Technological grouping**

Compliance: Zero Risk

- Cisco private cloud hosting
- Single Sign-On
- LDAP/OrgStat Data (API)
- Infosec approval

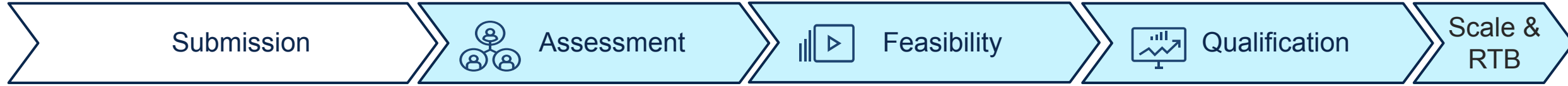
Cisco Customer Experience: Vendor Landscape

servicenow®



Aha!

Innovation Assembly Line



I



Innovation Assembly Line



CXC Innovation Always-On



About this Challenge

Purpose

Collect innovation ideas & enhancements into a common portfolio; high-level assessment to ensure no duplication; begin tracking of a project; ensure the idea is in the right place.

Important:

Innovation Ambassador is an SME who can support you in developing your idea and moving it forward in the process. Here you can find a list of Innovation Ambassadors.

[Details](#) [History](#)

ID: 7
Created By: Jack Seiman

Created: 28 Apr 2021
Modified Date: 27 Sep 2021

Stage: Published

- 290 Submitted Ideas
- 107 Views
- 0 Days Left
- Case Deflection
- Offer Enablement
- Productivity Efficiency
- Automation

Challenge Owners

This challenge is now available to submit ideas

[Add Idea](#)
[Edit Challenge](#) [Review Challenge](#) [Delete Challenge](#)

Ir

Innovation Assembly Line



Stage

New Idea ! ▾

Save

Worth resolving

Yes

CXC Strategic Alignment

Yes

Technical impact

Medium

Technical feasibility

Yes

Score out of 10

9

avg

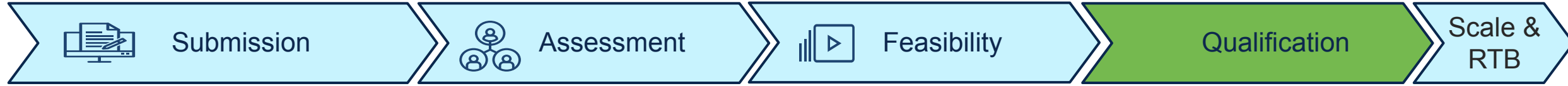
0/0

Innovation Assembly Line

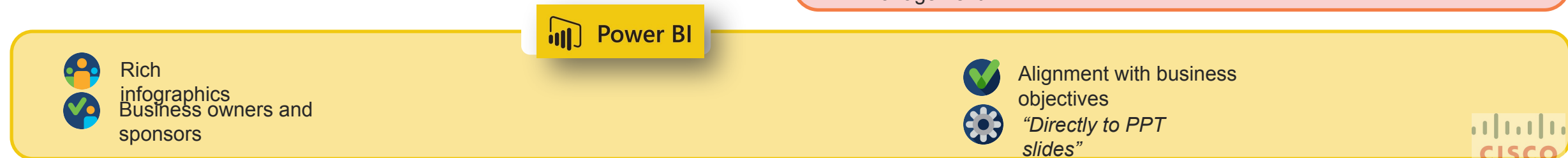
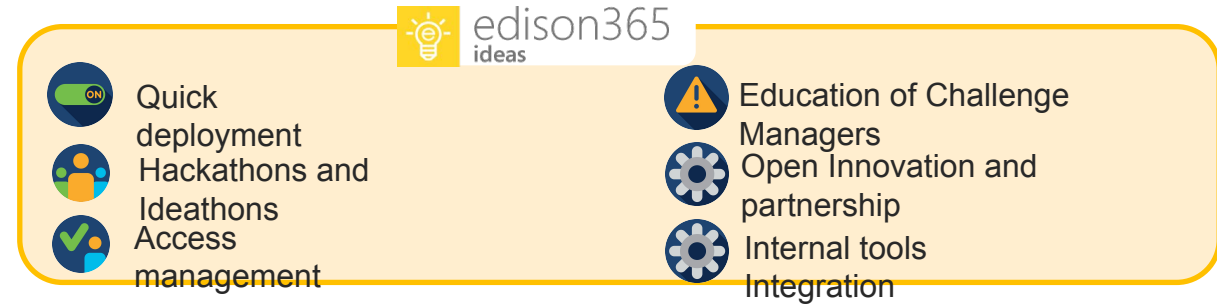


P

Innovation Assembly Line



Innovation Assembly Line



edison365 at Cisco CXC: How We Use it



edison365 at Cisco CXC: How We Use it

Single Pane of Glass

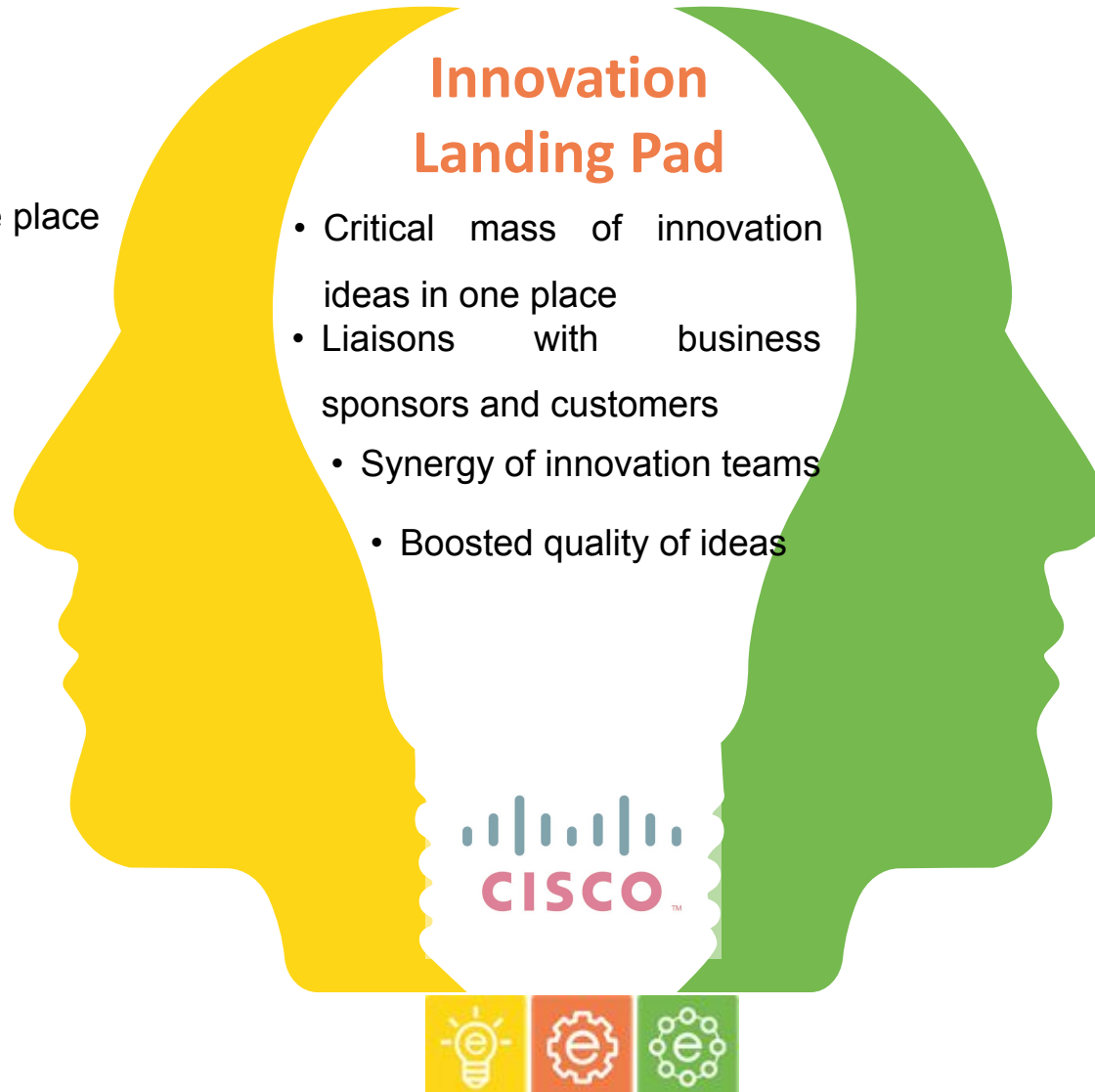
- All Ideas/Projects/BizCases in one place
- Easy data reporting prep
- Precise budget planning
- Trackable decisions
- Tech radar and prediction
- Idea duplication avoidance

Innovation Landing Pad

- Critical mass of innovation ideas in one place
- Liaisons with business sponsors and customers
- Synergy of innovation teams
- Boosted quality of ideas

Innovation Delivery Pacesetter

- Stage-Gate Decisions are made faster
- Hassle-free Personal Task view
- Effective mechanism of scheduled reviews
- Separated project prioritization and budgeting



What We Learned

- Deployment and adoption of any information system is a two-way road

- Human-to-Human process cannot be simply transferred to

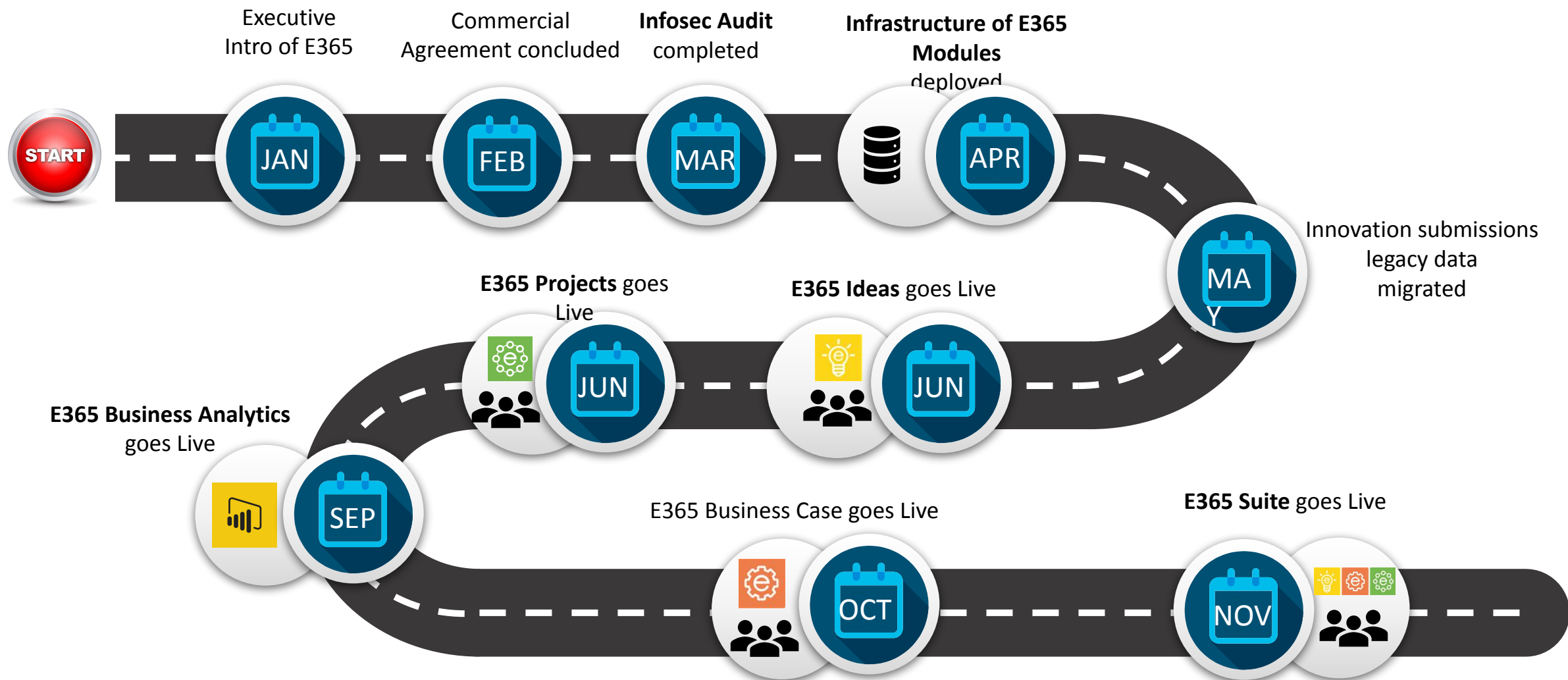
Human-to-Machine

- Configuration is the moment for harmony and coherence, not for division
- Internal competence of platform functionality is a critical success factor
- PowerBI is a key element of value realization for innovation leaders and

Scope of Work: Deployment and Adoption Tracks



edison365 Journey in Cisco: CY2021



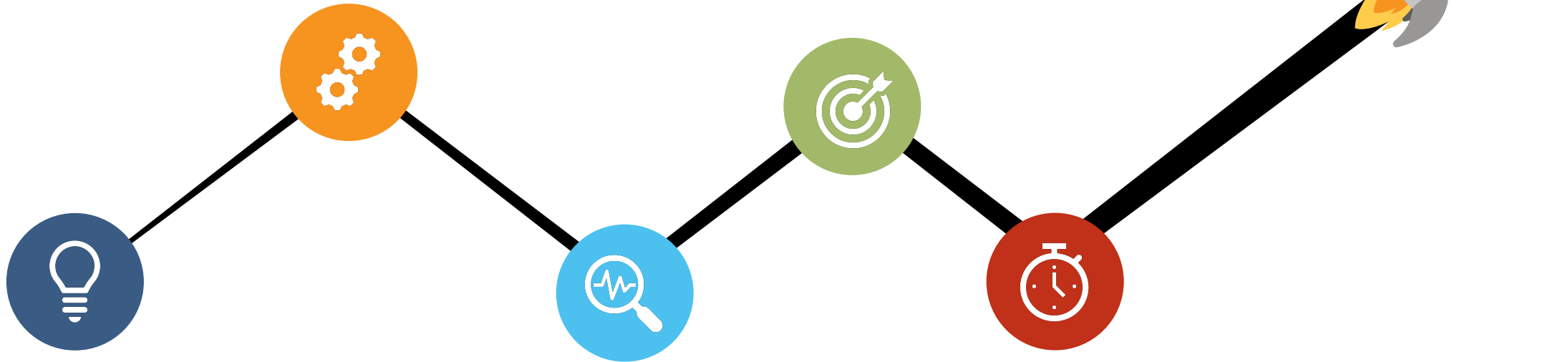
edison365: Value Realization

AUTOMATION

- **Automated emails and socializing**
- Change Subscriptions
- Budget triggers
- **Gamification**

ENGAGEMENT

- **Personal view (Personal tab)**
- **Gamification of corporate incentive program**
- Carousel banners and branding
- Intuitive, Microsoft-type product use



VISIBILITY

- **Multidimensional and multilayer views**
- Zooming In/Out
- **Transparency of end-to-end process flow**

ANALYTICS

- Interactive PowerBI boards
- **Executive-focus views**
- Direct import of infographics to MBR/QBR
- **Easy linkage with business objectives**

ACCELERATION

- **Serving as an innovation pacemaker**
- Simplicity of user-friendly interface
- **Variety of innovation process roles**
- Standardization of critical processes

Please ask your
questions!



End-to-end Innovation and Delivery Platform built on Microsoft 365

Book a one-to-one demonstration

Visit: www.edison365.com

Email: Tad.Haas@edison365.com

