

Alfresco Case Study: Cisco

The Cisco® Internet Business Solutions Group (IBSG) is the global strategic consulting arm of Cisco, the worldwide leader in networking that transforms how people connect, communicate and collaborate. IBSG consultants serve as trusted advisors to CxOs of Cisco's top customers, which include Global Fortune 500 companies and leading public organizations around the world.

Ranging from CEOs to MDs to PhDs, IBSG's consultants draw on a combination of industry experience, business acumen and technical knowledge to deliver expertise across a range of industries and vertical markets. IBSG's mission is to design, develop and deploy innovative corporate solutions and strategies that optimize business results, increase efficiency and ultimately enable customers to achieve success.

Collaborative Content Management Challenge

Among their many responsibilities, IBSG's consultants track client interactions and create detailed progress reports for each customer engagement. With approximately 200 consultants across multiple industries and geographies, IBSG amasses large quantities of content and was facing several challenges in content management and collaboration, among these:

- Using an older version of Documentum for content management, IBSG lacked the search capabilities consultants need to locate and access key files;
- The organization also required an ECM solution that could easily integrate with their newly developed engagement management tool in order to streamline scheduling and tracking ;
- Because the consultants often share expertise, ideas and data across a range of markets, IBSG looked to upgrade existing collaboration tools;
- Content management software needed to be user-friendly so that IBSG's developers could easily work with the code (when required for customization) and, most importantly, so that the global organization would not shy away from using the technology ; and,
- The solution to replace the existing system needed to fit within IBSG's budget.

Why Alfresco was chosen

Led by Operations Manager Holly Howe, the Cisco IBSG team did their homework and extensively researched Alfresco, as well as competing technologies. Through this research, Alfresco stood out as the solution with the broadest range of technical capabilities and the best feedback from users. In addition to demonstrating a promising roadmap for collaboration tools, Alfresco was highly attractive from a cost perspective, compared to the proprietary products offered by other ECM vendors.

“Alfresco had a great reputation among users and we were impressed with the range of capabilities that we saw in demos,” said Howe. **“Cost was also one of our major concerns. By using Alfresco, we were able to deliver on all the features and functionality our team needed without a hefty price tag.”**



Benefits of using Alfresco

ISBG implemented Alfresco's open source Enterprise Content Management (ECM) software in September 2008. Using MySQL, IBSG IT developed an API that enabled its engagement management tool to save associated content in Alfresco automatically.

Alfresco's innovative technology enabled Cisco IBSG to overcome its content management challenges and also delivered a number of key benefits, including:

- **Improved search capabilities** – Alfresco's visual folder structure allows consultants to easily search and access content across all market and geographic focus areas;
- **Easy integration with the engagement management tool** – Alfresco's open source solution was simple for developers to integrate and offers the flexibility and customization the organization needed;
- **Added collaboration tools** – Alfresco enables Cisco IBSG to share content and feedback in a collaborative environment, so that consultants within or across focus areas can exchange updates in one central location;
- **User-friendly** – With more than 300 users, Alfresco was not only well received by the organization, but was also easy for Cisco IBSG developers to administer and extend;
- **Cost-effective** – Alfresco's ECM solution cost approximately 80% less than the majority of proprietary systems, saving IBSG 8.5% per year, with an upfront saving of \$60,000.

“With Alfresco's broad and versatile functionality, ease of use and low cost, we've managed to satisfy a number of key constituencies across Cisco IBSG – executive management, consultants, marketing, research teams and IT developers,” said Howe. “The information sharing across the organization is much more fluid, saving time and money, and enabling us to serve our customers better.”



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