

## The Internet Business Solutions Group Helps **Organizations** Succeed in Today's Economy

**Although change is a constant you can count on, the current economic environment is not like the experience of the late 1990s. Today's leaders are more attentive to maintaining and increasing profitability and finding innovative ways to grow their organizations. Businesses, institutions, and governments worldwide must react to market transitions, while increasing productivity and reducing costs. Those organizations that continue to invest in technology—especially in challenging times—will be able to align resources quickly to capture new value and gain a competitive edge.**

Cisco Systems offers a credible example of how Internet technology can improve the effectiveness of organizational operations. During the recent economic slowdown, company and government leaders maintained technology investments as part of a strategic vision for realizing business goals. The Cisco experience continues to demonstrate the tangible benefits that result from embracing an Internet business model—in fiscal year 2001, the company realized productivity gains of US\$1.7 billion.

Businesses, governments, and institutions of any size, in any industry worldwide, are potential beneficiaries of the Cisco experience. The Cisco Internet Business Solutions Group (IBSG)—experts with years of industry knowledge and Internet business solutions experience as CEOs, CIOs, CTOs, and elected public officials.

IBSG is dedicated to accelerating customer success in the Internet economy, IBSG consultants provide unparalleled tools, resources, and knowledge for helping leaders identify and quickly implement Internet business solutions that will provide the greatest impact and return.

In its four-year history, Cisco's IBSG experts have met with more than 75 percent of the Fortune 250 companies, 50 percent of the top 250 European, Middle Eastern, and African (EMEA) companies, and 90 percent of leading service providers; helping customers understand the business value and net impact of Internet business solutions.

## Industry Expertise:

Cisco's IBSG focuses on several key industries and solutions to better target individual company needs and provides specialized expertise for these industries:

**Energy & Utilities**—Provides an in depth analysis using the “Net Ready” pillars of Leadership, Governance, Competencies, and Technology, in developing more effective business models. These models leverage capabilities across and between companies engaged in the exploration, production, transportation, delivery, and/or sale of energy or energy-related services in either the wholesale or retail sectors through Internet enabled processes and applications.

**Financial Services**—Collaborates with global financial service firms in banking, securities, and insurance industries to align technology investments with strategic business goals; to share industry best practices and lessons learned; and to facilitate e-enablement for customers, employees, and partners.

**Health Care**—Provides executive advisory services to provider, life sciences, and payer clients across the globe. Led by a team with extensive healthcare experience, Cisco leverages its own e-business practices to: educate business leaders on market trends and business innovation, develop or reprioritize e-business solution portfolios to ensure organizational “quick wins,” identify new methods for measuring and reporting success metrics, and identify new cost reduction/revenue opportunities.

**Manufacturing**—Focuses on global automotive, aerospace, high tech, industrial, materials, and chemical manufacturing companies on Internet and managerial solutions that create measurable differentiation, customer loyalty, and cost savings by accelerating collaborative product development; effectively operating a flexible networked supply chain; enabling configure-to-order, build-to-order, and locate-to-order strategies; automating customer service in coordination with channels; enabling sales forces to keep up with rapid and complex product-service offerings; and more.

**Media & Entertainment**—Partners with the broadcast, film, music, and print and publishing industries, helping companies to re-align their goals and objectives to maximize their opportunity in this digital transformation. Using thought leadership and innovation in e-enabling all aspects of their business throughout the media supply chain, from content creation to consumption.

**Public Sector**—Engages with governments and educational entities to develop a vision and a plan to implement world-class applications that solve complex business process problems to radically transform how city, county, state, and country-level institutions provide services, information, and education to their citizens, students, and employees.

**Retail/Consumer Packaged Goods/Transportation**—Provides guidance in identifying and executing Internet initiatives with transportation companies and organizations in all segments of the consumer goods value chain, including retailers, consumer goods manufacturers, and companies involved in the shipping and distribution of consumer goods.

**Service Provider**—Committed to addressing the specific needs and opportunities of the service provider industry in terms of both top line and bottom line impact. Our e-business transformation strategies assist Service Provider executives in improving customer interactions and quality, cost reductions, and overall operational excellence. Our New Revenue Service help Service Providers in identifying and defining business strategies that result in new revenue streams.

## Solutions Expertise:

Cisco's IBSG uses workshops, return on investment (ROI) tools, and Internet Capabilities to increase the expertise of customers implementing Internet business practices in the following areas:

**Web Foundation**—The underpinning of all other Internet business solutions, a solid Web foundation provides the practices, applications, and tools to use IT as a strategic asset and an enabler for e-business transformation.

**E-Learning**—E-learning encompasses everything from informal knowledge transfer to formal structured certifications and education. Applied across all sectors, it forms a critical component of human capital development. Implementing e-learning solutions that reach all constituents with mission-critical learning content regardless of time and place will impact business performance by reducing costs and creating a more effective workforce.

**Customer Care**—Through the use of Web-based applications and a standards-based communications infrastructure, Cisco can enable customers to interact across all touch points of the customer life cycle, resulting in superior customer satisfaction, significant financial benefits, increased productivity, and improved efficiency.

**Supply Chain Management**—Cisco has created a seamless, secure end-to-end business and system connectivity between an enterprise, its customers, suppliers, and other partners into a single supply chain. Using the Internet and connectivity technology, Cisco shows companies how to transform their business processes, providing employees and partners incentives to achieve their customer goals, resulting in significant cost savings, improved customer responsiveness, and competitive advantage.

**Workforce Optimization**—Effectiveness and efficiency are the new metrics that will determine success in the new economy. Cisco has achieved outstanding productivity through continual process evolution by implementing and leveraging e-HR, e-finance, and e-learning applications to optimize its workforce. IBSG shows companies how to facilitate routine administrative tasks and to manage complex business operations to optimize organizational effectiveness.

**E-marketplace**—E-marketplaces are another example of how the Internet radically transforms the way business is conducted. As enterprises evolve their vision and plan their future, Cisco helps them consider the opportunities and risks of e-marketplaces.

## Resources, Tools, and Courseware:

Strategy development and methodologies to assess and extract maximum value from Internet investments and business and industry solutions knowledge.

**iQ Net Readiness Program™**—Drawing on its experience with Fortune 1000 executives, Cisco's IBSG developed the iQ Net Readiness Program, an analytical methodology that assesses an organization's ability to migrate to an Internet business model. Higher productivity, profitability, and cash flow gains are all characteristics of a "Net Ready" company. Assess your iQ Net Readiness at Cisco's Web site [www.cisco.com/go/netreadiness](http://www.cisco.com/go/netreadiness).

**Building the Internet Corporation**—This executive education course focuses on building organizational readiness for e-business success and strategies for creating a strong "portfolio" of e-business initiatives that drive bottom-line results. Learn how to gain greater business benefits and faster implementations. The course is available online or as a custom education workshop at visit the course at <http://business.cisco.com/>.



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