



Product Services Company benefits from seamless collaboration

Cisco Quad facilitates knowledge sharing across geographic and organizational boundaries

EXECUTIVE SUMMARY

- ♦ **Customer Name:** Persistent Systems
- ♦ **Industry:** Product Lifecycle services
- ♦ **Location:** Pune, India
- ♦ **Number of Employees:** 7000

BUSINESS CHALLENGE:

- ♦ Break down organizational silos
- ♦ Facilitate communication across geographies and time zones
- ♦ Enable social networking
- ♦ Improve efficiency of business processes
- ♦ Support employee innovation

NETWORK SOLUTION:

- ♦ Next-generation enterprise collaboration platform — Cisco Quad

BUSINESS RESULTS:

- ♦ An integrated workplace that provides seamless collaboration between employees and communities
- ♦ Cisco Quad allows to merge disparate collaboration platforms and reduce the management efforts and infrastructure cost by 30%
- ♦ Reduction in time spent on management and execution of events by 20%
- ♦ Knowledge sharing on a bedrock of policy and security improves employee productivity

Business Challenge

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is recognized as an award-winning technology company specializing in software product development services. With nearly 7000 employees, innovative business models, and reusable assets and frameworks, Persistent has utilized their fine-tuned product engineering processes to develop best-in-class solutions for customers in technology, telecommunication, life science, healthcare, banking, and consumer products sectors across North America, Europe, and Asia. In India Persistent began operations with one office in Pune and now has presence in Goa, Nagpur and Hyderabad. Customers also turn to Persistent for technology strategy and consulting services and benefit from the deep knowledge of next-generation Cloud, BI & Analytics, Collaboration as well as Mobility-based computing platforms.

Persistent Systems has delivered over 3,000 software product and has 300+ customers. The company has developed proven processes for the entire product lifecycle which reduce time-to-market while delivering consistent quality and customer satisfaction - as evidenced by customer partnerships that span many years.

As a product outsourcing company, interacting across geographies and time zones for knowledge and expertise sharing was very critical for employees working at Persistent. Being a global organization it was also important that employees understand varied cultures that their peers belonged to in order to relate to each other and the organization in a much better way. As the company began to grow and expand, the management at Persistent felt the need to connect with their employees more effectively and regularly, using means that went beyond the traditional mail and global 'hands-on' meetings.

Across its offices, employees at Persistent used the telephone, email and video-conferencing besides wikis and newsgroups for information exchange. The need of the hour was for a single collaboration platform which could facilitate communication in multiple ways and enable continued conversations and follow-ups for knowledge sharing. Persistent was looking for a unified communication stack that could

integrate with their systems and be available to all users both onsite, from home and while on travel. Such a platform was also required to enable quick access to relevant knowledge when required and where required.

Persistent was already using the Microsoft platform for Chat and for documentation. While looking for a suitable solution to overcome the challenges mentioned above, the company evaluated competing platforms and chose Cisco Quad.

Network Solution

Persistent chose to deploy Cisco Quad in July 2011. As a natural extension of the Cisco Collaboration product portfolio, Cisco Quad is designed fundamentally with an interoperable and scalable architecture that heralds the convergence of communication tools and social software with enterprise content management systems and line-of-business applications.

Being an enterprise social Platform, Cisco Quad combines the power of social networking with unified communications, business information and content management systems. Cisco Quad sits at the nexus of three areas: Integration of Content, Communications Platform, and Social Capabilities. This enables to break down organizational silos and facilitate group communication, improve the efficiency of business processes and facilitate employee innovation.

Seamlessly collaborating with their peers across geographies, employees at Persistent using Cisco Quad can now understand where expertise lies and how best to use that for business benefit. Given its Social networking capabilities, employees easily share knowledge by being part of communities of interest or post blogs and join discussion on topics of interest on the Cisco Quad. Reviews of the content posted can also be undertaken in addition to live discussions across offices virtually.

Cisco Quad has also helped improve internal employee connect at Persistent tremendously. While the workforce connects using the Quad for official purposes, they also use it to pursue other hobbies and interests through online communities. The Senior Management is also using the platform to connect with their employees in non-traditional ways like blogging.

“Using the Cisco Quad we have been able to improve our collaboration capabilities many times over. A comprehensive platform for communication that allows merging disparate collaboration platforms, Cisco Quad has helped us reduce collaboration platform infrastructure cost by 30%,” said Manjiri Ranade, AVP – Operations, Persistent Systems.

There were some initial challenges to adoption of the Cisco Quad at Persistent especially in terms of employee mindset. Since email was legacy, employees took their time to get used to communicating via blog and communities. After some training sessions highlighting the benefits of the solution, employees took to it more easily.

Business Results

Post implementation Cisco Quad has helped address business complexities by evolving beyond traditional text- and voice- centric forms of collaboration to enable rich, contextual, and dynamic communication among teams, communities, and individuals who are mobile, geographically dispersed, and struggling to keep up with an influx of

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information. The biggest benefit of the solution is that it can easily integrate with existing platform and enable seamless communication.

Some of the tangible benefits that Persistent has obtained post deployment include:

- ♦ **Identifying Experts:** With community posting combined with Enterprise search for Expertise Location, employees can now identify experts within the organization. Previously it would take close to five days to search and identify resources with a particular expertise. But with Persistent Social – technology communities, the time has been reduced to two days.
- ♦ **Improved Management:** At Persistent Systems there are ongoing employee related events and contests. With the help of Persistent Social on Quad, the organization has created various initiatives and forums, thereby reducing the time spent on management and execution of these events by 20%.
- ♦ **Integration of Platforms:** Quad is a comprehensive platform that allows merging disparate collaboration platforms. This has helped to reduce the management efforts and infrastructure cost by 30%. For Example: At Persistent Systems internal platforms such as Akshara, KM (Knowledge Management) and the Wiki are now seamlessly merged and available on Persistent Social.

Next steps

Persistent has begun migration of its varied platforms on to the Cisco Quad and is in the process of integrating it with some existing silo platforms. Once integration is complete, Persistent hopes to be able to measure adoption scale within the organization. In the future the company is looking to integrate enterprise applications like leave management and invoice management on to the Quad platform.

For More Information

To find out more about Cisco VXI solutions, visit: www.cisco.com/go/collaboration

To find out more about Cisco Quad visit: visit: www.cisco.com/go/quad

To learn more about Persistent visit: www.persistentsys.com

This customer story is based on information provided by Persistent and describes how that particular organization benefits from the deployment of Cisco products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

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