



Cisco Fuels Business Insights With QlikView

“QlikView provides a competitive advantage that allows us to take data from the ‘ivory tower’ and make it easily accessible to the average person. It is regarded as the primary services opportunity platform in our organization and has been a total game changer.”

– Demian Barshay, Manager, Operations, Cisco



Overview

A worldwide leader in networking, Cisco transforms how people connect, communicate and collaborate. Cisco helps customers solve important business challenges by delivering intelligent networks and technology architectures built on integrated products, services and software platforms. The company has a diverse and global impact with a presence in more than 165 countries and more than 470 offices across the world..

Fueling Sales

Cisco is changing the way the world works, lives, plays and learns. Cisco strives to create long-lasting customer relationships and provide solutions that support their success. To establish and maintain these relationships it is imperative that customer and sales data is transformed into actionable business intelligence. Cisco has a broad array of products, each with their own cadence of product releases. Additionally, Cisco customers also have different products in their deployments which create complexity with respect to support and maintenance for individual customers. With nearly 500 million lines of complex data, the company wanted an easy and efficient way to deliver quality data to the consumers of the information.

“The IT team was sitting on mountains of

rich data; information that could empower individuals throughout the company,” said Demian Barshay, Manager, Operations at Cisco. “We needed a resource that would not only provide visualization and easy access to data, but, more importantly, allow employees to transform data into meaningful information which provided new actionable business insights.” Cisco launched a “business intelligence (BI) bake-off” over five years ago in search of a comprehensive BI solution that could help fuel business insights. Cisco reviewed BI solutions already in use across the organization including QlikView, SAP Business Objects and OBIEE and other tools. Barshay and team looked to Gartner as a source to help review capabilities such as visualization, scalability and overall performance.

“After exploring several BI platforms, it was clear QlikView best fit our needs,” said Barshay. “We were impressed by the user-friendly nature of the product and the intuitive ability to perform ‘wild card’ searches against large amounts of data in real time.”

The QlikView Business Discovery Platform (user driven BI) delivers self-service BI that empowers business users by enabling innovative decision-making. Not only does QlikView bring together data from multiple sources into a single view, its dynamic applications can be rolled out in days.

Using QlikView, Cisco created a dashboard that presented data from its large installed base which resides in a QlikView server. With data in Oracle, Hadoop and Teradata, Cisco consolidated the installed base data into QlikView for easy user access. The

Solution overview

Customer Name: Cisco

Industry: High Tech

Function: Sales

Challenges: With nearly 500 million lines of complex data, Cisco needed one effective view into its multiple data sources. Cisco also needed a self-service resource for business users to convert data into actionable business intelligence.

Solution: Cisco deployed QlikView to employees in sales operations and the virtual sales force which increased visibility into its installed base of customers and identified new revenue opportunities and potential risks.

Benefits:

- Increased visibility into sales opportunities
- Ability to continue expanding its customer portfolio
- Improved visibility into potential maintenance renewals
- Improved relationships and satisfaction with customers and partners

Data Source Systems

Database: Oracle, Hadoop and Teradata



Return on investment

Identified more than
**\$100 million in support
renewals**

\$4 Million

in cost savings

“With QlikView, our sales leadership can spend more time building strategies instead of piecing together incomplete reports from legacy systems.”

– *Demian Barshay, Manager, Operations, Cisco*

dashboard became a go-to resource for sales operations as individuals were able to rapidly slice and dice data and assemble a view of information useful to them and therefore their customers. Further, managers have increased visibility into sales opportunities and can make informed decisions to capture their sales leads. In addition, the time needed to identify potential risks to the operation of the customer’s network was also significantly reduced—allowing managers a timely view into potential problems and time to react.

Benefits

From this initial dashboard, Cisco continued to evolve and expand its use of QlikView to meet the individual information needs of their users. Marketing teams are now using QlikView to ensure customers have the best and latest Cisco technology. Through the QlikView dashboard, marketing can view the current services customers are using to help recommend and transition product upgrades. “We want to turn our customers away from ‘old gear’ that is outdated and not very useful,” said Barshay. “We can now create active plans to help them consistently obtain the next level of product available.”

“QlikView provides a competitive advantage that allows us to take data from the ‘ivory tower’ and make it accessible to the average person,” said Barshay. “It is regarded as the primary services opportunity platform in our organization and has been a total game changer.”

Further, QlikView has helped Cisco continue to expand its customer portfolio. Leveraging insights gained through its QlikView dashboard, the company recently closed a large services contract, the biggest in its history. Cisco also closed the second largest services deal in its history with a



major telecom company. QlikView played a significant role in these transactions as it eliminated the need for back and forth with potential customers, putting data at the fingertips of end-users and immediately establishing the company’s credibility. The solution is also being utilized for financial planning, as executives are able to spend less time on aggregating the data and more time on analyzing it. “We have certain dollars that will be renewable for the first and second quarters of next year,” said Barshay. “With QlikView, our sales leadership can spend more time building strategies instead of piecing together incomplete reports from legacy systems.”

Since deploying QlikView, Cisco has reported a significant return on its investment (ROI). The company has saved more than \$4 million dollars to date and generated more than \$100 million in additional revenue from the support and service contracts they are now able to monitor and quickly address. QlikView has changed the game – helping Cisco manage customer success. Cisco is able to improve customer and partner satisfaction through comprehensive and accurate reporting performed in a fraction of the time of its legacy tools.

Since implementing QlikView, Cisco has increased visibility into its installed base of customers and identified new revenue opportunities and potential risks.



“The IT team was sitting on mountains of rich data; information that could empower individuals throughout the company. We needed a resource that would not only provide visualization and easy access to data, but, more importantly, allow employees to transform data into meaningful information which provided new actionable business insights.”

– *Demian Barshay, Manager, Operations, Cisco*