



An Assembly Line for Innovation

The Challenge

Innovation is an integral part to Cisco's DNA and new ideas have always been central to their success. Missing, however, was **one seamless and holistic process** for converting successful ideas into realized value.

The Cisco team needed **a solution for idea delivery as well as idea creation**. It needed to be transformational, support the entire end-to-end process and be easy to use – that's when edison365 came into play.

- No holistic view of innovation efforts, often resulting in duplications and discrepancies
- Needed a standard experience that could be utilized by everyone who wanted an idea to be scaled



Company:

Cisco

Industry:

Customer Experience, Technology

Location:

Global

Cisco helps seize the opportunities of tomorrow by proving that amazing things can happen when you connect the unconnected.

An integral part of Cisco's DNA is creating long-lasting customer partnerships, working together to identify its customers' needs and providing solutions that fuel their success.



"I see edison365 as an assembly line for innovation, from idea to value generation, with a ready-to-go product at the end."

Artem Ignatenko, Innovation Development Manager of Customer Experience, Cisco

The Solution

The edison365 suite provides Cisco with a complete **end-to-end innovation management journey**.

The solution provides a centralized space to capture employee ideas and open the door to collaboration.

It also enables business cases to be **customized to each team's way of working** and offers an easy-to-use platform to execute the resulting projects.

5,000+

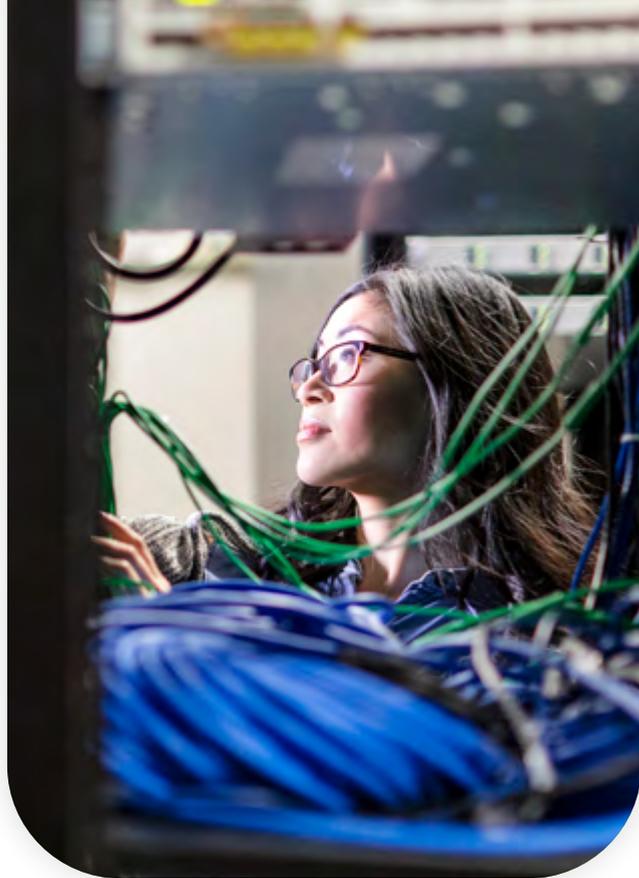
platform
users

1200+

ideas posted
so far

50+

implemented



Results

With edison365, Cisco's global teams are able to generate, collaborate, and evaluate ideas through a single platform.

Working under one umbrella with the ability to engage different perspectives, the team are not only **reducing time and cost to resolve customer issues**, but they are also identifying ways to turn those ideas into something of monetary value.

Cisco aren't just focused on solving ongoing challenges; hackathons are also key to the ideation process with specific goals being created within edison365. By utilizing the triage capabilities, **innovators gain quick feedback on ideas** and can make improvements.

Moving Forward

- As Cisco continues to identify use cases for the tool, the modular design makes it easy for them to provide the right tools to the right users.
- With its intuitive design and simple deployment, Cisco are already seeing wider than envisaged adoption of the platform.
- Adding in gamification and the ability to vote during hackathons is proving popular and driving adoption.
- Cisco use edison365 to track decisions and realise value from their ideas.