

Cisco Case Study Program



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Lisa Richardson, Cisco Australia and New Zealand Marketing Manager.

Client Challenge

With annual sales of over US\$35 billion, Cisco is the worldwide leader in networking products and services that transform how people connect, communicate and collaborate. To continue building on this success in Australia and New Zealand, Cisco wanted to create case studies showcasing its technology and services and how customers were using these solutions to grow, solve their business issues and open up new opportunities.

Cisco was keen to use the case study format as it creates a direct line of communication between existing customers, potential future customers and other stakeholders. Based on customer feedback, it also knew customers were very interested in who else Cisco had helped and the results others had achieved.

“You always want your customer to tell their stories. It is like word of mouth advertising – it is always very effective,” says Lisa Richardson, Cisco Australia and New Zealand Marketing Manager.

“Our customers, the peers of our potential customers, tell the story on our behalf,” Lisa adds. “If a customer tells his or her own story about how the technology helped their business, then it is much more believable and potential customers are more likely to connect with the story.”

Our Solution

Cisco has engaged Editor Group for a number of years to interview customers and write in-depth case studies about how they have been using the company’s solutions and the results they have gained. These have covered many customers and industries, from manufacturing and retail giants such as Trek and Porsche to schools, hospitals and government departments in Australia and overseas.

“Editor Group brings a range of skills, particularly around writing and journalistic skills, to interview our customer and tease out the story,” says Richardson. “They get that story down in an easy-to-read, logical fashion that pulls out all the critical details.”

One case study example is the Emergency Department of The Children’s Hospital at Westmead in Sydney, which was losing valuable time when treating patients due to the

effort it took to locate nurses and clinicians. It was also experiencing delays in admissions and responding to patients because of limitations in holding paper-based records.

The Emergency Department deployed a Cisco wireless communication system that ensured all staff were immediately contactable and could communicate from anywhere in the hospital. Further, a paperless record storage system ensured that patient records could be updated and accessed in real-time, also from anywhere on the ward.

For The Children's Hospital at Westmead, the issue was saving lives and improving patient care and patient outcomes. These benefits are now captured in a customer reference story that can be used by Cisco's sales teams and published for the reference of potential customers and other hospitals seeking innovative ideas. The Children's Hospital at Westmead can also use the case study for its own reference.

Working with Editor Group

Engaging Editor Group has made the process of creating case studies much more simple and straightforward for Cisco's marketing team. They simply identify customers they would like to feature and gain their agreement to participate. Editor Group then manages the interviews, writing, revisions and approvals, and places the final case study into Cisco's case study template for publication.

According to Lisa, Editor Group's deep knowledge of Cisco and its technology and marketplace has been central to the success of the case study program.

"Editor Group is getting to a point now where they understand Cisco and that is very attractive," says Richardson.

Children's hospital improves patient care with wireless communication

Waiting times have been reduced on average between 10 and 14 minutes per patient, and we have seen significant improvements in staff satisfaction levels as clinicians are able to spend more time with patients.

Richardson, Director Information Services and Planning, The Children's Hospital at Westmead

The Children's Hospital at Westmead is a leading children's hospital. As with all our children's hospitals, we were focused on getting the most out of our staff and ensuring an outstanding patient care experience. Our staff were able to spend more time with patients, and we have seen significant improvements in staff satisfaction levels as clinicians are able to spend more time with patients.

Business challenge

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What was required

The hospital wanted to improve patient care in the Emergency Department by ensuring that all staff were immediately contactable and could communicate from anywhere in the hospital.

What was implemented

The hospital deployed a Cisco wireless network throughout the Emergency Department, which ensured that all staff were immediately contactable and could communicate from anywhere in the hospital.

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Porsche drives up customer service, maps out future directions with Cisco's Unified Communications solution

Cisco's Unified Communications solution has addressed our immediate problems with call drop-outs and wireless coverage issues, so our staff can now respond to customer calls. In the longer term, the integrated IP system will accommodate our changing future voice and data needs and improve the way we operate.

John Richardson, Group IT Manager for Porsche Care Australia

When Porsche identified urgent ongoing Porsche Care issues in 2010, we had two main goals: to ensure that our staff were immediately contactable and could communicate from anywhere in the hospital, and to ensure that our staff were able to spend more time with patients, and we have seen significant improvements in staff satisfaction levels as clinicians are able to spend more time with patients.

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University's digital signage system improves campus communication

The Digital Media System project introduced by one of our clients at the University of Queensland has improved campus communication and improved the way we operate.

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FURTHER INFORMATION

To learn more about Cisco, see www.cisco.com
For information on Editor Group, see www.editorgroup.com