

Mastering the Art of Adoption

Challenge

You're rolling out a new Cisco product. Maybe it's WebEx. Or Jabber. Or Spark. Whatever it is, it's going to help everyone in the organization work faster. Smarter. Better. But to get there, your users need to, well, use it.

When you're in the thick of rolling out new technology, it's easy to skimp on something as important as the product itself: how to get people to use it.

Often, this isn't easy. Everyone's busy. Your in-house IT and L&D teams might not have the time (or skills) to help people understand the value of this new technology. It's a bit of an art. So, you might need help to master it.

Solution

This problem is exactly why Cisco formalized its lifecycle advisor program.

It connects Cisco customers with partners who understand that value is derived through adoption. There's no value in technology you don't use. So lifecycle advisors customize both the product and the deployment approach for customer goals.

One of our first lifecycle advisors was Meet Me In The Cloud (MMITC). This company built a proven methodology that has become the Cisco standard for accelerating adoption of SaaS and collaboration solutions. They were happy to share their experience with us. To hear all about it, we jumped on a WebEx. With video, screen sharing, and white boarding, of course.



Meet a Master

MMITC doesn't sell Cisco products. Instead, they help customers embrace WebEx, Spark, and Jabber.

Because web conferencing is generally intuitive, organizations may not initially see the need for an adoption program. But next gen meeting technology is complex. Leaving customers to configure, deploy, and train themselves, puts the entire Cisco footprint at risk. Companies often ask for a structured approach to deployment.

MMITC has a six-step adoption acceleration process. "A lot of people think adoption is just training," says Linda Ross, vice president of operations for MMITC. "But you can't just deliver training and be done. You have to build the infrastructure, prep the technical environment, and communicate value. There's the training and there's the optimization."

“It's a blend of communications and change management. We help people get excited about how the product can make their day-to-day lives easier.”

– Susan McEvilly, Founder and CEO, Meet Me In The Cloud



Adoption in Action

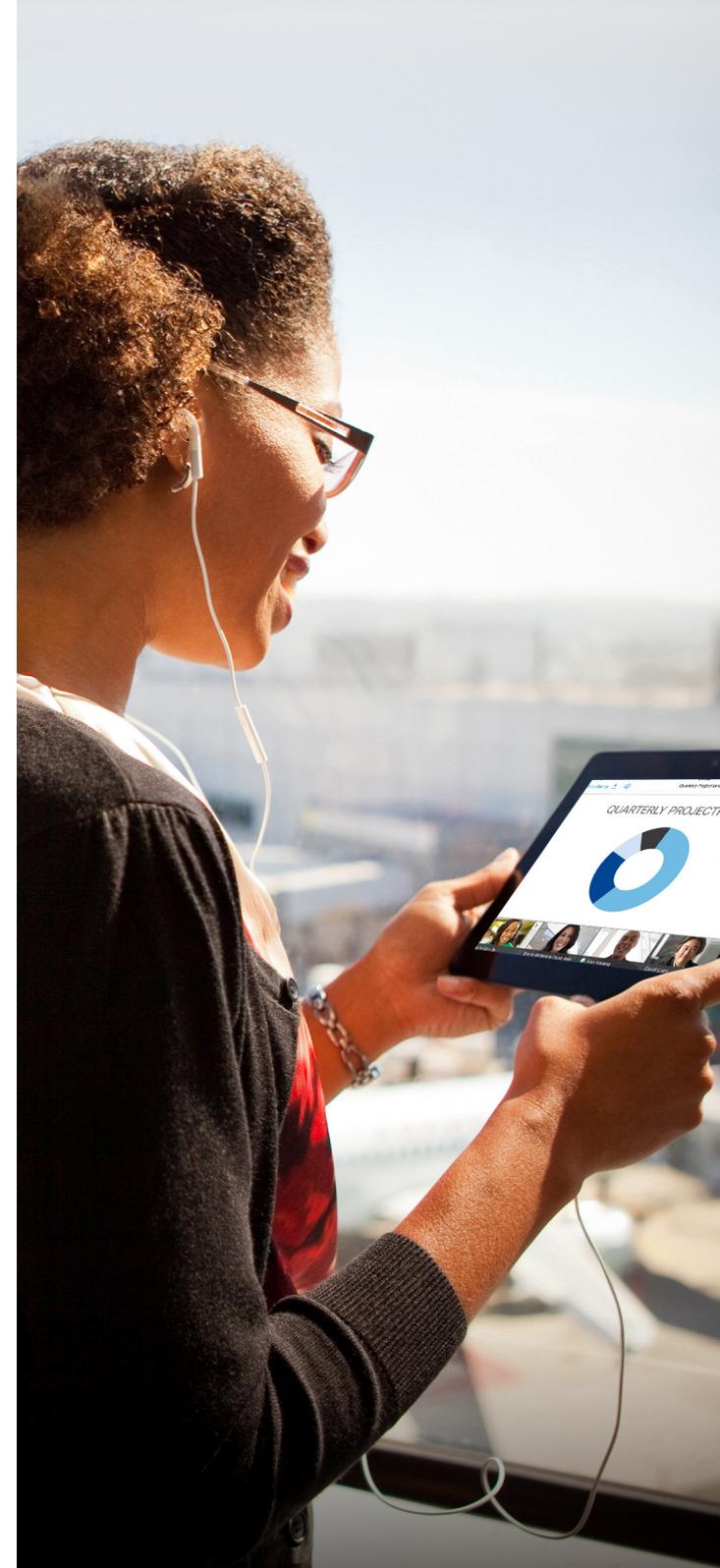
When it came to using collaboration tools, one of MMITC's global pharmaceutical customers had already tried moving from on-prem to the cloud three times—without success. By now, jobs and money were on the line. The organization had to embrace Cisco's collaboration suite and bridge web conferencing with their existing video infrastructure.

The customer had bought 4200 WebEx licenses. They leveraged the engineers provided by their Cisco reseller to train people. Nothing seemed to work—people just weren't catching on. Half of those licenses were sitting unused. And calls to the internal help desk were climbing.

So, the pharma company came to MMITC with two short term goals:

1. Reduce the number of calls to the internal help desk
2. Increase the number online meetings held each month

MMITC did all the heavy lifting. Within 60 days, results started coming in. Help desk calls fell by 95 percent. And the pharma company was holding 30 percent more WebEx meetings each month. All thanks to MMITC.



What's in It for Me?

For partners who meet the rigorous criteria to become a Cisco lifecycle advisor, there are a number of benefits. You get the Cisco stamp of approval. You're part of a bigger story with specific goals. And you get incentives and marketing funds for sales and marketing campaigns with both our names attached. For resellers that are not lifecycle advisors themselves, MMITC can work as a subcontractor and deliver the services to the end customer on their behalf.

“It's a privilege to display our Cisco lifecycle advisor logo.”

— Linda Ross, Vice President of Operations, Meet Me In The Cloud

Get the stamp of approval

To become a lifecycle advisor, MMITC went through a rigorous set of checks. Cisco looked at their practice, their people, their process, and their references.

They passed with flying colors. MMITC already had a great reputation with their customers, partners, and Cisco. This just made it official.

“Not just anyone can qualify. We were already well respected in the community and within Cisco. This new stamp of approval just takes our credibility to the next level.”

— Susan McEvilly, Founder and CEO, Meet Me In The Cloud

Tell a bigger story

“Cisco has helped us change the language we use with customers and increase the value of the service we provide,” says Linda. “It's no longer just about driving adoption in general. Now, we work with customers to achieve specific use goals, like reducing help desk tickets. Or seeing more usage month over month. We're part of a broader Cisco story now.”



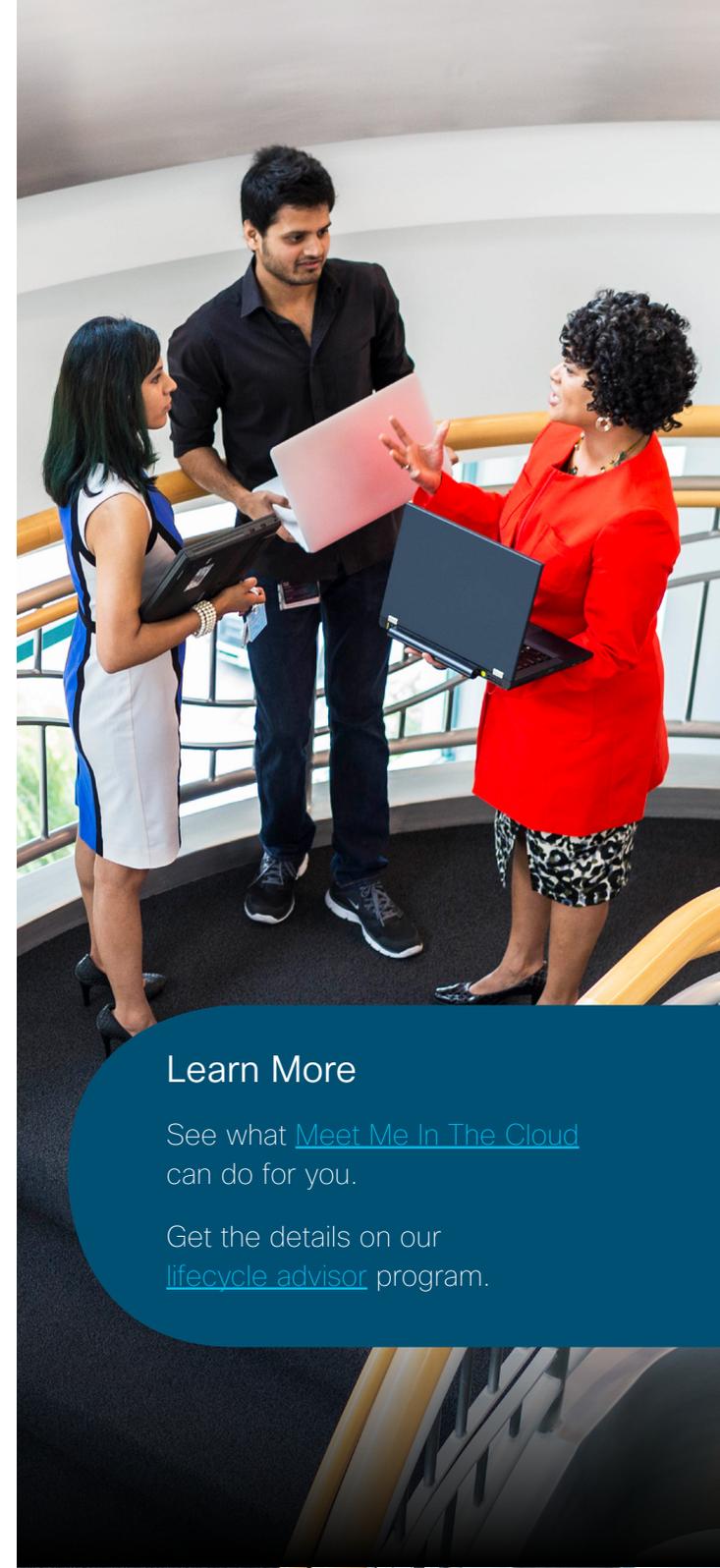
Winning Combination

Because technology and adoption go hand in hand, the lifecycle advisor role complements the product and sales expertise already in the Cisco channel.

MMITC works with an average of 50 different Cisco partners each year, who bundle their adoption services with other technology services.

“It’s a great fit for everyone. Our partners focus on rolling out the technology. We take care of the adoption strategy. And our customers get more out of their Cisco products, right from day one. Everybody wins.”

– Susan McEvelly, Founder and CEO, Meet Me In The Cloud



Learn More

See what [Meet Me In The Cloud](#) can do for you.

Get the details on our [lifecycle advisor](#) program.