

Business drivers: Determine the “why”

Establish your core business motivations behind selecting Cisco Phones and streamline your efforts to attain those objectives.

First, why are you deploying Cisco Phones?

- What core business objectives are you looking to support?
- What is your current experience and what are you aiming for?
- What types of use cases are important for your organization?
Are you in need of optimizing office space, implement an emergency notification system and/or streamline the way your employees communicate & collaborate?
- What integrated solutions and workflow integrations will help your users collaborate and get their work done?
- Do you have the tools to scale phones deployments effectively?
What's your ideal future vision?
- Looking to support sustainability goals with estimated energy usage and related carbon emissions for your devices?

Next, create your personalized objectives.

Common business outcomes:

- Boost culture, well-being, innovation, and engagement with enhanced hybrid work environment. Make the office a preferred destination.
- Create unified, consistent experiences across all workspaces to increase adoption.
- Improve collaboration effectiveness with inclusive and engaging technology ensuring clear audibility.
- Establish an efficient process to facilitate deployment and management at scale by utilizing Control Hub.
- Optimize workspaces and create healthier work environments by utilizing the monitoring capabilities in Control Hub.

Business driver worksheet

Current state

What is the business situation that you want to change with your Cisco Phones?

Desired future state

Once the you've reached this new state, what will it look like?

Impact

How will the business benefit?
How will your people benefit?

Stakeholders

Who needs to be involved to make this happen?
Which communication channel do they respond to?

Communication devices

How will high adoption of Cisco Phones make this happen?

Metrics

What numbers can you put for your current state?
How do you want those numbers to change?