



# Xobni Unlocks Valuable Sales Opportunities at Cisco

The Xobni plugin saves time, drives productivity and simplifies everyday workflow tasks. Individuals, workgroups and enterprises are more successful with Xobni Enterprise.

**xobni**  
enterprise



## About Cisco Systems

Cisco Systems, Inc. is an American multinational corporation that designs and sells consumer electronics, networking and communications technology and services. The Cisco Systems WebEx solution provides an easy way to share ideas with anyone, anywhere. It combines real-time desktop sharing with phone conferencing so everyone sees the same thing while talking. It's far more productive than emailing files and struggling to get everyone on the same page over the phone. More than 7 million people count on Cisco Solutions every month to communicate and collaborate online and more than 35,000 customers trust their online meetings to Cisco.

## Cisco Solutions WebEx Division Challenges

### Tracking attachments and stakeholders

Cisco sales executives are in constant contact with a diverse group of prospects, contacts and stakeholders. These key relationships require constant communication to achieve sales success. Keeping track of the players involved, facilitating communication with multiple groups and managing the numerous documents that are exchanged during the sales process has become increasingly challenging for Cisco's WebEx sales team.

### Providing better customer support

Managing customer relationships and providing top-quality customer service is paramount for Cisco. Cisco customer service representatives struggle under exploding email inboxes and increased demand from customers.

### Increasing productivity of existing sales teams

As a manager of a virtual sales team at Cisco WebEx, David Chao is always looking to increase team productivity. David understands the pain his team experiences; he himself sometimes has over 1,500 emails in his inbox. With little help from the current search capabilities of Outlook, or elaborate folder structures to organize emails, he and his team waste a lot of time searching for emails, contact information, and attachments that are buried in their inbox.

## Thousands of Enterprises Rely on Xobni

Millions of users, across thousands of enterprises rely on Xobni. Powerful administration and security features, a broad set of application extensions, and seamless integration with Microsoft Outlook 2003, 2007 and 2010, make Xobni Enterprise easy to install, easy to manage and easy to use.

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*"Xobni saves me four hours a week—hours that I'd spend searching for addresses, attachments, emails or navigating Salesforce.com and adding contacts. With this extra time, I can dedicate more time to my customers and less time to busy work."*

Steve Cameron  
Territory Account Manager, Cisco

## Qualifying leads

Qualifying leads can be tedious and involve going to multiple sources to gather all necessary data. Cisco was looking for a way to streamline lead development activities, reduce costs and increase productivity across their lead development efforts.

## Xobni Solution

Xobni Enterprise enables Cisco to address the growing number of emails and other communications that overload and overwhelm sales executives' inboxes. With Xobni Enterprise, Cisco integrates corporate and CRM data into the Xobni Outlook sidebar. Xobni addresses email management challenges and helps Cisco drive organizational and individual productivity.

## Cisco Results with Xobni Enterprise Faster and easier tracking of attachments and contacts

Xobni Enterprise gives the Cisco sales team a universal view of their personal communications in Outlook, FaceBook, LinkedIn and data contained in CRM and corporate systems. This information facilitates action. Because Xobni displays historical context about a prospect, and integrates live data from a number of applications, sales executives greatly improve their ability to track information and improve communication during the sales process.

## Better customer support

Cisco's client services team has access to detailed client information and a quick view into previous conversations and files that may have been exchanged. Through the Xobni Enterprise extension, live data is streamed into the Xobni Outlook sidebar from Salesforce.com, SharePoint, LinkedIn, Hoovers, Facebook and other applications.

## Faster and easier lead qualification

Xobni's social features allow users to instantly get more information about a lead such as geography, title, company and previous contact—just by highlighting the name.

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*"The Xobni interface is intuitive and I can find any email instantly based on just a name and keyword. It's a super easy to use application with lots of upside and usability. After seeing Xobni in action, I would say that 95% of the time, sales executives on my team will download Xobni when they get back to their desk."*

David Chao  
Sales Manager, Cisco

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## Additional Information

Xobni Enterprise, the Xobni API and Enterprise Extension are available directly from Xobni. To learn more or request a quote, please contact Xobni directly at [info@xobni.com](mailto:info@xobni.com) or (877) 89-XOBNI. To see a free demonstration of Xobni Enterprise, visit <http://www.xobni.com/enterprise>

## Xobni Enterprise Benefits for the Corporation

### Control

- Centralized deployment of Xobni to groups using standard policy settings and full control of user features

### Compliance

- Corporate-wide license gives the organization the ability to deploy and manage Xobni through central administration

### Customization

- Create extensions for CRM, company portal or other enterprise applications and services
- Automatically integrate a user's corporate profile into the Xobni contact card through LDAP

## Xobni Benefits for the User

- **Effortless organization**, search, and navigation of email
- **Lightning fast search** filters results by date, folder, subject and more
- **Reveals relevant historical information** from user contacts
- **Builds profiles for user contact** including: emails, attachments, phone numbers, Skype IDs, pictures, company names and titles
- **Files Exchanged** feature allows users to quickly find documents without leaving the current email
- **View common contacts and conversations** for understanding and connecting with customers
- **Hoovers module** updates company information from an email domain
- **Analytics tool** provides insight into user email behaviors