



# Business Video Transforms Cisco Processes

Cisco IT provides the tools  
and a medianet



## Cisco IT Case Study

March 2010

# Overview

- Challenge

  - Communicate, Collaborate, Educate, and Protect People and Assets

- Solution

  - Provided a Variety of Interoperable Business Video Tools for Different Purposes

  - Fine-Tuned the Medianet for Real-Time, Interactive Video

- Results

  - Enhanced Collaboration Through More Face-to-Face Interactions

  - Enabled Innovative Customer Experiences that Enhanced Service

  - Reduced Sales Cycle Time

- Next Steps

  - More Interoperability

# Challenge

Communicate, Collaborate, Educate, and Protect People and Assets

- Two-part challenge
  - Understand the business value of different business video tools
  - Build a medianet (media-optimized network) to support growing video volume



# Solution

## Foster a Corporate Culture that Embraces Video

- Nearly 700 Cisco TelePresence™ systems have been deployed worldwide
- More than 50 IPTV sessions a month keep tens of thousands of employees up to date on Cisco news
- Employees download more than 85,000 videos on demand each month, many of them for training
- More than 4000 video surveillance cameras help to keep Cisco employees and buildings safe.
- Employees can meet from more than 1200 videoconference rooms
- More than 30,000 employees use web cameras to add video to their voice conversations

# Solution

Cisco TelePresence Replaces Travel and Enables More Frequent Interactions



# Solution

## Emphasis on Video Interoperability

- Employees can view live video of executives captured in one Cisco TelePresence room in other Cisco TelePresence rooms, digital signs in common areas, video portals, over IPTV, and even on their smartphones.
- Cisco® Digital Media Suite streams relevant video to Cisco TelePresence displays before and after customer meetings
- Cisco Video Surveillance Cameras sense people in unmanned lobbies and alert a remote concierge to greet them on a Cisco TelePresence screen

“We have a new culture of wanting to see people when we talk to them.”

Suresha Bhat, Senior IT Manager, Cisco

# Solution

## Fine-Tune the Medianet to Support Business Video

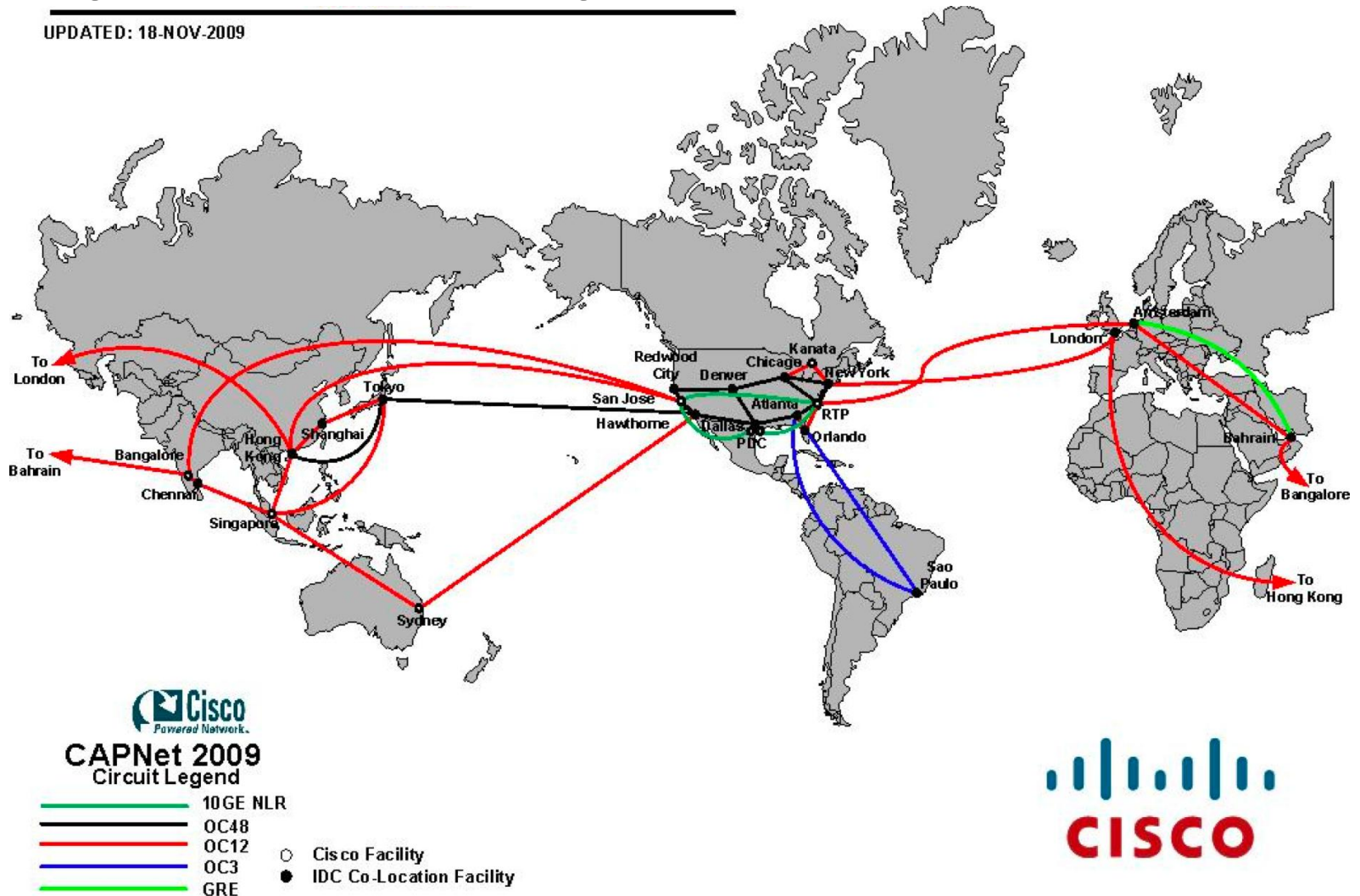
### Quality of Service (QoS)

- Only real-time interactive video (Cisco TelePresence and videoconferencing) need QoS for a high-quality experience
  - Video on demand, PTV, Show and Share, and digital signage use buffering to ensure smooth picture quality
- Cisco QoS policies allocate 30 to 50 percent of bandwidth to Cisco TelePresence, and 10 percent to low-bandwidth video

# Solution

## Targeted Bandwidth Upgrades

UPDATED: 18-NOV-2009



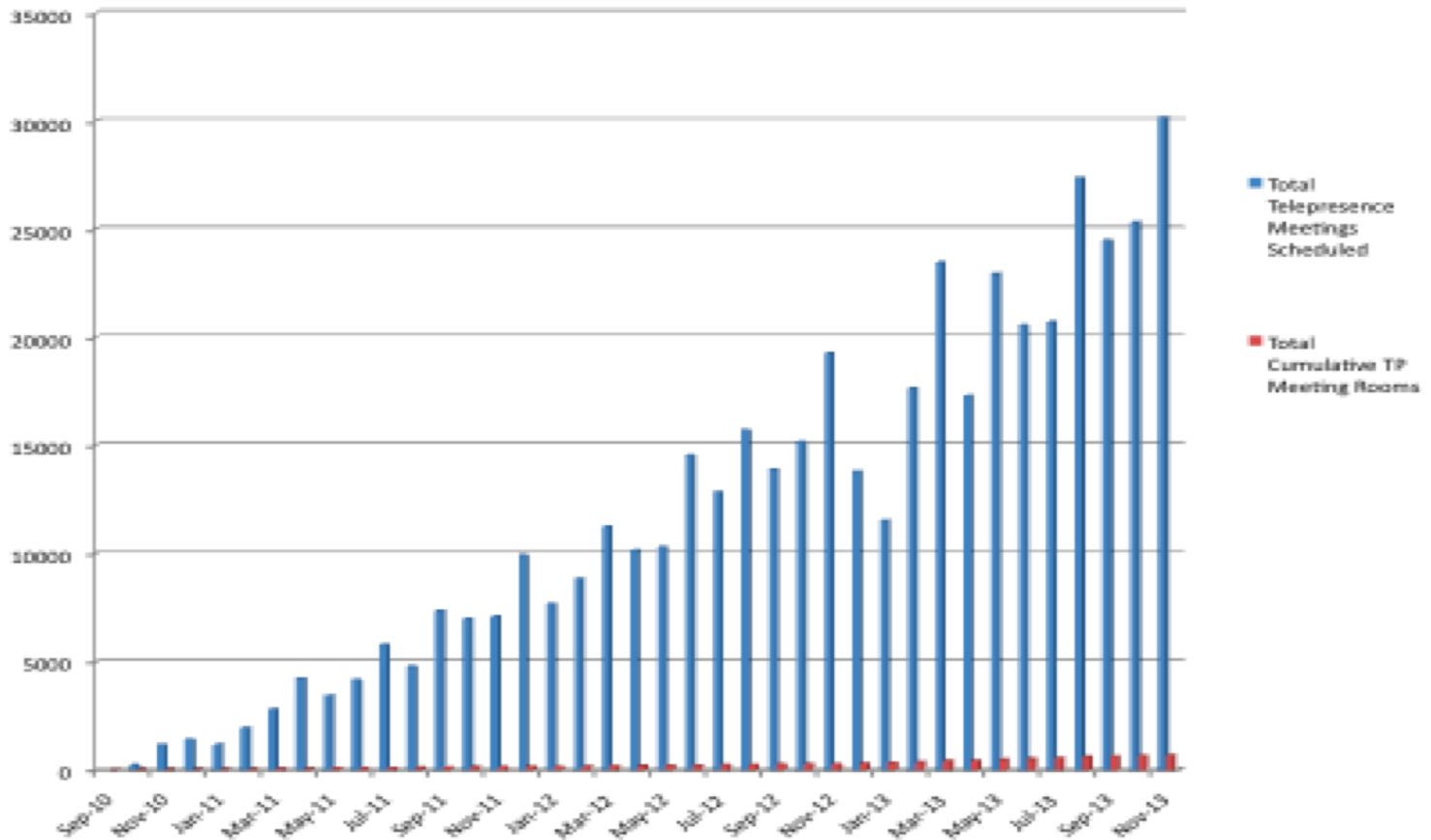
# Results

## Enhanced Collaboration Through More Face-to-Face Interactions

- More customer interactions increase intimacy
- More partner interactions accelerate awareness of and response to new market opportunities
- More internal interactions accelerate decision-making

# Results

## Growth in Cisco TelePresence Traffic at Cisco



# Results

## Innovative Customer Experiences that Improve Customer Service

- Example: Major financial institution considering large data center purchase was given Cisco TelePresence units to ask questions at any time  
Customer chose Cisco
- Example: Customer considering network purchase was offered Cisco TelePresence units for ongoing support  
Customer chose Cisco
- Example: Leading global consulting firm was so impressed with the support it received from Cisco that it decided to provide Cisco TelePresence systems for its major customers

# Results

## Reduced Cycle Time

- From 2007 to 2009, average sales cycle for all Cisco products decreased by 9.7 percent when account teams used Cisco TelePresence
- Translates to 30 to 32 days earlier revenue recognition for large sales
- Reason: sales teams can gather multiple subject matter experts at the same time to answer outstanding questions

# Next Steps

## More Interoperability

- Using Cisco TelePresence rooms to record high-definition training videos, saving recording studio fees
- Enable people to join Cisco TelePresence sessions using Cisco WebEx™ (WebEx Engage product)
- More Intercompany Cisco TelePresence
- Tailoring Video on Demand to user's device, with Cisco MXE 3500 Media Experience Engine

To read the entire case study or additional Cisco IT case studies on a variety of business solutions, visit **Cisco on Cisco: Inside Cisco IT**

[www.cisco.com/go/ciscoit](http://www.cisco.com/go/ciscoit)




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