

Stage a high-impact event with broadcast quality video streaming

Cisco WebEx Video Streaming Service
Service Data Sheet



Highlights

- Deliver perfectly synchronized real-time video, audio, and content to any size audience
- Cost-effectively conduct all-hands company meetings, brief analysts, or launch new products
- Deploy as a standalone virtual video event or as an integrated component of a larger virtual event
- Provide content that can live on-demand long after the live event has ended

Realize the full value of your collaboration investment with smart, personalized services delivered by Cisco.

Challenge

Producing any event, whether it's a virtual training video, webcast, or videotaping a keynote address, comes with its own unique set of challenges. Often budgets are tight, audiences are geographically dispersed, and messages are complex. But with the high cost and long planning cycles of physical events, virtual events through a high-quality video stream offer real benefits.

For these reasons, virtual video events are becoming increasingly more popular. But choosing the right platform is crucial to a seamless deployment. Often you only have one chance to get it right. Allow us to assist in providing a solution that enables you to host a compelling virtual video event that will change the way you do business forever.

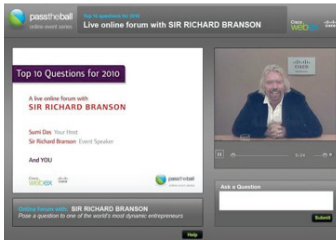
Solution

Cisco WebEx® Video Streaming Service provides your organization with the critical expertise needed to make sure of a successful event. Together, we'll help you choose the platform that best meets your event requirements.

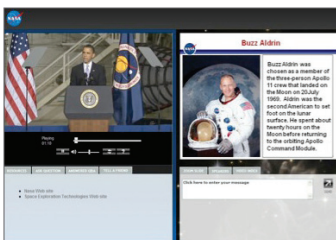
Engage our dedicated team of Cisco® experts early in the planning and design process to quickly realize the greatest value. Our qualified team will help you establish a clear project plan, help you organize content and delivery options, and make sure everything is in place to implement a successful live or on-demand event that will meet your business objectives.



Cisco Collaboration: Game On



Sir Richard Branson



NASA



Fortune Brainstorm

Deliver the Most Dynamic Event Possible with Cisco WebEx Video Streaming Service

Cisco WebEx Video Streaming Service is designed to give you the options you need to deliver the most dynamic event possible. Our first step is to understand your business requirements and how you will measure success of your video event.

Our experts will review your business requirements, assess and evaluate your bandwidth capacity and security options, and deliver UI design and the functionality you need to meet attendee experience requirements. Then, together, we'll craft a total event solution map to make sure your event will be engaging and highly effective.

Table 1 shows Cisco WebEx Video Streaming project management activities

<h3>Kickoff Meeting</h3>
<p>Get the ball rolling and start strategizing your event. Meet your Cisco project manager who will work with you to customize your needs and help you determine:</p> <ul style="list-style-type: none"> • Your registration fields • Email creation • Site branding • Your production needs
<h3>Start Planning Your Event</h3>
<p>Build your presentation. Collaborate with your Cisco project manager to finalize:</p> <ul style="list-style-type: none"> • Invitations • Registrations • Site branding and management • Technical requirements and specifications • Campaign management and lead tracking
<h3>Technical Rehearsal and Training</h3>
<p>Manage behind-the-scenes activities. Your Project Manager will guide you through the process and help you manage event activities. Your project manager will:</p> <ul style="list-style-type: none"> • Help you train and rehearse • Make sure all the details are in place – from speaker headshots and biographies to how to get the most from your PowerPoint presentation • Test the system with a technical dry run – make sure your presentation works properly

“The Cisco WebEx video streaming event doubled participation in our conferences, as half of the participants attended in person and half attended online.”

Norren Kamal
Director of Technology,
University of British Columbia (UBC)

Go Live with Your Event

Deliver perfectly synchronized broadcast-quality video, audio, and presentation over the web. Present with backstage assistance from your Cisco project manager who will:

- Assist your presenters with the technology
- Coordinate the online Q&A
- Start and stop the event
- Handle the live technical portions of the presentation
- Manage video acquisition

Postevent Deliverables

After the event, your project manager will:

- Give you a web link for on demand replay
- Provide with detailed final reporting on viewers, campaign statistics, and lead tracking
- Create a CD of your recorded event

Benefits

- Reduces event costs and increases ROI by using proven video event best practices
- Delivers live real-time video, audio, and content to any size audience in any part of the world
- Extends the life of your event and video content far beyond the live day event by archiving your content and making it available on-demand

Why Cisco Services

Cisco Services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. It's a network that works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence.

For more information about Cisco WebEx Video Streaming Service or other Cisco Services, visit www.cisco.com/en/US/products/ps10961/serv_group_home.html or contact your local Cisco account manager.

Cisco services. smarter *together*

