

How Cisco Uses Live Broadcasts and Video on Demand to Save Cost of Onsite Meetings

Streaming media broadcasts affirm the value of Cisco ACNS software and Cisco content delivery networks.

BUSINESS BENEFITS

- Reduced travel time and expense from fewer onsite meetings
- Minimized disruption of current sales activities
- Direct and rapid information delivery
- Streamlined content production and distribution
- Easier content management
- Improved employee feedback from online dialogue options

“The value of this event was huge—it allowed me to reach at least 90 percent of my 300 SEs in the emerging markets group in one session.”

– **Marcelo Durand, Cisco Emerging Markets SE Director**

During a period of organizational change, it is important to communicate with employees in a timely, efficient, and consistent manner. A common way to meet this need is to bring all employees together for onsite meetings, held at the company headquarters or another central location. When Cisco Systems® created a new sales group to serve emerging markets, it was clear that a traditional onsite meeting would not be feasible or cost-efficient—the group’s members were located on five continents.

The solution was an IP-based, live video broadcast and stored video on demand (VoD) modules from the group’s leadership team. The event featured several speakers, and presenter slides were shown during the broadcast. In addition, multiple sessions for questions and answers during the broadcast encouraged audience participation.

The live, global event was broadcast from a Cisco studio over the Cisco WAN using Cisco content delivery technology. To watch the

live event, viewers entered the event’s URL in a Web browser. Cisco content delivery systems automatically detected the viewer’s location and provided the best-available quality for the video stream. After the event, the producers created four VoD modules for employees who were unable to watch the live broadcast. These modules were available on the Cisco intranet the next day.

More than 250 systems engineers (SEs), individually and in groups, watched the live event from locations all over the world. In addition, nearly 100 viewers watched the VoD within two weeks after the event.

This event saved the time and travel expense usually incurred for an onsite meeting. Additionally, the event met its primary goal of effectively delivering information with minimal disruption of current sales activities. A survey of participating employees, conducted after the live event, indicated a high level of satisfaction with the session’s content as well as the quality of the audio, video, and slide display.

Streaming media delivers proven value for continued use. For Cisco IT, streaming media broadcasts validate the Cisco Application and Content Networking System (ACNS) software and the Cisco content delivery network as solutions for delivering timely and effective communications to employees worldwide. For the Cisco sales organization, the positive feedback about this broadcast event and the associated VoD has proven the value of using streaming media technology as an alternative to onsite meetings.

Case Study: http://www.cisco.com/web/about/ciscoitatwork/case_studies.html

FOR MORE INFORMATION

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