Enterprise Digital Signage

How Cisco Implemented Digital Signage Across the Enterprise

A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

  Provide fresh, relevant content to employees worldwide

- Solution

  Cisco Now: corporate news and information system combining infrastructure and content strategy

- Results

  Effective, timely employee communications

  Improved visitor services

  Low IT resource requirements

- Next Steps

  Use digital signage in new ways

Challenge

Provide fresh, relevant content to employees worldwide

- Cisco had digital signs but lacked a formal content strategy

  Content left up too long became outdated

  In some locations, screens were blank for part of the day

- Inefficient troubleshooting and support

  Different locations had different types of displays

- Long waits for provisioning

- Noncompliance with Cisco branding guidelines

- Treating each sign as a separate silo was inefficient

Solution

Cisco Now: Corporate News and Information System

- Collaborative effort:

  Workplace Resources provisions the digital signs globally

  Cisco IT provides the network infrastructure and troubleshooting

  Collaboration Business Technologies manages the engagement

  Employee Communications manages the creation and distribution of global content

Solution

Infrastructure: Cisco Digital Media System
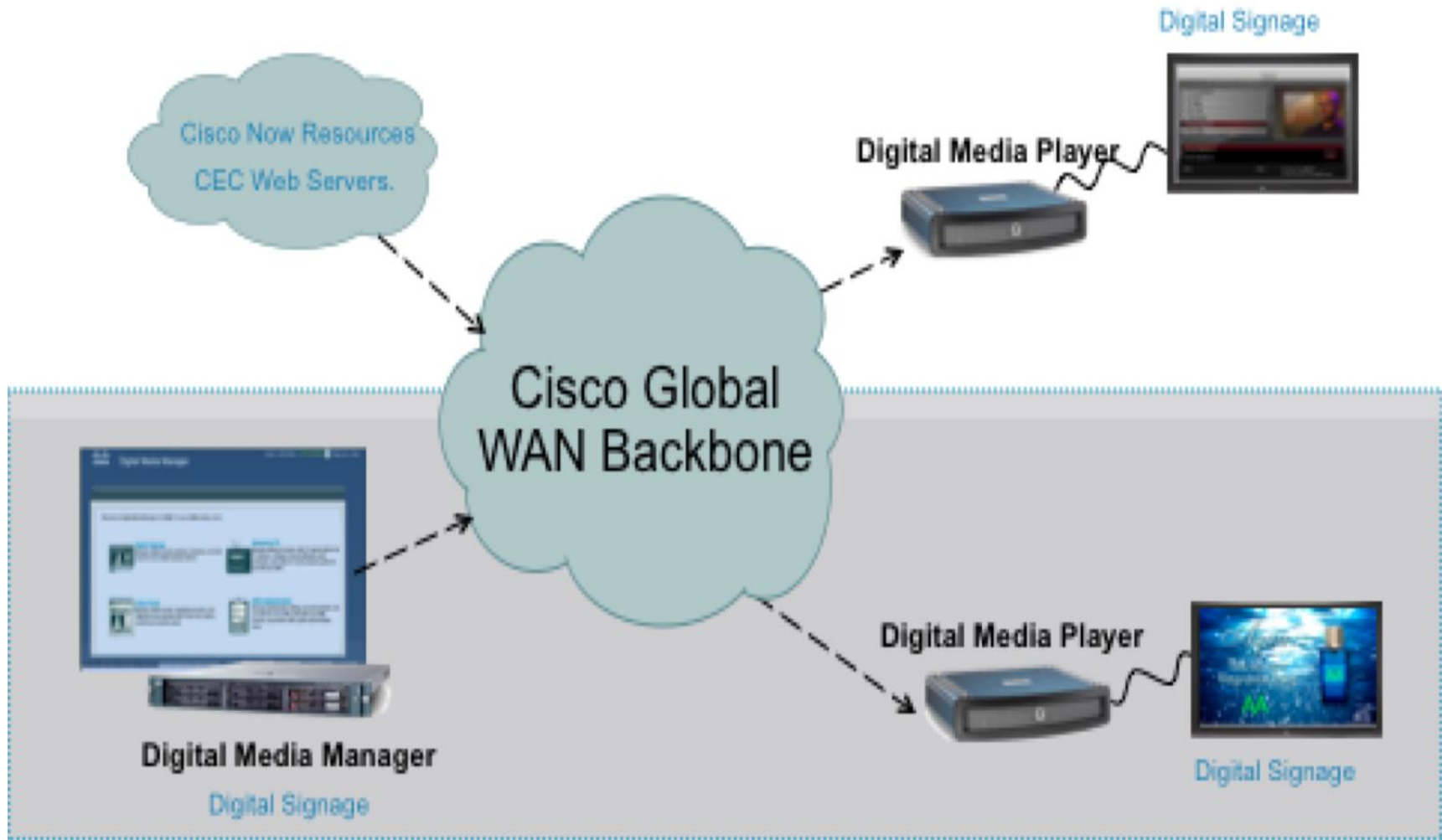
Solution

Infrastructure: Deploy DMS Signage Globally

Current Deployments (2009)
Planned Deployments (2010)
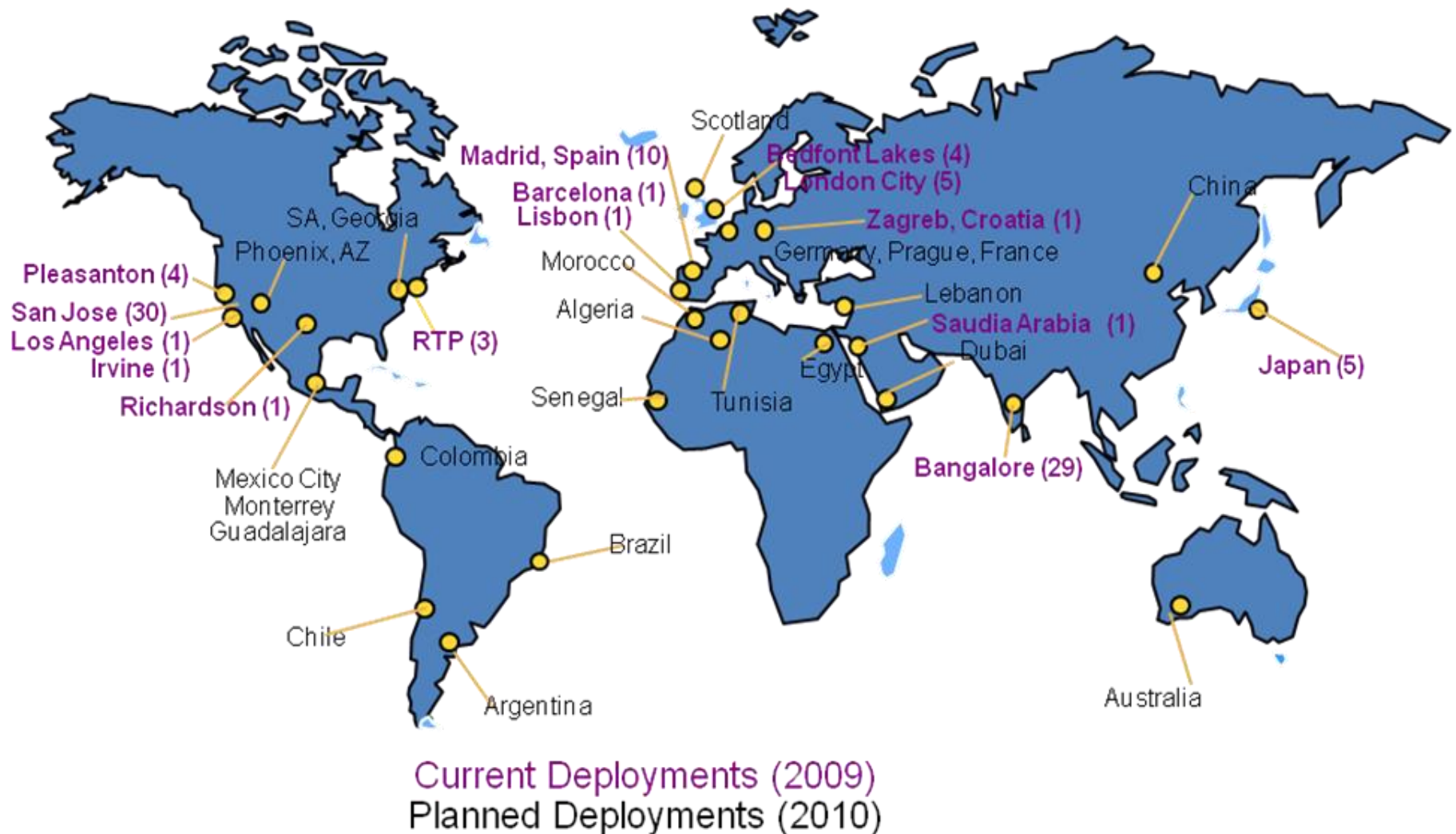
Solution

Content Strategy

- Content comes from two sources:

    Cisco Employee Communications creates rich-media content that supports corporate priorities

    Employees use template to submit content for announcements, facts, customer spotlights, awards, crisis communications, and more

Results

Effective, Timely Employee Communications

- Provides useful news

- Makes it easier to get messages out to global employees

- Complements Cisco intranet with news that is accessible at a glance, in short form

- Improves visitor services, replacing printed brochures in some locations

- Requires only two full-time IT resources for global deployment

"The content strategy was the missing link in our enterprise digital signage program."

Ihor Pacholuk

Program Manager, Workplace Resources, Cisco

Next Steps

Use Cisco Digital Media System in New Ways

- Schedule meeting rooms

- Reserve office space in flexible workplaces

- Display contact center metrics

- Add recorded and live video

- Add Enterprise TV

- Provide emergency wayfinding

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