



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Content left up too long became outdated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

Cisco Now



Q3 Financial Results

- Q3 Net Sales: \$8.2 billion; Cash Flows from Operations: \$2.0 billion
- Q3 Net Income: \$1.3 billion GAAP; \$1.8 billion non-GAAP
- Q3 Earnings per Share: \$0.23 GAAP; \$0.30 non-GAAP

News@Cisco Headlines

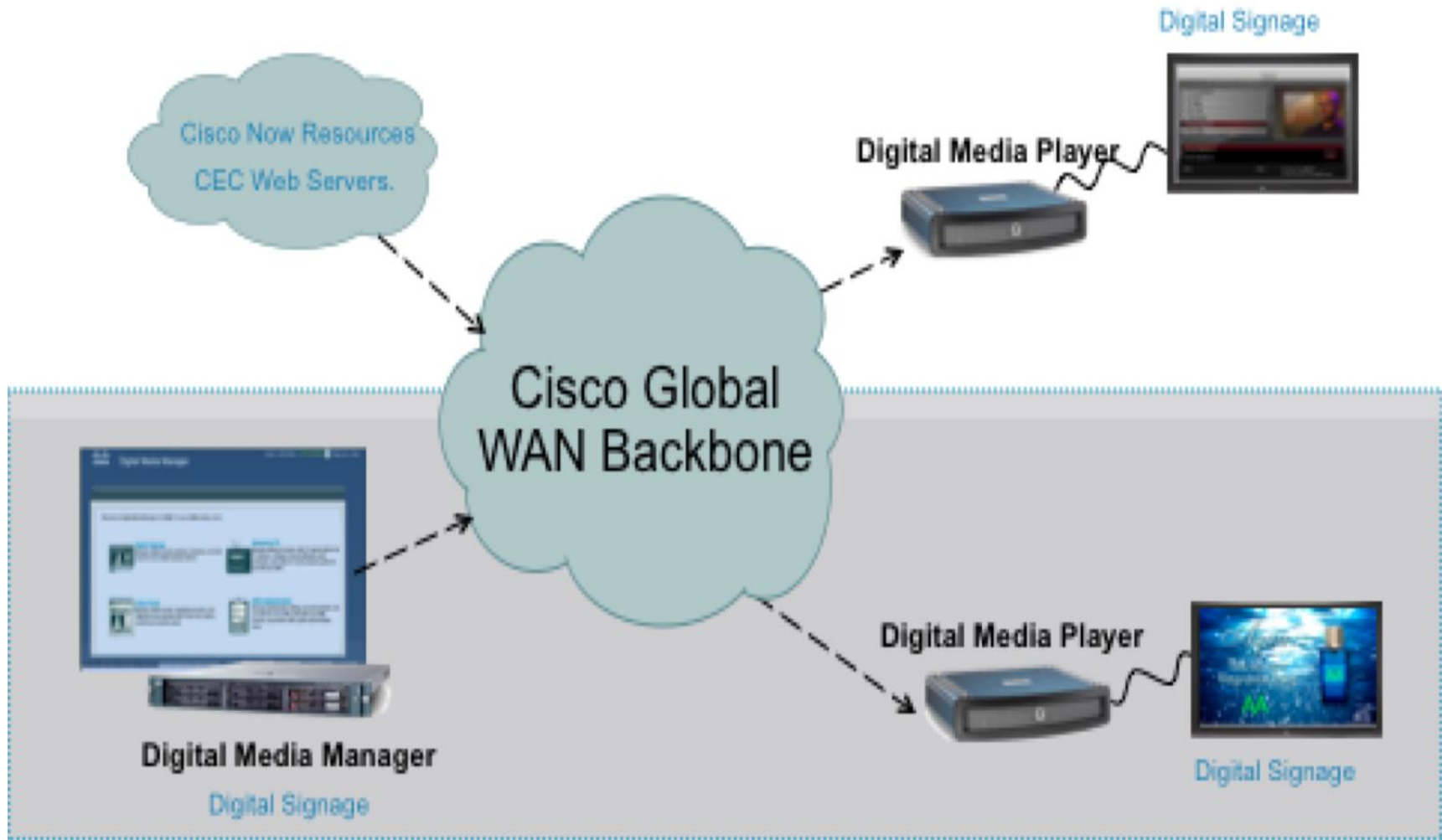
Cisco Networking Academy in Kenya Marks Fourth Year of Success in East African Region

11:07 AM

CSCO: 18.71
-0.02 (-0.10 %)

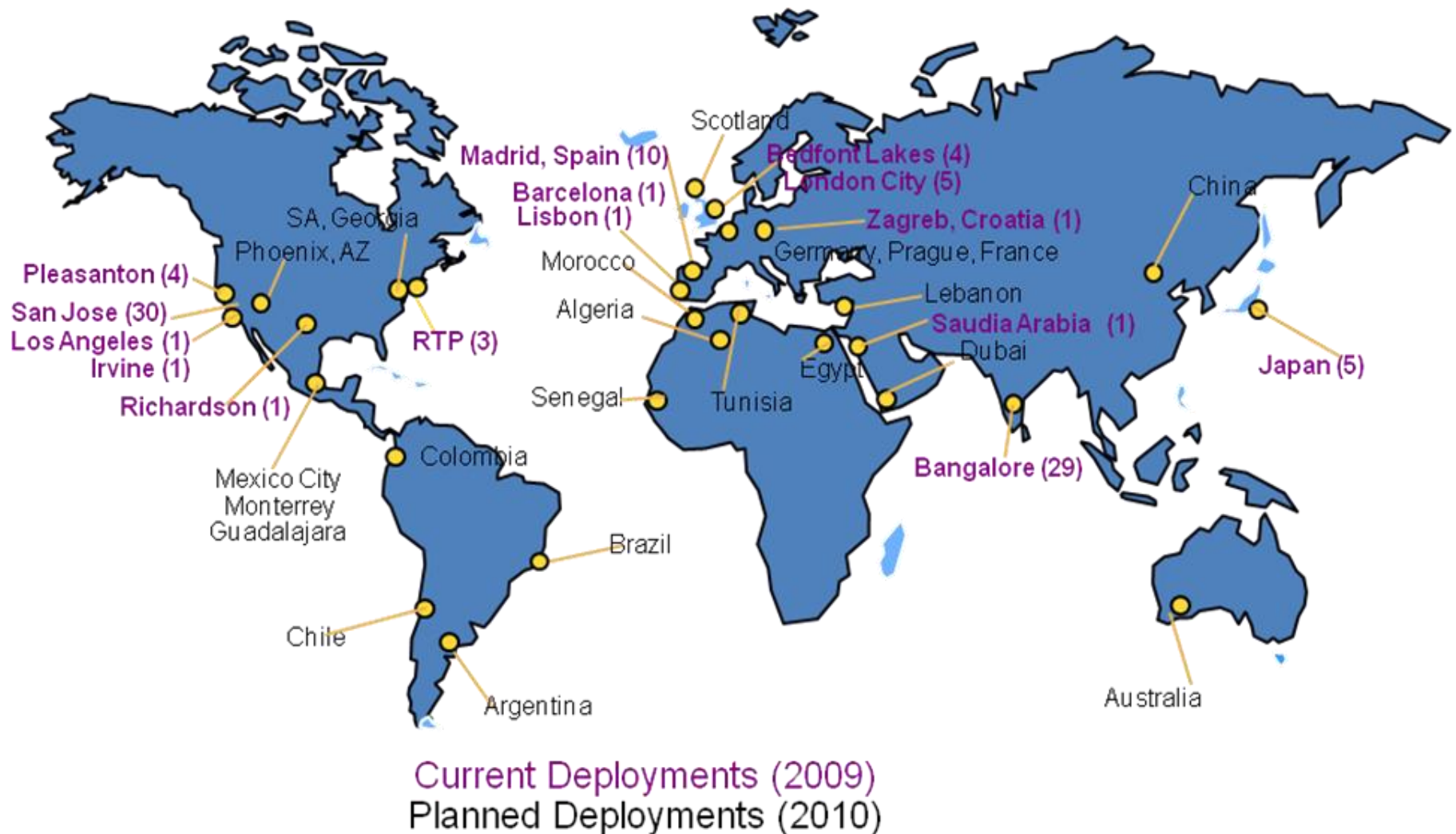
Solution

Infrastructure: Cisco Digital Media System



Solution

Infrastructure: Deploy DMS Signage Globally



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

The screenshot shows a web form for submitting content. On the left is a navigation sidebar with a 'Navigation' section containing 'C-Comms', 'Internal Communication', 'HQ News Content Submission', 'Cisco Now Content Submission', 'Cisco Now Format Examples', and 'Public Submission'. Below this is a 'My Links' section. The main form area has several sections: 'Contact Information' with fields for 'Contact Name' and 'Contact User ID'; 'Requested Runtime' with 'Start Date' and 'Stop Date' fields; 'Content Information' with a 'Target Audience' dropdown; an 'Image' section with instructions and a text input; a 'Format' section with radio buttons for Paragraph, Event, Bulleted List, Quote, Quiz, and Image; and a 'Message to Cisco Now Editor' text area. A yellow 'submit' button is at the bottom left. A legend at the bottom indicates that a red asterisk denotes a required field.

Navigation

- C-Comms
- Internal Communication
- HQ News Content Submission
- Cisco Now Content Submission
- Cisco Now Format Examples
- Public Submission

My Links

CONFIDENTIAL, CISCO CONFIDENTIAL, CISCO CONFIDENTIAL, CISCO CONFIDENTIAL

Content Information

- Contact Name:
- Contact User ID:

Requested Runtime

- Start Date:
- Stop Date:

Content Information

- Target Audience:

Image

Already have an image? Send high resolution image to sisconow@cisco.com

Need an image? Select image from [Cisco Marketing Library](#) and then enter the [Catalog Number](#)

Format

- Paragraph
- Event
- Bulleted List
- Quote
- Quiz
- Image

Message to Cisco Now Editor:

submit

* Denotes a required field

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

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

www.cisco.com/go/ciscoit




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