

Cisco Implements Digital Signage Across the Enterprise

Cisco teams collaborate to deliver fresh, useful, corporate-branded global and regional content.

Cisco regards digital signage as a valuable new medium to reach its more than 67,000 global employees. Digital signs complement the Cisco intranet, which provides in-depth articles, by displaying short, eye-catching messages with global, regional, or site-specific news or announcements.

In January 2007, Cisco Workplace Resources (WPR) began deploying digital signage in all new and renovated facilities and accepting requests for digital signs from global field sales offices. Initially, Cisco did not have a content strategy or formal standards for content, displays, or support. Digital signage was not as effective as it could be because of a lack of fresh, relevant content; inefficient troubleshooting and support; long waits for provisioning; and noncompliance with Cisco branding guidelines.

“Treating each sign as a separate silo was inefficient,” says Deena Delville, program manager, Collaboration Business Technologies. “We needed a collaborative effort from Cisco IT, WPR, and Corporate Communications. Specifically, we needed policies and processes to produce and display content that is suited for high-definition displays and that conveys the appropriate messaging.”

Cisco is achieving its objectives with Cisco Now, a corporate-branded, all-employee news and information system that dynamically delivers global and site-based content on high-definition, flat-panel displays. “The content strategy was the missing link in our enterprise digital signage program,” says Ihor Pacholuk, program manager for Workplace Resources. The Cisco Now program:

- Provides relevant global, regional, and local news and information in a brief, visually stimulating format
- Increases employee awareness and involvement with both global and local events and initiatives
- Deploys Cisco technology in a new way that improves employee awareness of and experience with Cisco solutions and serves as an example to customers

Cisco’s enterprise digital signage program includes infrastructure as well as the Cisco Now content strategy and process. The Cisco Digital Media System is a suite of applications for digital signage, desktop video, and Enterprise TV. All three applications share a single web-based management interface, which reduces management overhead. Digital signage for employee communications requires four components:

- Cisco Professional Series LCD displays or similar professional-grade LCD displays

- Cisco Digital Media Manager for centralized management and publishing of digital signage content
- Cisco Digital Media Player for displaying high-definition video, flash animation, graphics, and web content on a digital display
- Content

“The current content and rich-media style of Cisco Now places very little load on the network, so we didn’t have to make any changes to our infrastructure,” says Phani Bhaskar, IT project manager. Even though it is not required, Cisco uses the Cisco Application and Content Networking System (ACNS) Software on Cisco Wide Area Engines to distribute and stream digital media content to digital signs. Cisco ACNS prepositioning and caching capabilities will reduce WAN bandwidth requirements when Cisco begins streaming more video to digital signs.

Cisco supports the entire enterprise digital signage deployment with two Cisco Digital Media Manager systems in active-active mode, in Mountain View, California, and Bangalore, India. Each can support up to 1000 Cisco Digital Media Players and take over for the other if it fails. Failover requires that both Cisco Digital Media Managers have the identical templates, Digital Media Player registration, licenses, and monitoring through Cisco’s Enterprise Management (EMAN) system.

For more on how Cisco provisions, creates, monitors, and supports enterprise-wide digital signage, along with deployment lessons learned and next steps, see the full [Cisco on Cisco case study](#).



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

CCDE, CCVP, Cisco Eos, Cisco StadiumVision, the Cisco logo, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn is a service mark; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Event Center, FastStep, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0801R)