




Cisco on Cisco News

Inside Cisco IT

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Letter from the Editor

Welcome to the latest edition of the Cisco on Cisco News, where we are pleased to share real world information that comes directly from Cisco IT experts who have firsthand experience deploying Cisco products and solutions.

Featured in this edition:

- The IT Infrastructure Library (ITIL) framework helps Cisco manage the IT service lifecycle better and align more efficiently with IT and business goals
- The business drivers behind Cisco's media-ready network foundation, excerpted from the newly published Cisco IT case study
- A roundup of recent additions to the Cisco on Cisco website, including IT case studies, deployment in progress reports, and videos

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Features

THE ITIL FRAMEWORK IN ACTION



ITIL helps Cisco manage the IT service lifecycle better and align more efficiently with IT and business goals.

Several years back, Cisco IT began seeking how to bolster its focus on operational excellence. As the organization investigated service management best practices, it found that its work paralleled that of the British Office of Government Commerce-developed IT Infrastructure Library (ITIL) process framework. Today, Cisco IT has adopted the ITIL framework broadly.

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BUILDING A MEDIA-READY NETWORK



By planning for bandwidth and QoS, Cisco IT is ready for more video traffic on the corporate network.

From video downloads on an Internet site to company broadcasts to live meetings, video traffic is increasing on many corporate networks. Cisco has long transported many varieties of video traffic, along with data and voice, across its converged IP network.

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New Enterprise Site Dedicated to Top Business Trends and Aligning IT to Business with Architecture

Transform your business. That is the focus of the newly launched [Enterprise site on Cisco.com](#). To succeed in today's competitive, changing business climate, your enterprise needs to work together better and accelerate business processes, bridge technology domains and create shared virtual services, and explore new business models to speed growth and innovation in a networked world. Three top business trends form the cornerstone of this transformation: collaboration, virtualization, and Globalisation. Through multimedia content (videos, podcasts, and blogs), IT executive perspectives, case studies, white papers, and articles, Cisco sheds light on the business and operational benefits of acting on these business realities. Also new, [Architecting the Enterprise](#) provides a variety of resources on aligning your technology architecture with business priorities. Learn about a consistent architectural approach that builds upon your existing network foundation, and provides reusable infrastructure services that secure, optimize,

and enhance the processes and applications that you use to run your company.

What's New from Cisco on Cisco

Latest Cisco IT Case Studies

New case studies describe how Cisco IT has deployed products and solutions and the business drivers for deployments. The following IT case studies are now available on the Cisco on Cisco website:

- [Data Center Case Study Update: SAN for ERP Data Storage](#)
- [Data Center Case Study Update: SAN Switch Interoperability in Migration](#)
- [TelePresence Case Study: Cisco TelePresence Benefits](#)
- [Unified Communications Case Study: Media-Ready Network](#)
- [Unified Communications IT Deployment in Progress: Cisco Unified Presence and Unified Personal Communicator](#)

New Video: Media-Ready Network Discussion

This short technology video, presented in a discussion format, describes how Cisco IT developed a strong architectural plan, preparing the network foundation to support a wide variety of voice, video, and other media on a single network. http://www.cisco.com/web/about/ciscoitatwork/tech_tutorial/media_ready_network.html

Cisco IT Highlights

Get the latest news on what is happening within Cisco IT:

- August 14: [Cisco Prepares for Growing Video Traffic with a Media-Ready Network](#)
- August 6: [Validating the Environmental Benefits of Cisco TelePresence](#)
- August 1: [New Data Center Supports Cisco Business Growth](#)

Correction

In the Second Quarter 2008 edition, we reported that four popular Cisco IT data center and mobility case studies have been translated into Arabic, Czech, German, Italian, Korean, Polish, Portuguese (Brazil), Russian, Spanish (Europe), Spanish (Latin America), and Turkish. To date, these four case studies have been translated into Arabic, in addition to Chinese, French, and Japanese. We

apologize for any inconvenience this error may have caused. Find all of the Cisco on Cisco translated content at <http://www.cisco.com/web/about/ciscoatwork/translated/index.html>.
