

# Cisco IP/VC Videoconferencing Applications

How are businesses using IP/VC products today?

## ***Training***

As technologies change and the global marketplace grows, employees need more training than ever to keep their businesses competitive and running at peak efficiency. Today enterprises spend between two and eight percent of their payroll on employee training—including time away from the job and travel expenses. Cisco IP/VC products enable interactive learning experiences—right at the desktop!

## ***Business meetings***

As companies disburse geographically, splitting teams across states, or even continents, it's still possible to foster open, rapid, spontaneous communications by videoconferencing. It's faster and more cost-effective to meet in video-enabled conference rooms, in each location, to remove geographical distances.

## ***E-learning***

In education, the quality, number of classes offered, and number of students reached depend on the number and location of instructors.

E-learning, leveraging IP/VC network products, is the low-cost, high-impact way to extend interactive learning experiences to greater numbers of students. In a video-equipped classroom, students can have an interactive learning experience, just as they would in a regular classroom. Videoconferencing extends the reach of a single instructor to many students in various locations.

## ***Corporate communications***

Using IP/VC IP-based videoconferencing, it's easy to make your organization much more effective because it enables the consistent, interactive communication of corporate direction, philosophy, and policies—regardless of where your employees work, all over the world.

## ***Briefings***

Legal and press briefings and interactive question and answer sessions often require travel. IP/VC-enabled networks mean that attendees never have to leave their offices, and can attend briefings, getting the information and answers they need.

## ***Kiosks***

With 24-hour videoconferencing kiosks, located in airports, banks, or shopping centers, customers can make transactions of all types at any time of day or night for “face-to-face” interactive business services.

## ***Customer service***

IP/VC network products enable new levels of customer service. While standard help lines let customer support specialists talk customers through problems, interactive video support can let them see the problem, and can help customers—or onsite engineers—fix the problem in a fraction of the time.

## ***Human resources***

In the expanding global economy, new sites and new business opportunities stretch hiring needs across continents and countries. Personnel departments and hiring managers can use IP/VC videoconferencing to screen candidates before having them travel, or even complete the entire hiring process for new employees in distant cities.

## ***Telemedicine***

It's often difficult to get the right physician and patient together, especially if the travel time poses a hardship to the patient. Sometimes instant opinions are needed; other times the terrain makes travel difficult. Today, thousands of health professionals use videoconferencing systems. An IP/VC solution drives down the cost of medical services delivery while extending important medical capabilities to expanding patient bases.

## ***Banking***

Banks that are already network enabled can easily use video to deliver personal, one-on-one service to customers at a variety of sites. IP/VC systems enable supermarkets, drug stores, and shopping malls to function as banks, by connecting customers with the banking experts who can help them.

## ***Education***

Colleges and universities use videoconferencing to extend their reach through extension programs in the community. Using Cisco IP/VC, students can join the class from all over the country—increasing revenue and driving down costs for sponsoring institutions.



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