



# Fact Sheet

## Executive Summary

- **Cisco® TelePresence** solutions are attractive because they are proven, **can be implemented today, save money**, and reduce greenhouse gas (GHG) emissions. Benefits include:
  - **Cross-cultural continuity** – with rapid globalization; language and cultural boundaries can become problematic. Seeing who you're speaking with can reduce confusion and speed decision making.
  - **Cut travel costs** by connecting at a moment's notice with customers, partners, and co-workers.
  - Foster **innovative collaboration** by having stakeholders sit at one virtual table.
  - **Improve quality of life and morale** by gaining leisure time.
  - **Make the organization "greener"** by using technology more effectively and traveling less.
- In April 2010, **Cisco completed its acquisition of TANDBERG**, a global leader in video communications. The consequent combined product lines will help accelerate Cisco's vision of changing the way people communicate and collaborate by delivering simple, unique and interoperable collaboration experiences.

## Cisco Australia and Global TelePresence Customers

- The **Australian Federal Government** is **first federal government in the world to deploy Cisco TelePresence** across the nation.
- The **Australian Government 2.0 Taskforce held meetings via Cisco TelePresence**. Its **final report was presented** to the Minister for Finance and Deregulation Lindsay Tanner and Special Minister of State, Joe Ludwig in Parliament House in Canberra via Cisco TelePresence.
- The **Football Federation of Australia will be using Cisco TelePresence** to share information and collaborate in virtual face-to-face meetings as it prepares its bid to bring the FIFA World Cup to Australia.
- Starwood's **Sheraton on the Park in Sydney** is the **first in Australia to unveil a public Cisco TelePresence** meeting suite. Now hotel guests and corporate clients can be brought together in a true-to-life meeting setting across time zones and long distances.
- In an Australian first, **Telstra** offers **business-to-business Cisco TelePresence** to enterprises and governments.
- Cisco Australia helped **reunite a family after more than 50 years of separation**, using Cisco TelePresence.
- Facing a shortage of skilled clinicians and an increased demand for cochlear implants, the **Sydney Cochlear Implant Centre** is using Cisco TelePresence to **increase service delivery (18%) while improving quality of care**.
- In the ABC's 7:30 Report, viewers heard Mike Quigley share how **NBN Co** is using Cisco TelePresence between its Sydney and Melbourne and saw how **Grampians Rural Health Alliance** is also using Cisco TelePresence to make a dramatic impact in delivering healthcare to rural Australia. To view segment, go **here** and click on video on right-hand side.

## The Biggest Cisco TelePresence User on the Planet: Cisco

- Over the past three years, more than 333,000 meetings held globally using Cisco TelePresence have saved the company more than 136,000 metric tons of carbon emissions and US\$253 million in travel costs.
- Locally in Cisco Australia and New Zealand, use of Cisco TelePresence and other collaboration technology translated to a 22% reduction in discretionary expenses in FY09 while maintaining customer satisfaction.

## Fast Facts about Cisco TelePresence Technology

- Native high-definition 1080p video and multichannel, spatial audio with echo cancellation and interference filters to eliminate feedback from mobile devices.
- Depending on resolution, requires 1 Mbps to 5 Mbps of bandwidth.
- Participants can meet in many rooms at once, in up to 48 locations in one meeting.