



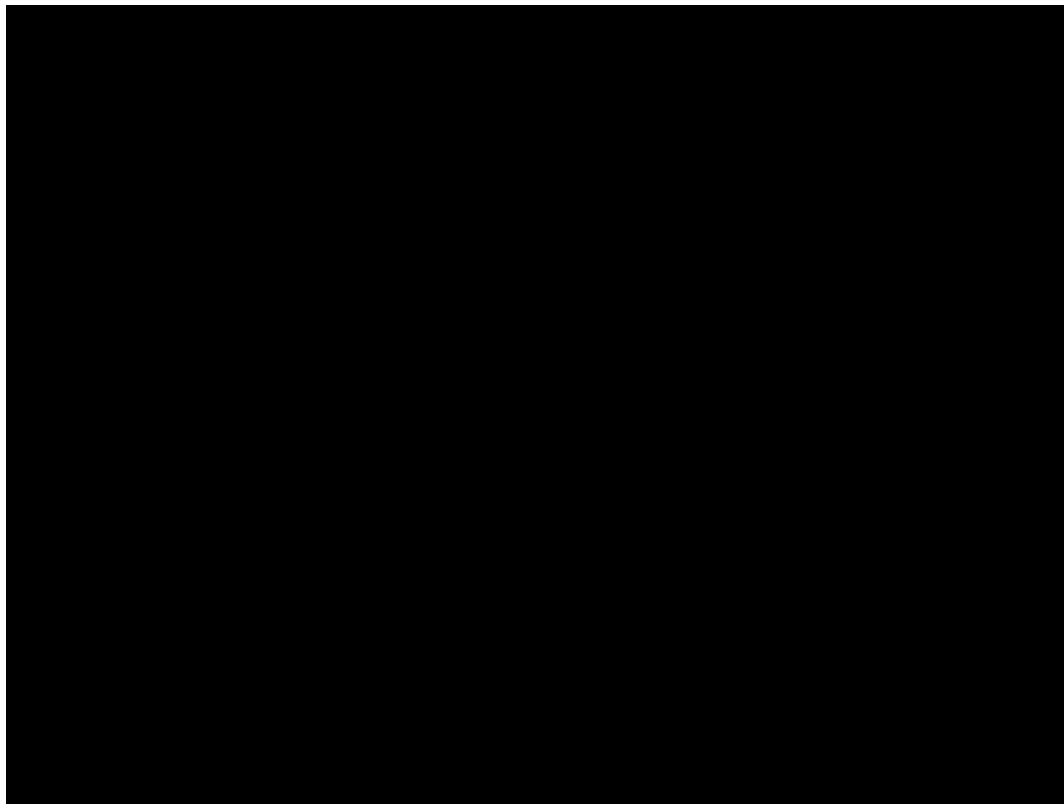
Cisco Expo
2008

Cisco Digital Media
Neue Wege der Unternehmens-
kommunikation



Roland Köster
Business Development Manager

Did You Know

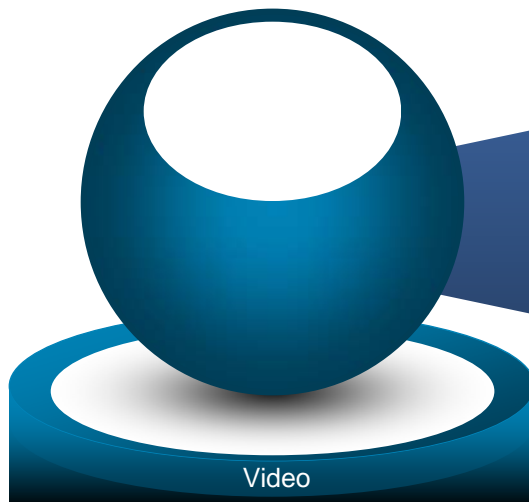


Cisco Enterprise Video Strategy

Delivering an Intelligent, Converged Environment for Video



Video Streaming shaping how Enterprises communicate



Live Event Streaming
Rich Media Webcasting
Video-on-Demand

Key end-user benefits:

Enhance corporate communication

Increase end-user productivity / Training

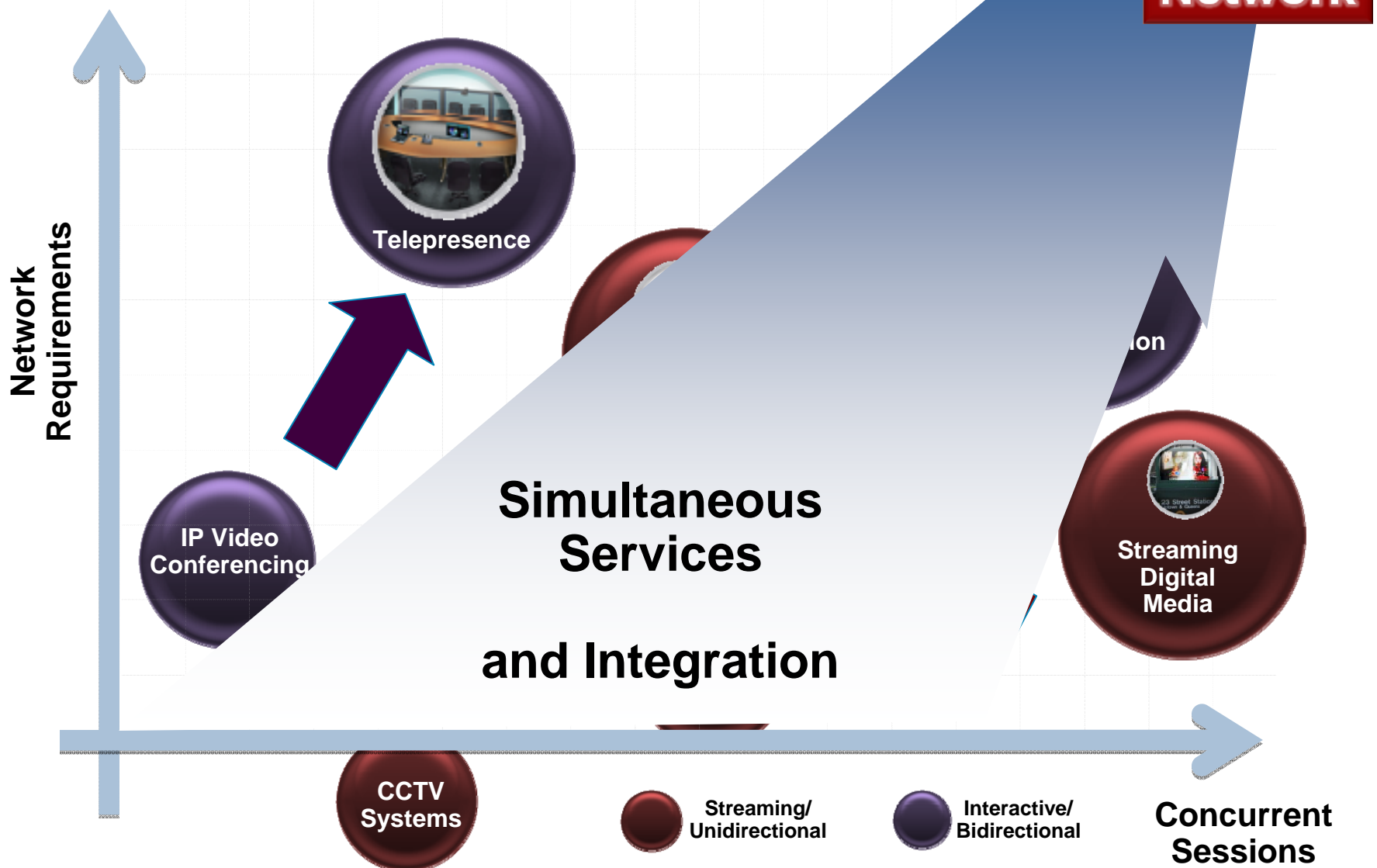
Accelerate new product introduction

“By 2008, **80% of enterprises will use video** or rich media as part of their overall training and corporate communications plans.”

“Within 3 years, **webcasts will be an essential part of business productivity tools.**”
- Gartner

Enterprise Video

Increasing Demands on the Network



The Digital Media System

One Platform

- **Comprehensive:** One solution for desktop video and digital signage
- **Scalable:** To many thousands of users and signs
- **Centralized:** Web-based content management
- **Integrated:** With underlying network for optimal content delivery

Digital Media Manager



Digital Signage

- Application for broadcasting video, audio or graphical content to digital signs
- Common uses include marketing/ branding to customers in stores/ branches, training and communications
- Targeted application for specific usage in retail, branch banking, government, education, transportation, hospitality.

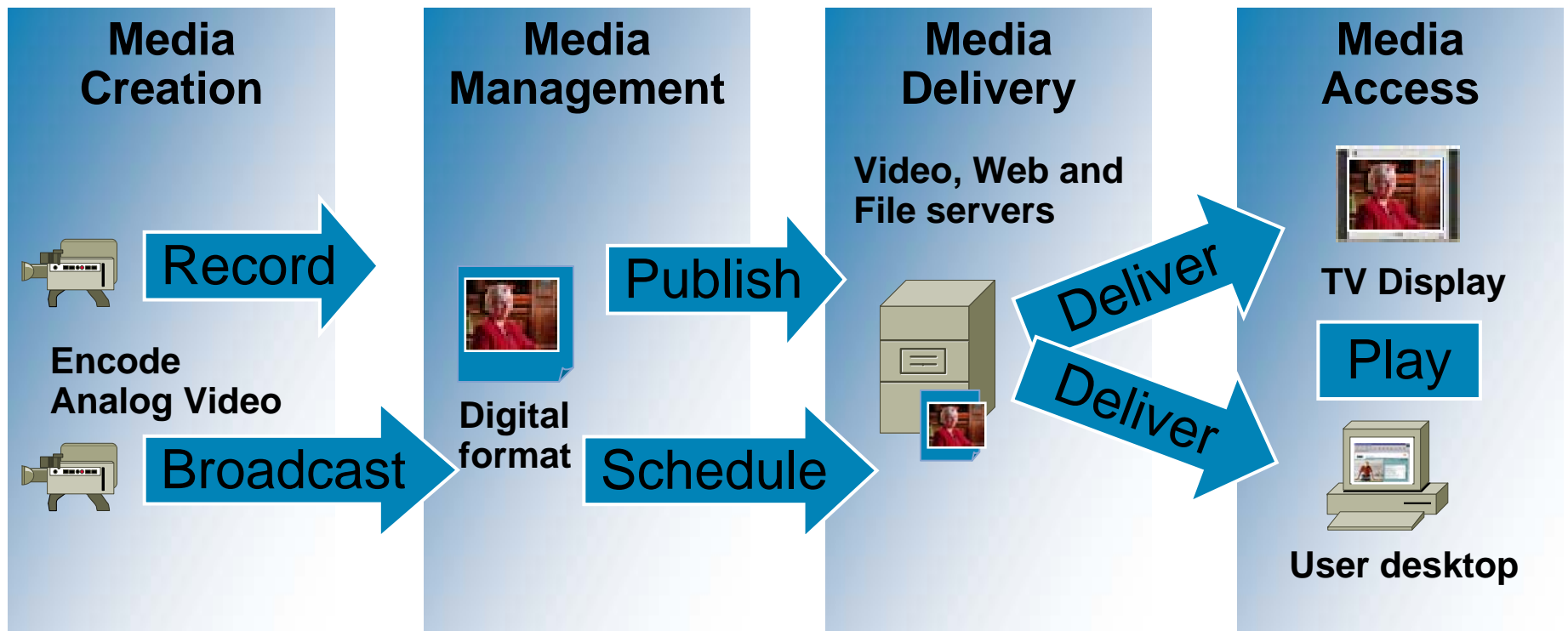


Desktop Video

- Application for live broadcasting and VOD to the desktop
- Common uses include executive/internal communications, training, or external marketing to customers
- Horizontal application for broad business use

Two Options

Digital Video lifecycle in the Enterprise



End-to-End Cisco Digital Media Desktop Video and Digital Signage

Media Creation



Digital Media Encoder 1000



Digital Media Encoder 2000



Scientific-Atlanta D9032 Encoder

Media Management

Digital Media Manager



Video Portal Module



Digital Signage Module

Media Access



Cisco Video Portal



Cisco Digital Media Player

Media Delivery Networks (Cisco ACNS)



Content Distribution Manager (CDM)



WAE Appliance



ISR-NM





Media Delivery Engines (WAE)

Digital Media Systems



Video Portal Solution

Desktop Video Applications

Sales and Marketing	Corporate Communications	Training	Information Sharing
			
<ul style="list-style-type: none">▪ Marketing videos that grab viewer attention▪ Compelling product and service information▪ Provide a human face on content▪ Increased customer satisfaction	<ul style="list-style-type: none">▪ Direct line of communications to employees or customers▪ Global corporate messaging consistency▪ Immediate executive communications▪ Live broadcast of company events	<ul style="list-style-type: none">▪ Cost-efficient training to remote employees▪ Information consistency across channels▪ Power of video—users retain more information▪ Increased ability to absorb information in searchable segments	<ul style="list-style-type: none">▪ Instant communications for rapid response▪ Informational videos available on-demand▪ Breaking news relevant to employees

Cisco on Cisco

News at Cisco Corporate Newsroom

- Over 13.8 million unique visitors—global
 - Downloaded by: press, analysts, partners, customers, instructors, investors, employees
- 500+ videos available
 - Topics include: business highlights, product demos, customer testimonials, etc.
- 2+ million streams per year
- 32,000+ downloads per year



<http://newsroom.cisco.com>

Brought to You by the Cisco Digital Media System

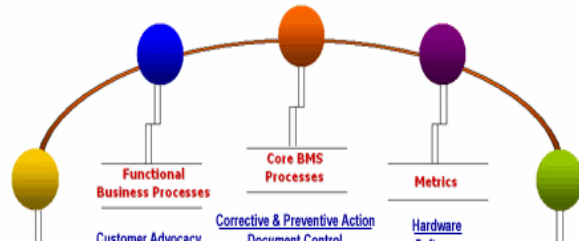
“Cisco has taken aggressive steps to use video internally for marketing, PR, executive communications, e-learning, and field training. Cisco Digital Media System is a pivotal foundation for us to be able to effectively deliver digital media across the enterprise.”

– Dan Scheinman, SVP and GM, Media Solutions Group

Influence of Business Benefit for Cisco: Cisco ISO Company Audit



Cisco's Business Management System: ISO/TL 9000 & ISO 14000



- **Challenge**

Provide consistent process training globally for ISO 9001 & 14001

Cost estimate: **\$1.4M in 9 months**

- **Solution**

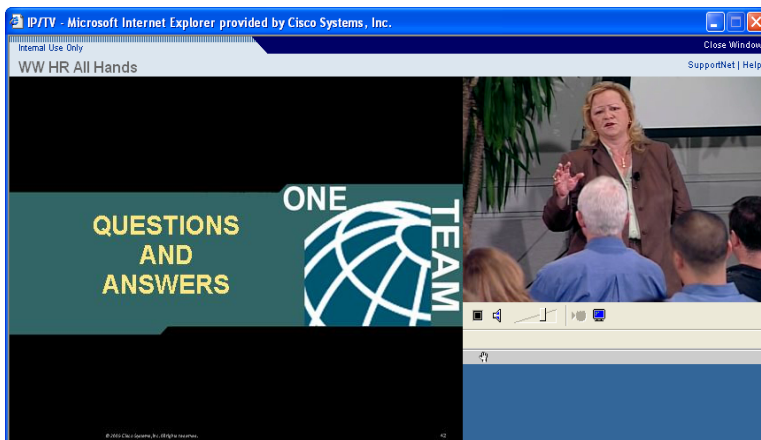
VoD/AoD, white papers, pre/post test
Custom content for Cisco processes

- **Results FY2004**

Trained ~22,000 employees and ~170 auditors from start to finish **\$32,000 in 3 months**

Passed audit & identified areas for continuous improvement

Rated #2 out of 500 companies that year, only 7 minor infractions found



ROI–Cisco IOS Bug

Emergency Process Implementation

- **Challenge**

Emergency bug

One Support Engineer had fix

Train 430 Support Tech's on fix

- **Solution**

25 Minute VoD created on laptop

- **Results**

Trained ~ 430 employees worldwide

Trained within 48 hours



The image shows a man in a white shirt leaning over a desk with multiple computer monitors in a server room. Overlaid on the bottom half of the image is a video player window. The video player shows a presentation slide titled "The Security Wheel™". The slide features a central yellow circle labeled "1) CORPORATE SECURITY POLICY" with four arrows pointing to surrounding boxes:

- 2) SECURE: Firewall, Encryption, Authentication (PIX, IOS FW, IPSEC, CiscoSecure)
- 3) MONITOR and RESPOND: Intrusion Detection (NetRanger)
- 4) TEST: Vulnerability Scanning (Cisco SPA Service, NetSonic)
- 5) MANAGE and IMPROVE: Network Operations and Security Professionals or Managed Services (IBM Global Services, NetSolve Managed Services)

The video player interface includes a "Table of Contents" on the left with links to various topics like Business Process, Business Analysis, Security Services, Security Mechanisms, Strength Trust Assurance, State of Security2, Issues With Where We Are, and Vulnerabilities to.

Cisco Digital Media Manager for Desktop Video

Centralized Digital Media Management and Publishing

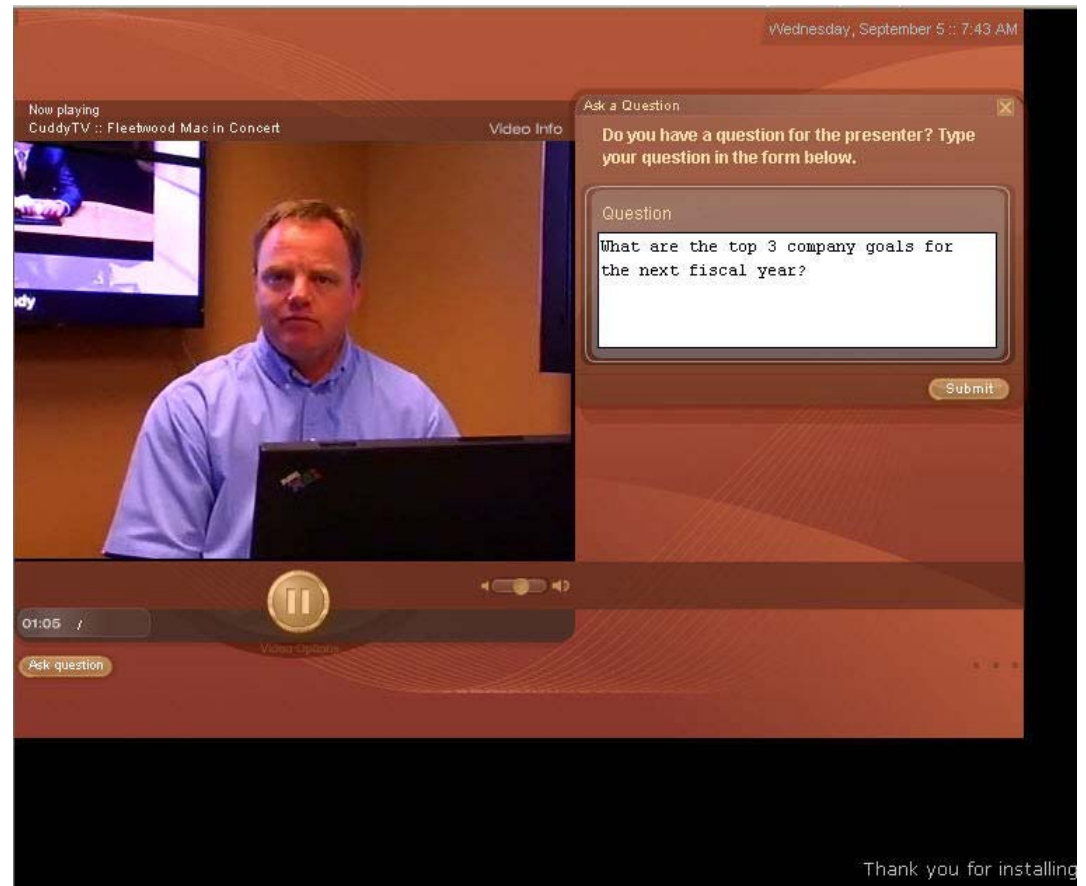
- Robust, Web-based content management features
- Flexibly, remotely publish content to Cisco Video Portal endpoint
- Easily customize Cisco Video Portal interface
- Live Event Module allows for slide synchronization and Q&A



Cisco Video Portal

Easy Access to Digital Media

- Personalized playlists
- Advanced player controls
- View synchronized slides
- Submit questions during live events
- Login and authentication through DMM

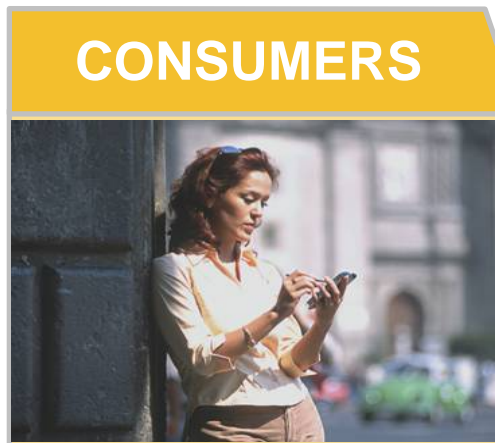


Digital Media Systems



Digital Signage

An amazing alignment of positive factors ...



Messages dilution : Customers tend to « tune out »

Digital Signage Technology Evolution

Yesterday:

High Operational Costs,
Low Flexibility

Today:

High Reliability and
Flexibility, Easy Deployment
and Operations

Tomorrow:

Video Surveillance, RFID,
Cisco TelePresence, etc.

Technology Evolution

New Opportunities

Phase 1:

Standalone
PC-Based



Phase 2:

Networked
PC-Based



Phase 3:

Networked Media
Player-Based





Phase 4:

“Smart” Signage



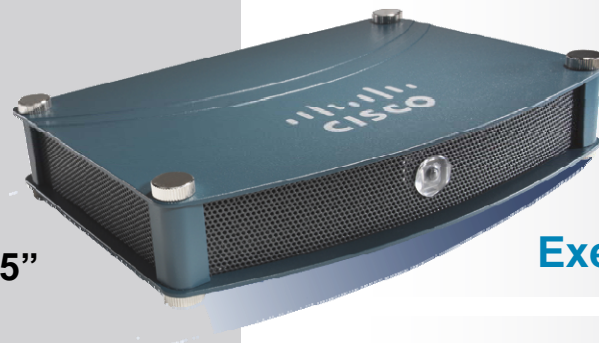
Digital Signage Market

Digital Signage Applications

Sales and Marketing	Corporate Communications	Training	Information Sharing
			
<ul style="list-style-type: none">▪ Promote, cross-sell, and up-sell▪ Product/service differentiation▪ Enhanced store experience▪ Reduce perceived wait time▪ Advertising revenue	<ul style="list-style-type: none">▪ Direct line of communications to customers▪ Corporate messaging consistency▪ Internal, executive communications▪ Live broadcasting of company events	<ul style="list-style-type: none">▪ Cost-efficient training to remote employees▪ Information to break rooms, lobbies, etc.	<ul style="list-style-type: none">▪ Directional signage (way-finding)▪ Instant communications for rapid response▪ Emergency/crisis communications▪ Breaking corporate news relevant to employees

Cisco Digital Media Player (DMP)

- MPEG 1/2/4 in SD and HD, graphics, web content, text (tickers)
- Full screen video or screen zoning
- Customizable on-screen templates
- Remote management of display (on/off, volume, contrast, brightness)
- IP-network addressable and upgradeable
- Security: Hardened device
- Local storage, high availability and automatic failover
- Small form factor: 7.5" x 5" x 1.5" at 1lb.
- Low power consumption
- High reliability: 105,242 hours (12 years)
- RS232 Connection
- 2GB Flash SD card



Advertisements/Marketing

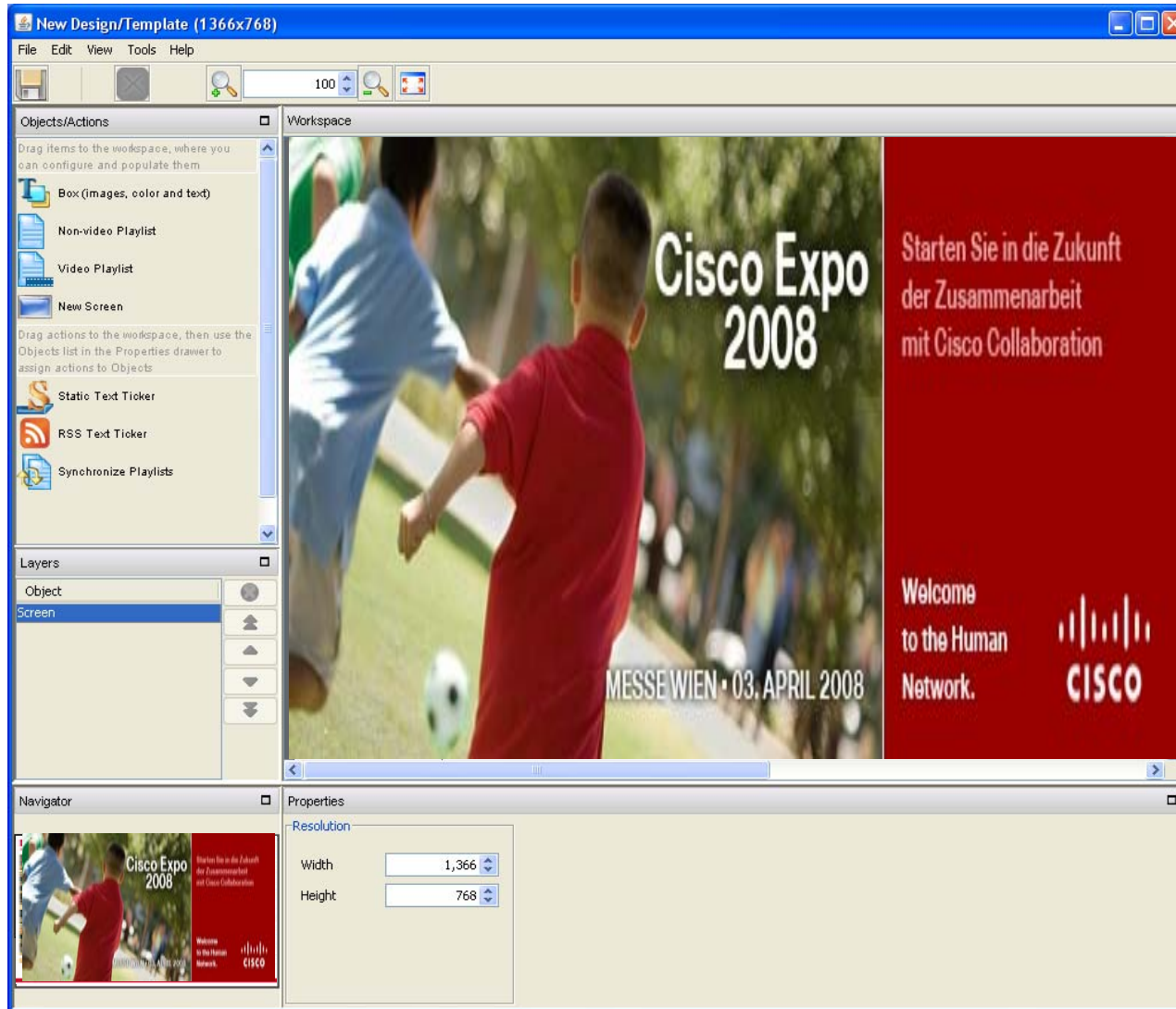


Executive Communications



Schedules/Information

Personalized Template



Digital Signage Scheduling

The screenshot displays the 'DIGITAL MEDIA MANAGER' interface. At the top, there is a navigation bar with tabs for MEDIA, DESIGNS, SCHEDULES, DIGITAL MEDIA PLAYERS, SETTINGS, and HELP. A dropdown menu shows 'Digital Signage Module'. Below this is a sub-navigation bar with 'FUTURE DEPLOYMENT | immediate deployment | reports' and a 'HOME' link.

The main content area is titled 'SCHEDULES >> FUTURE DEPLOYMENT' and shows the 'Server Date/Time: Wed Dec 05 06:03:26 CET 2007'. On the left, a 'Select Target Date' section shows a calendar icon and 'Current Target Date 5/12/07'. The main task configuration area includes:

- Applications: Digital Media Designer
- DMP Groups: ALL DMPs
- How Often: Once
- From: 5/12/07 11:10
- To: 11:10 AM
- Duration: 00:00

Below the configuration are buttons for 'Add Task', 'Update Task', 'Multiply Task', 'Remove Task', 'Save', and 'Publish'. The main scheduling grid shows a timeline from 12:00 to 17:00. A task for 'Cisco Expo Wien' is scheduled in two blue bars: one from 12:00 to 13:00 and another from 16:00 to 17:00. The grid is divided into 'DMP Groups' (ALL DMPs) and 'External Servers'.

At the bottom, there is a footer with contact information: 'For assistance, contact SupportAdmin@company.com. © 2007, Cisco Systems, Inc. All rights reserved. [Privacy Policy](#).' A status bar at the very bottom shows 'Done'.

Horizontal Stand-Alone Sample Designs

Cisco Company Store

Enter Cisco Company Store Daily Drawing You Could Win:

- Cisco Press Library Set (Your Choice of 12 Books)
- IPOD Video
- \$50 Gift Certificate
- MP3 Player and more...

Enter by taking our online store survey located outside the store

Powered by

Visit the Cisco Store online at www.cisco.com/go/marketplace/

VALENTINE'S kafe

MENU

Fried Green Tomatoes
Our signature dish: Lightly breaded sliced green tomatoes, sauteed in olive oil, sprinkled with mozzarella and parmesan, on a bed of tomato sauce. \$5.95

Stuffed Mushroom Caps
Jumbo mushroom caps, piled high with a savory blend of cream cheese, crabmeat, garlic and herbs, nestled on a bed of tomato sauce. \$6.95

Bruschetta
Toast points with a traditional pesto and tomato basil relish. \$6.95

Salads

Fried Green Tomatoes
Our signature dish: Lightly breaded sliced green tomatoes, sauteed in olive oil, sprinkled with mozzarella and parmesan, on a bed of...

Today's special:
House-made meatballs, tomato sauce, mozzarella and parmesan cheeses, served on ciabatta bread \$9.95

10m • Miguelle: 43m • Joe: 11m • Peter: 1h 20m • Mary: 3m • Robert: 13m • George: 45m

University Programs
2006 Schedule Humanities Center

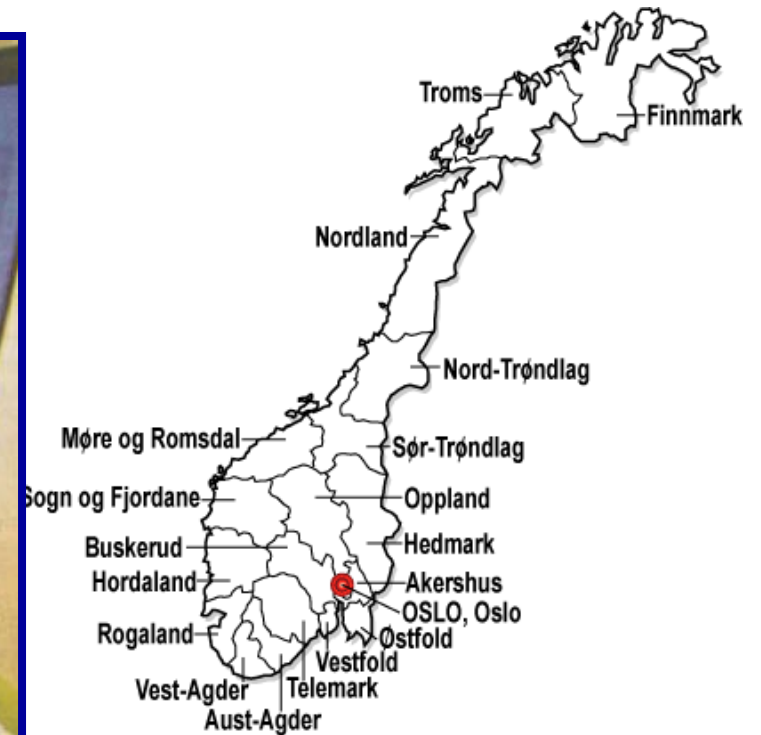
Date	Course	Time
Monday	Critical Studies in New Media Chris Witmore	10:00 AM - 11:00 AM Auditorium 2
Tuesday	Social Ethics and Normative Theory Kieran Setiya	12:00 PM - 2:00 PM Auditorium 4
Wednesday	Enlightenment and Revolution Marshall Brown	5:00 PM - 6:30 PM Auditorium 3
Thursday	Politics of Action TBA	4:00 PM - 8:00 PM Auditorium 5
Friday	Identities Tobin Siebers	4:00 PM - 6:00 PM Auditorium 1

ARRIVALS					DEPARTURES				
FLIGHT	GATE	SCHED	STATUS	ARRIVING FROM	FLIGHT	GATE	SCHED	STATUS	DEPARTING TO
218	A6	8:40	IN-RANGE	LOS ANGELES	332	C2	10:00	ON TIME	LOS ANGELES
228	A1	8:50	ON TIME	SAN DIEGO	788	B1	11:40	ON TIME	LOS ANGELES
248	B2	9:00	ON TIME	LAS VEGAS	728	A1	10:10	ON TIME	SAN DIEGO
217	D3	8:10	ON TIME	PHOENIX	948	B2	10:10	ON TIME	LAS VEGAS
219	C4	8:40	ON TIME	SAN DIEGO	517	D3	10:20	ON TIME	PHOENIX
221	B3	8:50	ON TIME	AUSTIN	319	C4	10:30	ON TIME	SAN DIEGO
522	A9	9:10	ON TIME	LAS VEGAS	771	B3	10:40	ON TIME	AUSTIN
231	A6	9:20	ON TIME	LOS ANGELES	322	A9	10:50	ON TIME	LAS VEGAS
720	A11	9:30	ON TIME	SEATTLE	661	A6	11:00	ON TIME	LOS ANGELES
222	A7	9:30	ON TIME	BURBANK	518	A12	11:00	ON TIME	SEATTLE
593	C5	9:40	ON TIME	SPOKANE	717	A7	11:10	ON TIME	BURBANK
756	B6	9:40	ON TIME	LOS ANGELES	516	C5	11:20	ON TIME	SPOKANE
828	A2	9:50	ON TIME	LOS ANGELES	312	B6	11:30	ON TIME	LOS ANGELES
429	B1	9:50	ON TIME	LOS ANGELES	337	A2	11:40	ON TIME	LOS ANGELES
838	C2	9:50	ON TIME	LOS ANGELES	234	D6	10:10	ON TIME	LOS ANGELES
729	A1	9:50	ON TIME	PORTLAND	928	C2	11:50	ON TIME	ONTARIO
398	A4	11:50	ON TIME	LOS ANGELES	798	D6	11:50	ON TIME	ORLANDO
269	A3	11:50	ON TIME	SEATTLE	437	B2	11:40	ON TIME	LOS ANGELES

9/25/2006 6:35:17 AM

rates more than 3,400 flights a day on United, United Express® and TedSM to more than 200 U.S. domestic and

Gaming / Lottery



Norsk Tipping



- Owned by Government
- Administration by Ministry of Culture
- 4.6 mio citizen over the age of 18
- 94% register for play
- 60% play weekly
- Revenue 2005 – US\$1.4 billion

Norsk Tipping ROI Analysis

	Without Digital Signage	With Digital Signage
Weekly Cost of Traditional, Paper-based Marketing	\$130K (6.8mio)	\$0
Estimates of "Lost" Marketing	60%	0%
Time to Deliver Materials to Stores	5 Days	Instant
Onsite Support Required	Reliant on Local Retailers	No Local Support Needed
Ability to Localize Content to Respond to Conditions	None (Limited)	Instant Ability to Respond
Ability to Track Results of Marketing	None	Exact Sales Data Correlated

Fantasia Tea & Coffee Co.

“Lifestyle” Marketing with Digital Signage



- Local retailer with focus on high-end tea and coffee drinks located in San Jose, California
- Challenges
 - Preserve/strengthen stylish atmosphere
 - The need to up-sell, cross-sell
- Benefits of Digital Signage implementation
 - Enhance store environment
 - Sell new products
 - Up-sell additional products
 - Entertain customers in line
 - Direct communication with customers

Centerstone

Delivering Corporate Messaging to Patients

- Seventh largest mental health center worldwide with 60 remote health clinics; based in Tennessee
- Challenges
 - The need to deliver company information to patients
 - Maintain culture consistency; company going through many acquisitions and mergers
- Implemented:
 - Digital Signage in clinics and lobbies for real-time and compelling information for patients
 - Desktop video to deliver corporate messaging and training materials to remote employees
- Benefits
 - Corporate advertising and donation videos played on the digital signage will meet accreditation requirements and help generate revenue
 - Desktop video will allow Centerstone to provide employees with consistent messages and training



Coca-Cola Enterprises Continuous Communications

- CCE is the largest bottler, distributor, and marketer of Coca-Cola products
- Challenge
 - Fragmented communications at CCE
- Implemented DMS to:
 - Scale the messaging of CEO John Brock's strategic announcements to employees
 - Deliver a live Webcast to 50,000 employees
- Benefits: Ability to deliver CCE's story, vision, and strategy to key employees worldwide



“What became so clear to us is that we had to engage, we had to interface, and we had to communicate with employees all over the world to make [our] strategic vision work.”

– John Brock, CEO, Coca-Cola Enterprises

Accent Jobs for People Rapid and Compelling Communications



- Accent is a multi-service employment agency with 70 offices in Belgium, France, and the Netherlands
- Challenge: A highly competitive market and the demand for suitable personnel is outstripping supply
- Implemented Cisco Digital Signage in all 70 sites to:
 - Market new job offerings to end users
 - Share HR information with employees
 - Support new brand identity launch
- Benefits
 - Centralized and standardized communications; easily broadcast them to all of Accent's different sites
 - Especially appealing to the younger workforce
 - Competitive edge



“A vibrant, modern image helps us attract potential candidates and provide extra motivation for clients to use our services. The display of dynamic content on digital screens using Cisco Digital Signage will further improve the appeal of our offices.”

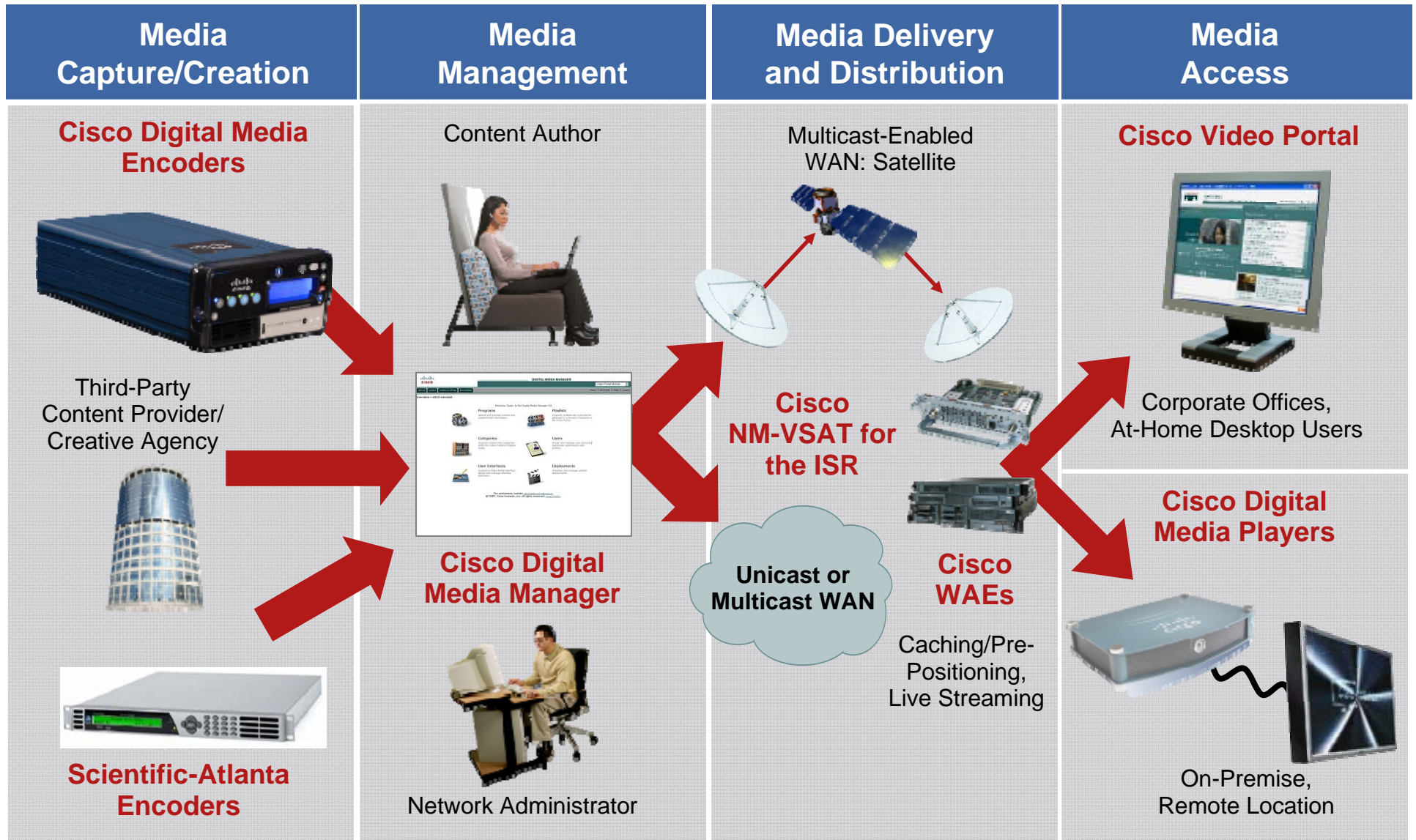
– Conny Vandendriessche, Chief Operating Officer, Accent Jobs for People

Digital Media Systems



Summary

Digital Media System: Across the Network



Q and A



Complete Your Online Session Evaluation

- Win fabulous prizes; Give us your feedback
- Receive ten Passport Points for each session evaluation you complete
- Go to the Internet stations located throughout the Convention Center to complete your session evaluation
- Drawings will be held in the World of Solutions

Tuesday, June 20 at 12:15 p.m.

Wednesday, June 21 at 12:15 p.m.

Thursday, June 22 at 12:15 p.m. and 2:00 p.m.



