



Cisco Expo
2009

Business Video



Paulo Jorge Correia

CSE, EM GTM SAT Team



Business Video Systems

Cisco Video Solutions

Cisco Telepresence

Cisco Digital Media Systems

Cisco Physical Security

Q & A



Business Video Systems



The Importance of Visual Interaction

People remember.....



20%
Hear



30%
See



70%
See and Hear

Importance of Visual Traffic

30% of brain's cortex devoted to vision, 8% for touch and 3% for hearing
More than 60% of communication is non-verbal

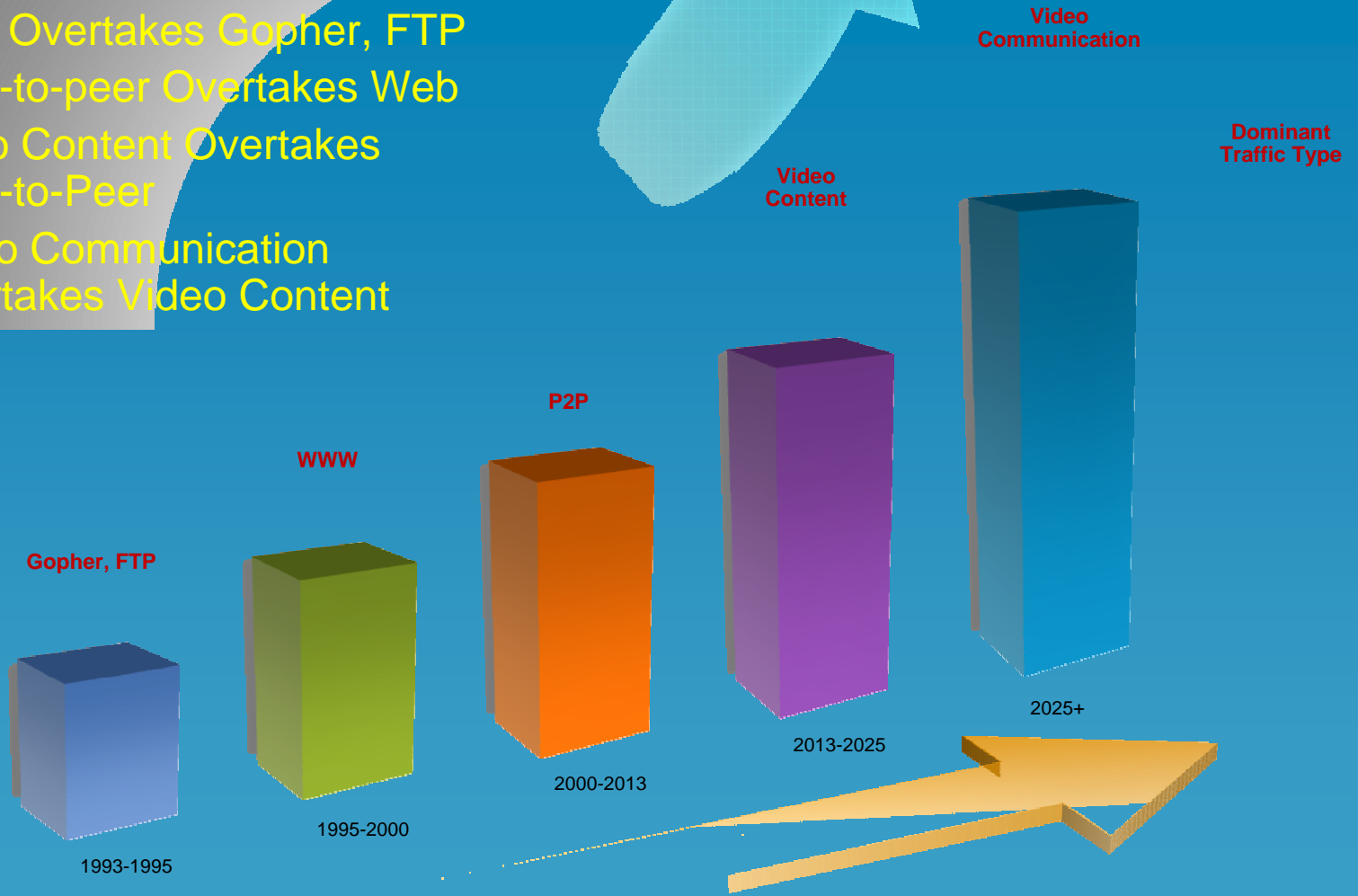
Sources: Human Productivity Lab 2006

Pearn Kandola: *The Psychology of Effective Business Communications in Geographically Dispersed Teams* 2006

Dramatic Traffic Growth Fueled by Video

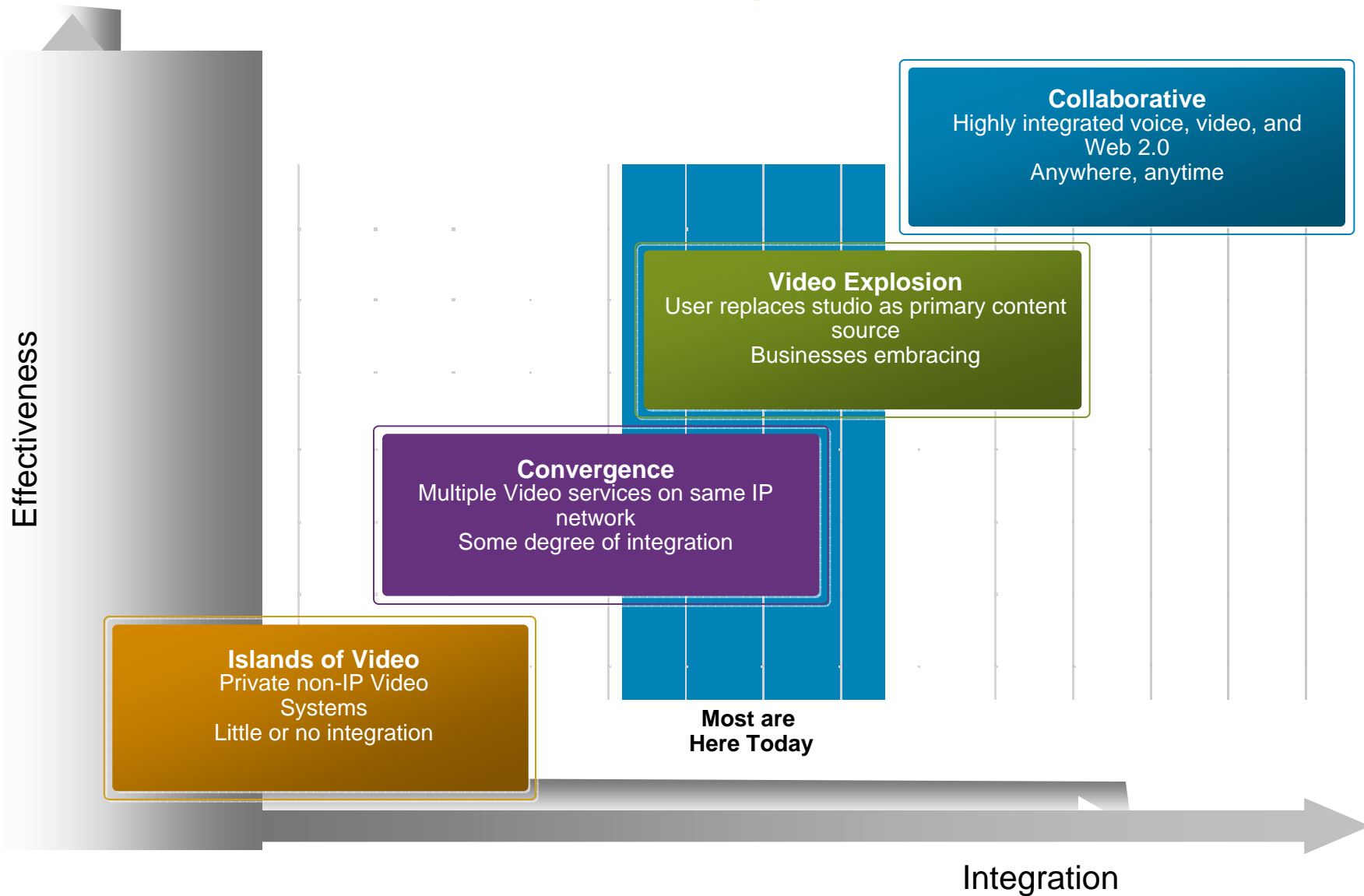
37% CAGR 2006-2011

- 1995: Web Overtakes Gopher, FTP
- 2000: Peer-to-peer Overtakes Web
- 2010: Video Content Overtakes Peer-to-Peer
- 2015: Video Communication Overtakes Video Content



Enterprise Video Evolution

The Next Wave of Convergence

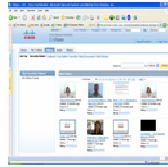


Democratization of Video Technology



Capture

- Barriers to video production have been removed
- Producers can film anywhere
- Anyone can be a producer



Publish

- Barriers to video publishing have been removed
- Anyone can be a distributor



View

- Barriers to video consumption have been removed
- Anyone can be a viewer
- Viewers can view anywhere

Enterprise Video

What is Driving Corporate Video?

Real-Time
Collaboration
Demands



“Green” Pressure
and Travel Cost
Avoidance



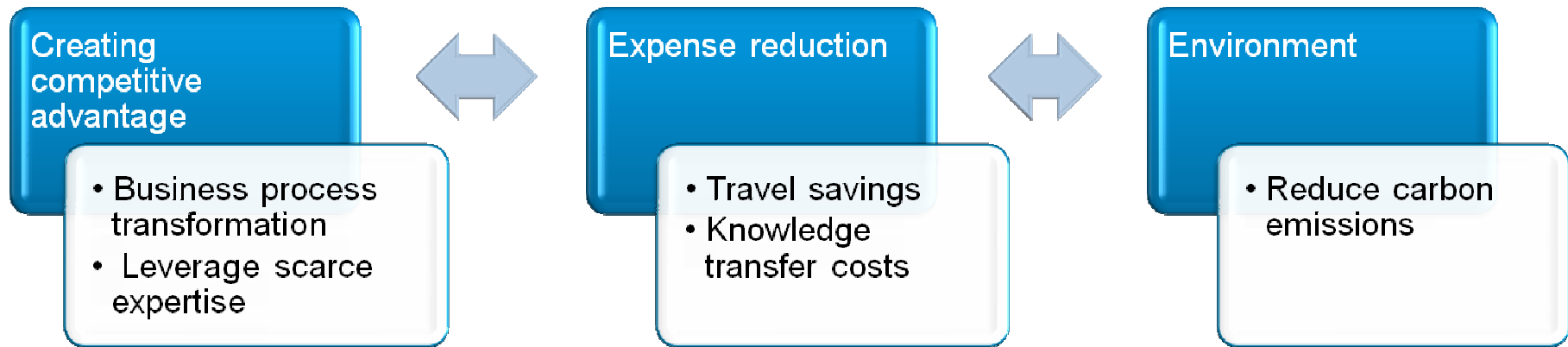
New Convergence
Opportunities



Global Distributed
Workforce



Creating new business models with Video





Business Video Systems

Cisco Video Solutions

Cisco Telepresence

Cisco Digital Media Systems

Cisco Physical Security

Q & A



Cisco Business Video Solutions

TelePresence



Integrated Voice, Video + Web Conferencing



Video Telephony



Video Surveillance



Digital Media Systems



Unified Communications Systems

Ad-hoc
Video calls

Voice, Video & Web Collaboration

Interoperability



Video Telephony &
Unified Personal Communicator



Unified MeetingPlace



WebEx – On-demand



TelePresence
Interoperability

RSVP

Media Processing

Network as the Platform

QoS

Inter-company

TelePresence Systems

Interact

Share

Collaborate

Experience

3200



3000



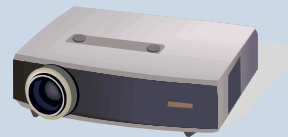
1000



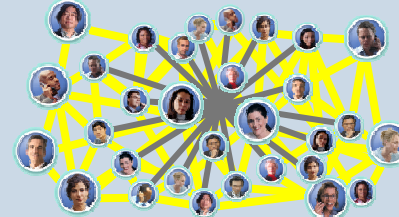
500



Document Camera



Presentations



Multipoint



Interoperability



Kiosks



Health Presence



Auditorium

Intercompany

Cisco Digital Media Systems

Create

Manage

Access



Digital Media Encoder 1100



Digital Media Encoder 2200



SA Encoder



Digital Media Manager



Media Experience Engine 3000

Desktop Video



Digital Media Players



Cisco LCD Displays



Enterprise TV

Distribute



Content Distribution Manager (CDM)



WAE Appliance



ISR-NM

Physical Security

Capture

Store

View

Respond



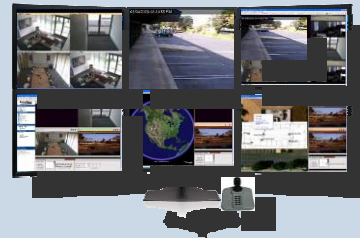
IP Cameras



Analog



Video Surveillance Manager



Legacy Integration



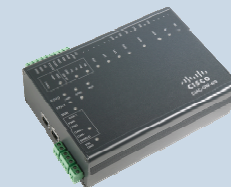
Web Client



Integrated Comms



Policy Engine



Access Control

Network as the Platform





Business Video Systems

Cisco Video Solutions

Cisco Telepresence

Cisco Digital Media Systems

Cisco Physical Security

Q & A



What Does it Take to Have Successful Video Collaboration?

Requirements

Great user experience

Very low latency

Easy to schedule resources

Easy to use

High availability & reliability

Low support requirements

Cisco TelePresence

Tuned to human factors

Below human threshold globally

Scheduled via Outlook or Notes

Intuitive OBtP & auto-collaboration

End-2-End validated architecture

It works first time, again and again

“Face to Face” interaction requires a combination of technology and experience that yields a complete in-person experience

Cisco TelePresence – Complete Solution

Endpoints



CTS 500
Personal Unit



CTS 1000
Small Groups



CTS 3000
Business Meeting



CTS 3200
Large Groups

Multipoint and Scheduling

- Multipoint - 48 segments
- One-Button Scheduling Server
- UC infrastructure

Network Services

- Auto-collaborate
- Intercompany Services
- End-to- End Encryption

Planning and Design

- Network Readiness
- Room readiness (3000/3200)
- Groupware integration

Implementation and Support

- Installation
- Monitoring, Support, Helpdesk
- Financing

Cisco TelePresence Expert on Demand— High Touch Customer Engagement

Solution for High Touch Customer Engagement

Combines TelePresence & Cisco Unified Contact Center for “In Person” Services

Connect customers with experts ready to provide uniquely tailored service

Enables real-time in-meeting assistance during Cisco TelePresence meetings

Bring specialists to the branch or store, concierge desk, or corporate meeting



Transforming how organizations offer
high-touch customer and point-of-sale services

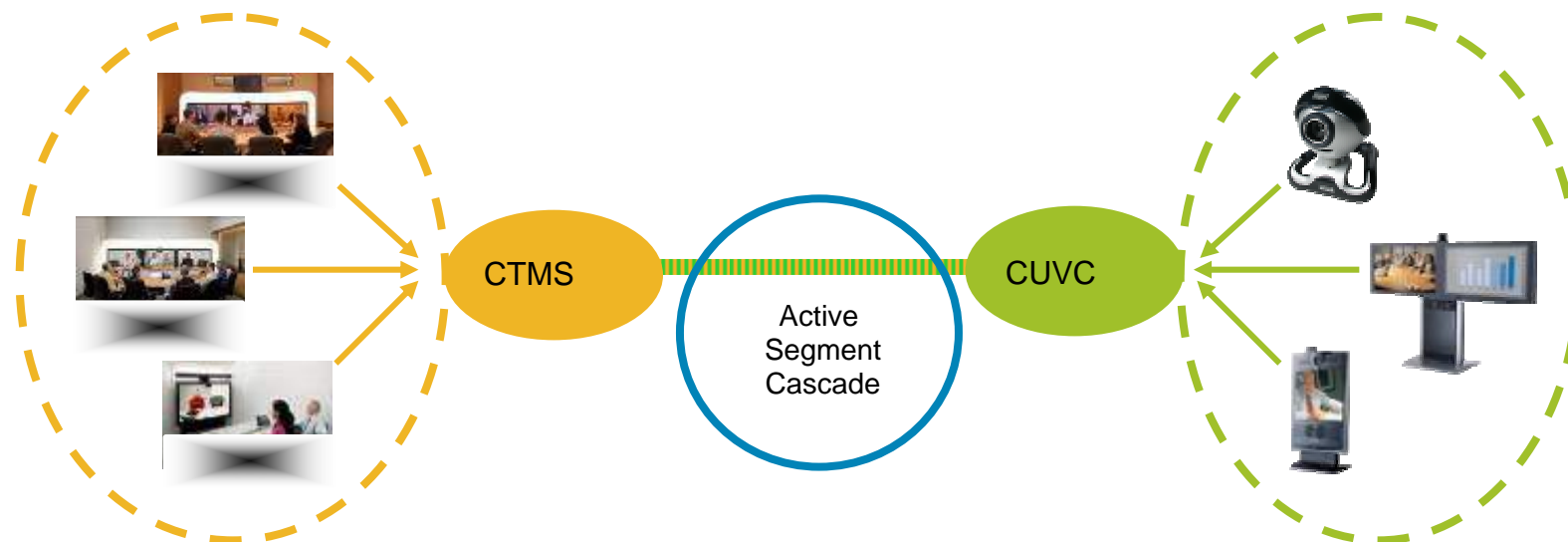
Cisco TelePresence Multipoint

Connecting Multiple Locations Easily and Flexibly



- Scale: Three or more rooms, up to 48 screens
- Industry-unique user selected switching by room or screen
- Voice-activated switching with sub-10 millisecond latency
- Maintains image size, aspect ratio
- Supports mix of CTS 3000 and CTS 1000
- Groupware scheduling
- One button to push meeting launch

Cisco TelePresence—Interoperability



- Cisco TelePresence can interoperate with any standards-based video conferencing system today
- High-quality experience is preserved for Cisco TelePresence users while bridging in video conferencing users
- Multipoint performance and ease of use are maintained



Business Video Systems

Cisco Video Solutions

Cisco Telepresence

Cisco Digital Media Systems

Cisco Physical Security

Q & A



Cisco Digital Media System: Overview

A Comprehensive Suite of Digital Signage, Enterprise TV and Desktop Video Applications



- **Comprehensive:** Suite of digital signage, Enterprise TV and desktop video, managed from a single platform
- **Scalable:** To thousands of users and digital displays
- **Network-Centric:** For optimal, intelligent media content delivery

DMS Business Driver Applications

Sales and Marketing



- Promote, cross-sell/up-sell
- Marketing videos that grab viewer attention
- Provide a human face on content
- Reduce perceived wait time

Corporate Communications



- Direct line of communications to employees or customers
- Global corporate messaging consistency
- Immediate executive communications
- Live broadcast of company events

Training



- Cost-efficient training to remote employees
- Information consistency across channels
- Power of video—users retain more information
- Ability to absorb information in searchable segments

Information Sharing



- Display breaking news/Instant communications for rapid response
- Ensure safety and security through emergency communications
- Directional signage (way-finding)
- Informational videos available on-demand

Cisco Desktop Video

- Create, manage and access video over the Web
- Capture and digitize digital media
- Browse, search, and view training VoDs or live executive communication Webcasts over the network through the video portal—anywhere, anytime
- Deliver executive and internal communications to employees and external marketing to customers
- Provide cost effective training that's accessible at any time



Cisco Digital Signage

- Promote, upsell and cross-sell products and services directly to customers in the store
- Enhance customer experience and deliver entertaining information to customers to reduce perceived wait time
- Broadcast real-time executive and internal communications
- Offer cost effective, flexible training options when computers are not available
- Share up-to-date schedules, news and emergency messaging right where people need it most



Enterprise TV

- Deliver on-demand video and broadcast TV channels over an IP network
- Customize lineups and create content libraries
- Search the interactive on-screen menus and program guides
- Enhance customer experience and provide product/service information on demand
- Offer cost effective, flexible training options when computers are not available



Cisco Media Experience Engine 3000

Media processing platform that allows users to adapt and customize content for different viewing experiences



- **Media Adaptation**
Any-to-any media sharing between Digital Signage, Desktop Video and Mobile Devices
- **Media Processing**
Enhance your video quality
- **Media Production/Editing**
Customize your video content
- **Workflow Automation**
Auto-detection of files for job initiation

Cisco Digital Media System Business Benefits

Increase Sales

- Advertising, promotion, cross-sell/up-sell
- Accelerate time to market

Enhance Customer Experience

- Entertain/ decrease perceived wait time
- Provide directional information

Green Solution

- Reduce printing, shipping and documentation costs
- Reduce travel emissions
- Energy efficient products

Cisco is a Trusted Source

- Established leader in video applications and infrastructure
- 24 hour access to technical support

Scalable Solution

- Allows for deployment growth over time
- Broad Partner Ecosystem to scale your digital media deployment

Facilitate Learning

- Increase internal productivity
- Deliver training/lessons through Desktop Video Digital Signage and/or Enterprise TV





Business Video Systems

Cisco Video Solutions

Cisco Telepresence

Cisco Digital Media Systems

Cisco Physical Security

Q & A



Traditional Safety and Communication Systems

Access—
Buildings



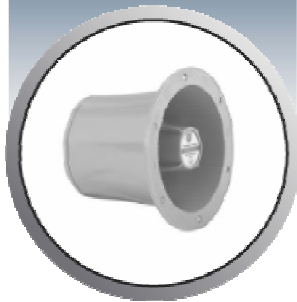
Monitoring



Alarms



Paging



Video



Voice



Radio



Pain of Traditional CCTV

- Central station access only
 - No remote access
 - No on-scene collaborative access
- Investigation delays
 - Locate tape in archive
 - Ship from remote location
 - Review hours of video
- Low probability of threat detection and high false alarms



More Pain of Traditional CCTV

- Video value limited to security Installation costs of traditional coax or fiber
- Number of monitoring stations is limited as costly cabling must be duplicated
- Matrix switcher cannot be easily expanded without new hardware



Overall scalability, including the cost of expansion, is poor

Additional Convergence Drivers

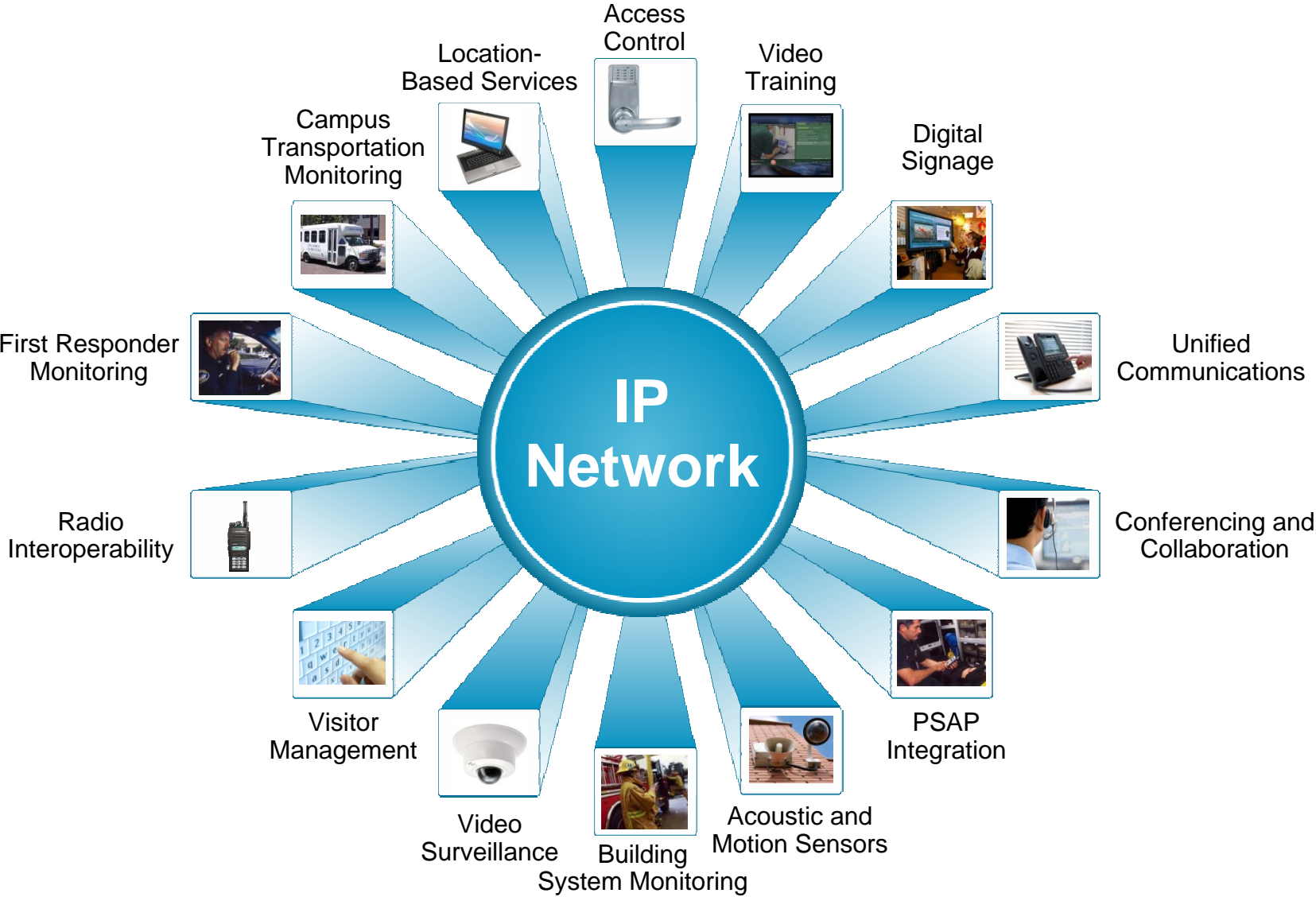


IP-based physical security technology **takes advantage of existing network infrastructure**

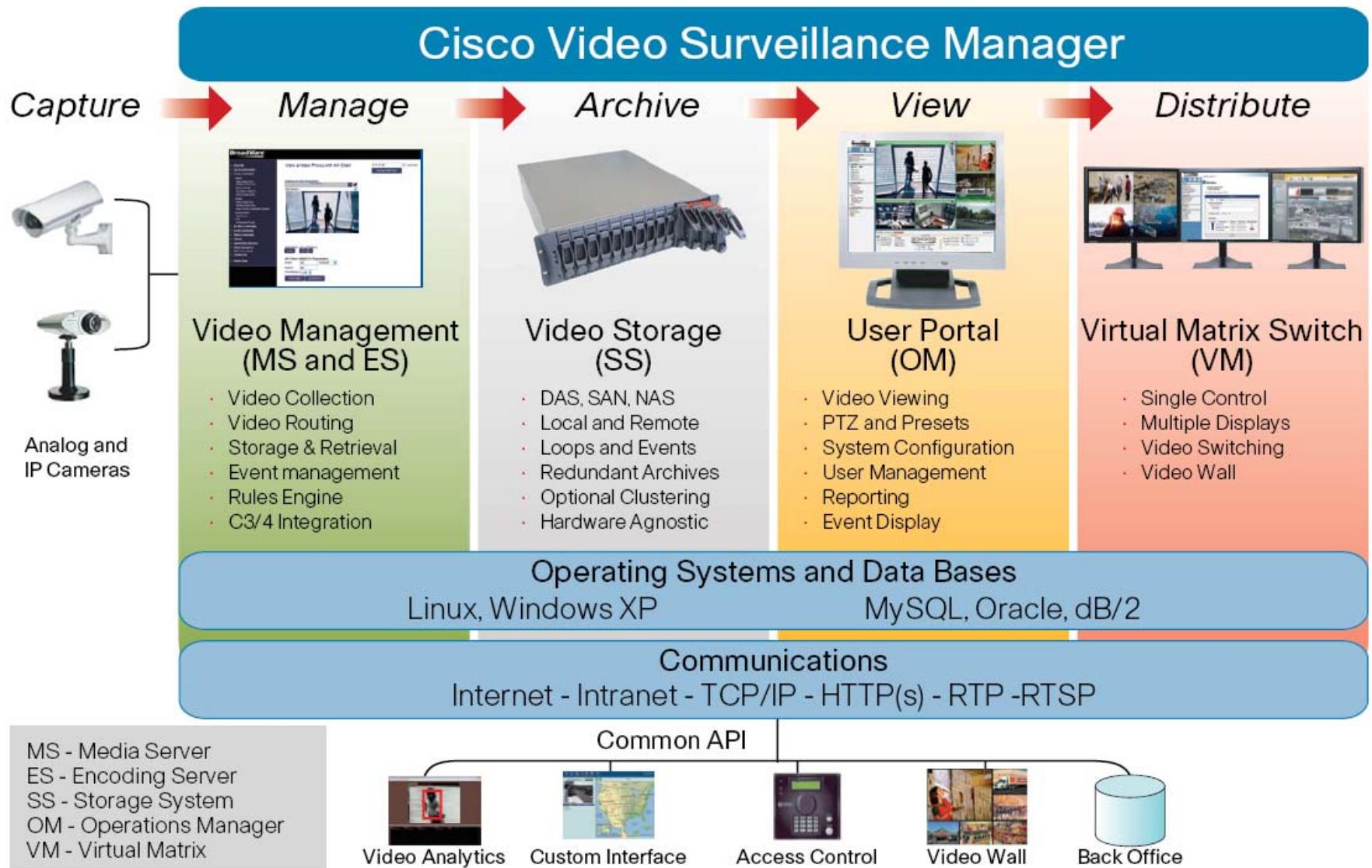
Leverage network security features that authenticate users
Monitor rogue behavior
Implement **policy-based responses**

Industry groups are establishing technical **interoperability standards** between physical security systems and IT

Networked Technologies Enhance Campus Safety

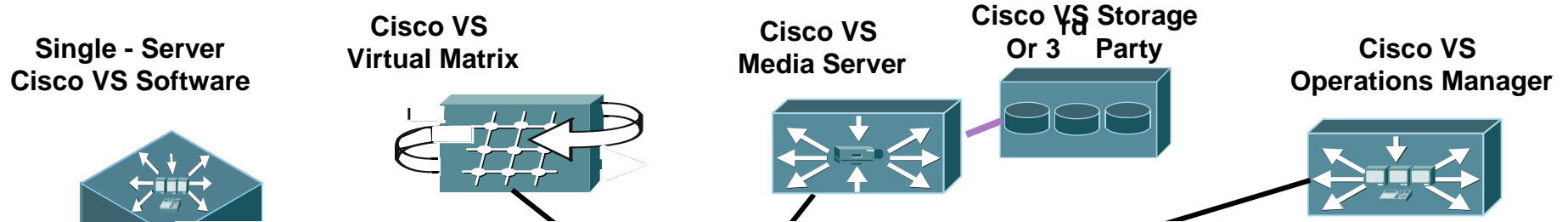


Video Surveillance Manager Overview



Remote & Multi-site Networked Video Surveillance

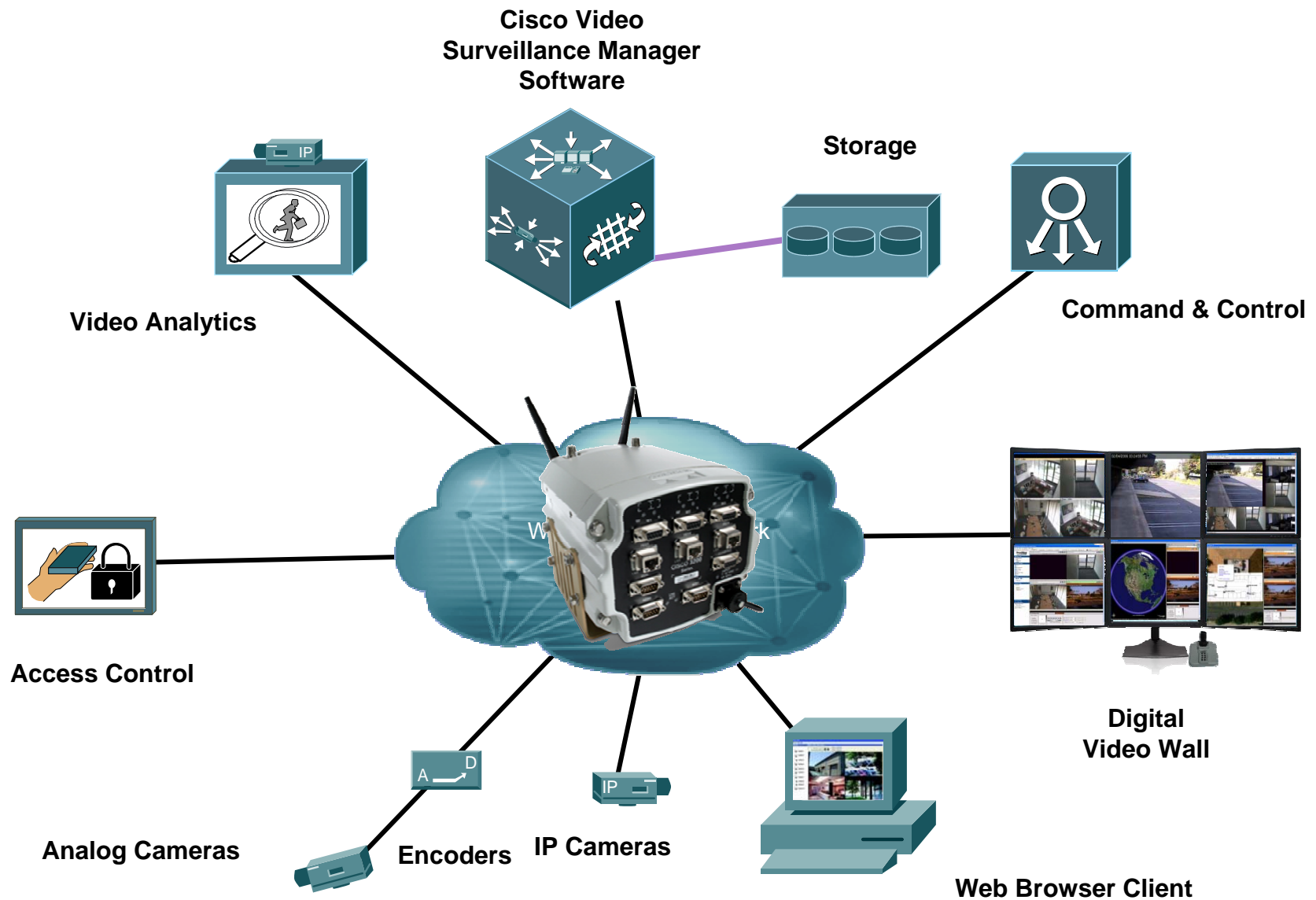
Accessibility, Interoperability, Flexibility



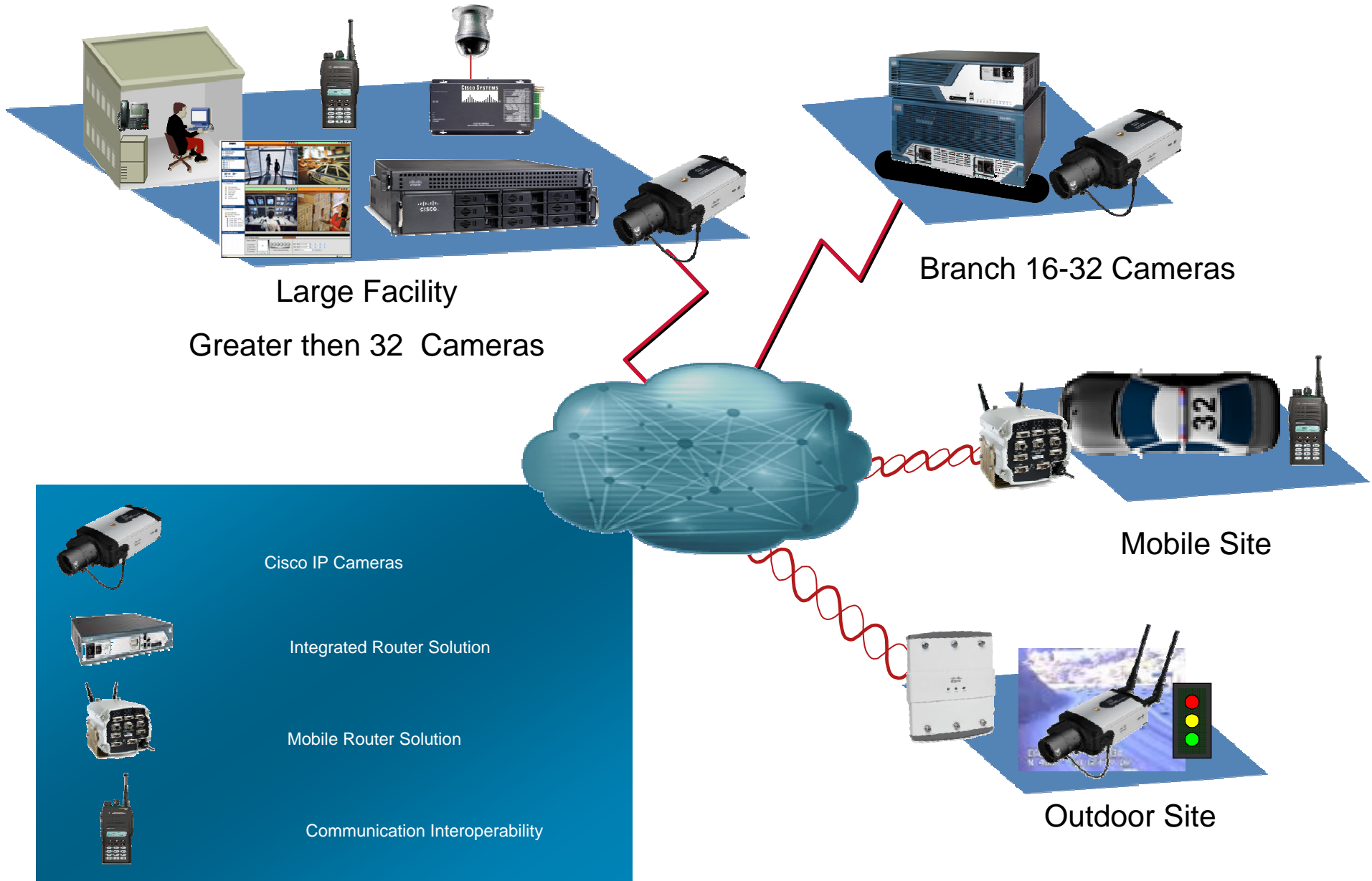
Ci
Sc
IT-Caliber
Flexible D
Scalable &

All in one Appliance
Cost-effective
Easy Operational Management

Video Management: An Intelligent Network Service



Cisco Networked Video Surveillance Solutions





Business Video Systems

Cisco Video Solutions

Cisco Telepresence

Cisco Digital Media Systems

Cisco Physical Security

Q & A



Breakout Session Evaluation Form

Your session feedback is valuable

Please take the time to complete the breakout evaluation form and hand it to the member of staff by the door on your way out

Thank you!

