CISCO
TM
cisco
innovate together
Cisco Expo
2011

New Era Of Communication
Cisco Digital Media Suite Overview

Ahmad Chehime
DMS and Enterprise Video Content Business Development Manager

Mohamed Emam
DMS and Enterprise Video Content Consulting System Engineer

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Agenda

- Digital Media Business Drivers
- Digital Media Suite Overview
- DMS Integrated Applications
- Putting it All Together

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The Importance of Visual Interaction

A Person Remembers…

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

52% of video advertisements lead to a response richer forms of communications provide a more natural environment and so help build trust and empathy.

*Sources: Human Productivity Lab 2006
Pearn Kandola: *The Psychology of Effective Business Communications in Geographically Dispersed Teams 2006*

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Digital Media Suite

CISCO CAST
ENTERPRISE IP/TV SOLUTION

DIGITAL SIGNAGE
DIGITAL SIGNAGE NETWORK

SHOW AND SHARE
DESKTOP VIDEO SOLUTION

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Digital Signage

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A “Sign” of Evolution

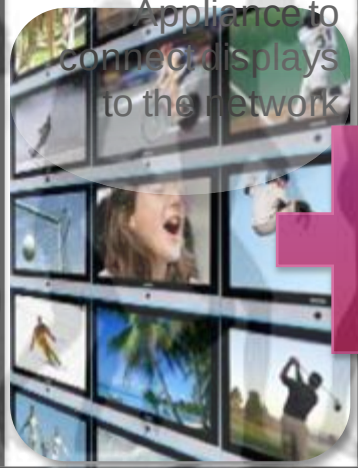
VCRs and Televisions
Digital Signage was first used in the 1970’s in stores with VCR’s and televisions to attract customers

PC Based Product
In 1994 the first PC based Digital Signage Product was released and 10 years later connected to the network

Network Appliance
In 2007 **Cisco** enters the Digital Signage Market with the first true Network Appliance to connect displays to the network

Application Signage
For the last 4 years, the market has evolved from a content based signage to application & interactive based signage

Cloud Signage
Cisco is about to innovate the Digital Signage industry by releasing the first Public/Private Cloud based architecture



1970’s | 1990’s | 2007 | 2010 | 2011

Digital Media Architecture
The Cisco Digital Media Network Architecture enables customers to expand large rich media interactive digital signage networks

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Digital Media - Now More Important Than Ever

Business Challenges	Solution with DMS
Communicate critical information	- **Inform both employees and customers with real-time, targeted information** - **Communicate change management** - **Bridge globally dispersed organizations**

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Coca-Cola Enterprises
Enhances Corporate Communication

- CCE is the largest bottler, distributor, and marketer of Coca-Cola products
- Challenge:

  Fragmented communications at CCE
- Implemented Cisco Show and Share to:

  Scale the messaging of CEO John Brock's strategic announcements to employees

  Deliver a live Webcast to 50,000 employees
- Business Benefits:

  Deliver a consistent message of CCE's story, vision, and strategy to key employees worldwide

  Increase employee **productivity and proficiency**

"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

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Communicate Critical Information - Events

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Digital Media - Now More Important Than Ever

Business Challenges	Solution with DMS
Communicate critical information	- Inform both employees and customers with real-time, targeted information - Communicate change management - Bridge globally dispersed organizations
Reduce operational costs	- Reduce travel expense - Leverage an energy efficient architecture - Reduce shipping, printing costs and labor costs

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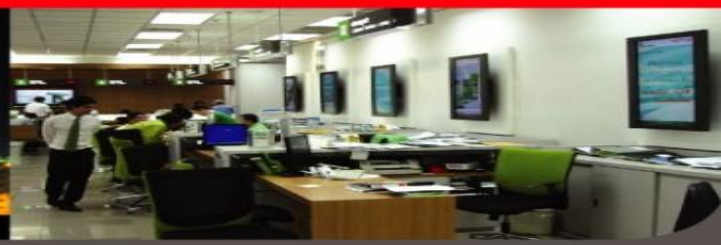
ธนาคารกสิกรไทย
KASIKORNBANK 泰华农民银行

K-Bank putting the "SMART Branch" concept into action

By using Cisco technologies for developing Digital Media Signage to improve the retail banking experience.

The goal of this project is to use the IT technology to manage the mediums in order to control and integrate the digital media contents from every branch offices and use them to promote sales and services.



Business Requirements

K-Bank's Digital Media Signage (DMS) project began in the mid-year of 2008. The bank focused on retail banking, branch renovation, and using new types of signage. The latter was not exactly a new thing for the bank and it has always has been used as a medium to promote products. However, there were problems associated with the signage poster. When a new promotion is set, new posters are printed. When the bank customers walk into one of the branch offices, they will see posters, pamphlets, and lightboxes, which are considered to be one of the signage.

The problem of this kind of signage was the high cost. Even though the cost associated with the printing of the posters might not be much, the cost for delivering them to each branch was very high. Furthermore, the poster contents sometimes became expired like when a promotion ends and a branch manager forgot to take the posters down, hence causing the misunderstandings for the customers. There also were times when branch managers put up posters on a spot that could hardly be seen by customers, creating non-to-little values for the bank even though the cost for producing posters were not relatively much. This problem was caused by:

1. The posters were not attractive enough to attract customers' attentions
2. New posters were not installed for customers because they would clog up the space, especially for the small branches.

K-Bank emphasizes the importance of retail banking and has many products; sometimes five or six new posters were delivered for a branch office. Small branches did not have much space to install all of the new signage so they were placed overlapping each other and shielded the whole sight of the bank, hence blocking it from the outside view.

Digital Media - Now More Important Than Ever

Business Challenges	Solution with DMS
Communicate critical information	- Inform both employees and customers with real-time, targeted information - Communicate change management - Bridge globally dispersed organizations
Reduce operational costs	- Reduce travel expense - Leverage an energy efficient architecture - Reduce shipping, printing costs and labor costs
Drive revenue	- Quicker time to revenue - Promote, cross-sell, up-sell - Communicate targeted, localized, and relevant offers and programs

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First Moment of Truth (FMOT)*

The key drivers of this growth have been **Procter & Gamble** focus on winning at the two consumer moments of truth; the ***first moment of truth occurs at* the store - when a consumer selects our brand from the counter over competing brands**…

Why focus on FMOT?

Why is FMOT or in-store strategy so important? Here are some hard facts. According to studies by our communications partner - Saatchi & Saatchi,

-75% of all purchase decisions are made at the point-of-purchase or in-store

and

- shoppers' attention span is 2.5 seconds in making a product selection in store!

Procter Gamble Chairman's Speech AGM 2005 *

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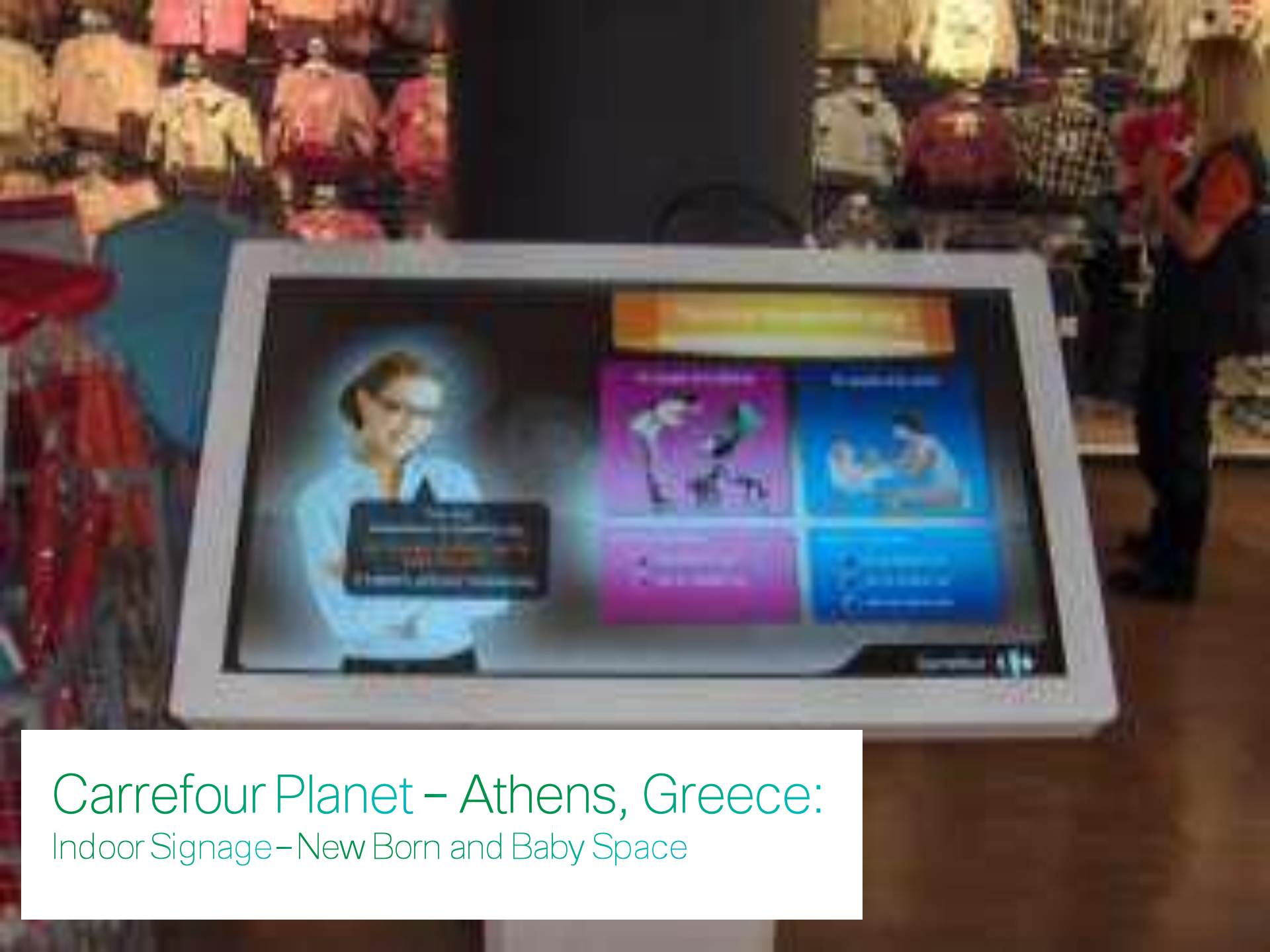
Carrefour Planet – Athens, Greece:

Displays/Branch: Indoor Signage, Electronics and Multimedia Space



Carrefour Planet – Athens, Greece:

Indoor Signage – New Born and Baby Space

Citibank advance: Thailand, Russia & US. 4 Displays/Branch: Front window signage, Indoor signage, Queue Management integration.

Why Digital Signage ?

1) Breadth and depth of shelf space
2) Proven more effective than static media
3) Centrally managed
4) Locally relevant
5) Reduction in OPEX

Great rate. But these posters are worthless the minute rate changes.*

* 5 reasons banks should consider digital media – John Ryan - 2009

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Digital signage performance in the bank environment*

Communications effectiveness:

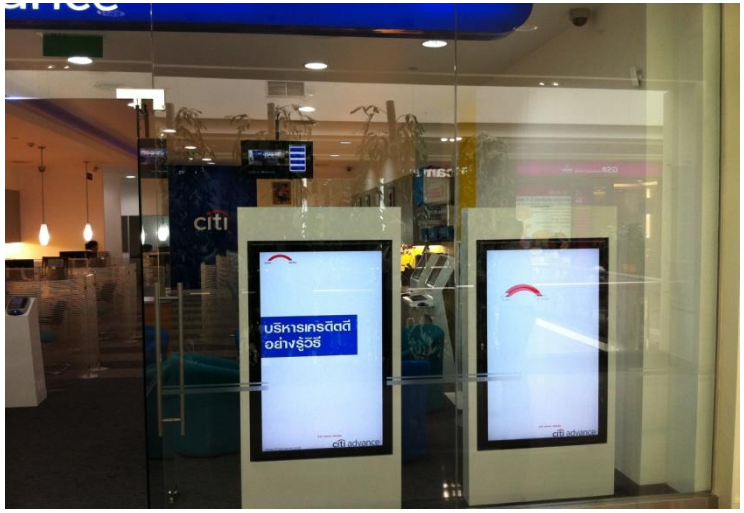
- 200% increase in awareness of bank offers
- 400% increase in recall of 2 or more messages
- 120% increase in interest in learning more

Improved experience:

- Reduction of perceived wait time by 62%

Sales results:

- 20% increase in sales of promoted products
- 180% increase in new account openings vs. benchmark



* Positive metrics for a 4000 sites and 15000 screens

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Digital Media - Now More Important Than Ever

Business Challenges	Solution with DMS
Communicate critical information	- Inform both employees and customers with real-time, targeted information - Communicate change management - Bridge globally dispersed organizations
Reduce operational costs	- Reduce travel expense - Leverage an energy efficient architecture - Reduce shipping, printing costs and labor costs
Drive revenue	- Quicker time to revenue - Promote, cross-sell, up-sell - Communicate targeted, localized, and relevant offers and programs
Customer intimacy	- Personalize experience for customers - More knowledgeable employees responding to customer needs - Enhance in store experience

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Moffitt Cancer Center
Capture, Manage, and Display Video

- **Overview:**

  Moffitt Cancer Center is focused on cancer research and treatment. Comprehensive Cancer Centers

- **Challenge:**

  Implemented Show and Share, Cisco Digital Signs, and MXE across the Moffitt Healthcare System for staff, affiliate hospitals, patients in various applications to include training, procedures, donor appreciation, executive announcements, to name a few:

  Share and Share offers an well thought out management and user based portal to limit to create a self service environment.

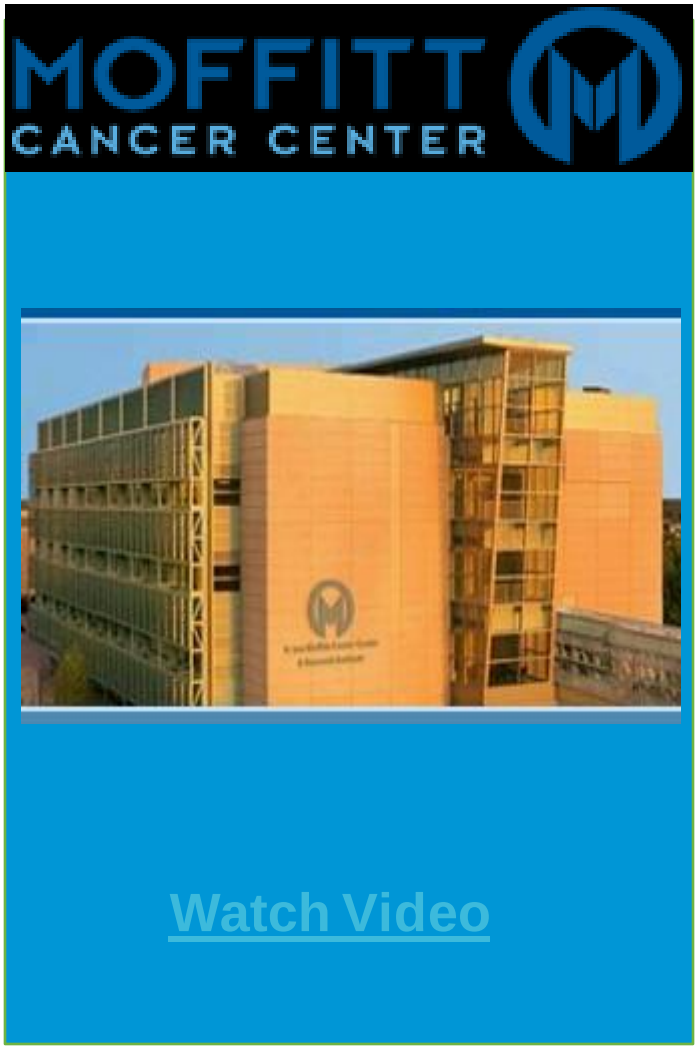
  MXE provides a flexible means to create and play video in various formats and not limit end users capture methods

  Digital Signs gives Moffitt an integrated platform of video management that is part of the holistic solution suite rather then individually managed components

- **Business Benefits:**

  Provide a comprehensive video management service and delivery solution to end users, both internal and externally, with limited staff.

  Offer end users a wide variety of video capture methods to increase the adoption and usage of video as a platform of communication



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Digital Media Use Cases

Safety and Security
Improve Protection

Business Meetings and Ad Hoc Communication
Faster Decision Making

Corporate Events
Extend Reach

Training/ Knowledge Sharing
Share Expertise

Corporate Communications
Drive Change and Alignment

Advertising
Personalized Ads

Customer Care
Expert-On Demand

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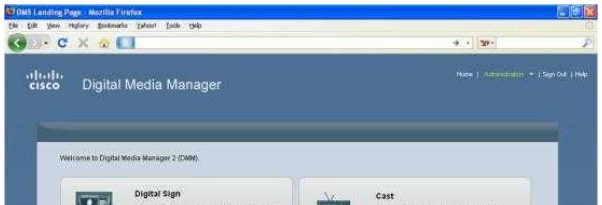
Components of Cisco Digital Signs

Cisco 40” LCD

Cisco 52” LCD

Cisco 32” LCD

Digital Media Player 4305G



Digital Media Player 4400G

Nov 2010

Digital Media Player 4310G

Digital Media Manager

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A problem has been detected and Windows has been shut down to prevent damage
to your computer.

The problem seems to be caused by the following file: SPCMDCON.SYS

PAGE_FAULT_IN_NONPAGED_AREA

If this is the first time you've seen this Stop error screen,
restart your computer. If this screen appears again, follow
these steps:

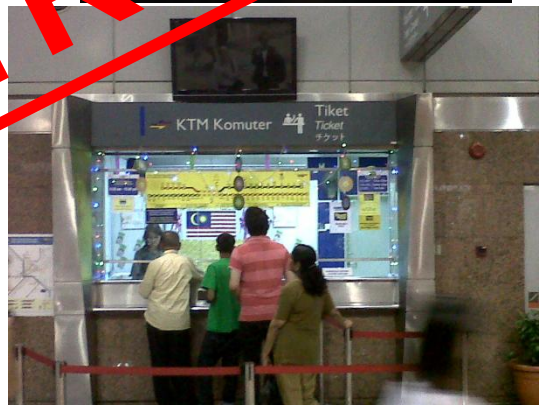
Check to make sure any new hardware or software is properly installed.
If this is a new installation, ask your hardware or software manufacturer
for any Windows updates you might need.

If problems continue, disable or remove any newly installed hardware
or software. Disable BIOS memory options such as caching or shadowing.
If you need to use Safe Mode to remove or disable components, restart
your computer, press F8 to select Advanced Startup Options, and then
select Safe Mode.

Technical information:

*** STOP: 0x00000050 (0xFD3094C2,0x00000001,0xFBFE7617,0x00000000)

*** SPCMDCON.SYS - Address FBFE7617 base at FBFE5000, DateStamp 3d6dd67c



QUALITY CONTROL

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Superior Survivability

With Cisco you get the industry-leading infrastructure platform with services that are custom tailored to your exact needs.

Better Maintainability

- Appliance based, no OS maintenance required
- No Moving Parts
- Single Application Instance on one appliance, easier to manage
- Light Weight
- Small Form factor, easy to use behind the screen with custom made enclosure that cope well with any interior design
- Always ON DMP with POE support, off hour uploads, upgrades and maintenance

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Small Form Factor Appliance

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Cisco LCD Professional Series Displays

- An end-to-end Cisco solution
- One Purchase order, one stop shop
- Centralized, remote management through the Cisco Digital Media Manager
- Customized DMP protective case
- Cisco support and services offerings
  - SMARTNet Next Business Day (NBD) replacement
  - 24x7 TAC support
- Standard 36 month replacement warranty included
- Available in 32”, 40”, 47” and 52” and 55” models
- Full 1080p resolution

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Cisco Cast

Enterprise IPTV

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Cisco Cast

- Deliver Communication and Training
  - On-demand video and broadcast TV channels over an IP network
  - Cost effective training when desktops are not available
- Enhance Customer Experience
  - Reduce perceived wait time with entertainment/TV channels
  - Provide on-demand product videos to customers

- Interactive Touchscreen menus
- Program listing and EPG
- Customizable channel lineups
- On-demand content
- Digital Media Designer integration

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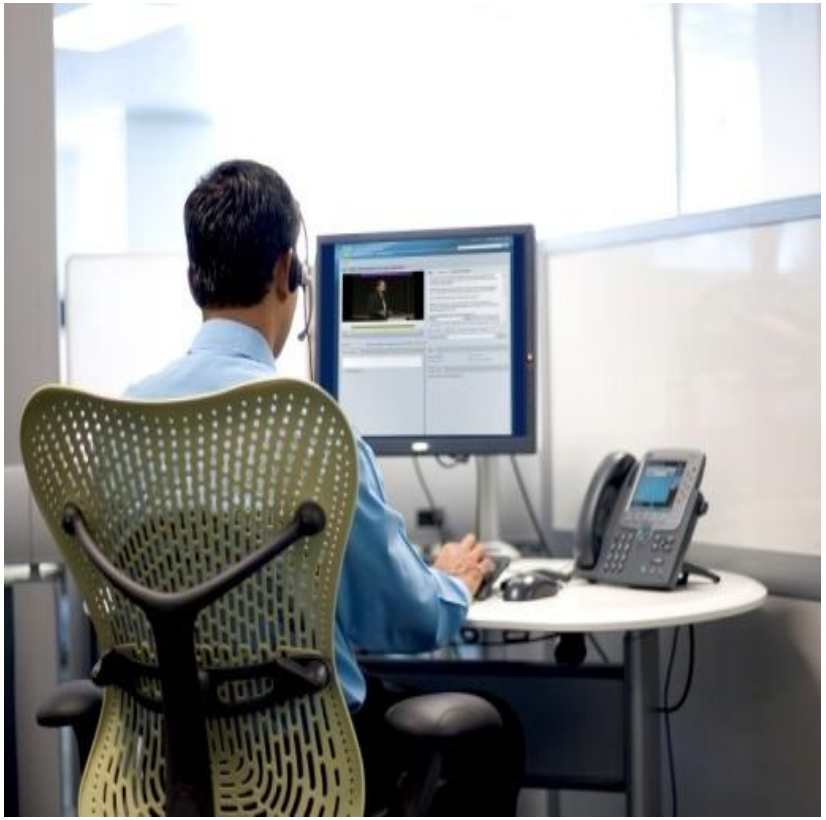
Show and Share

Enterprise Desktop Video



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Cisco Show and Share

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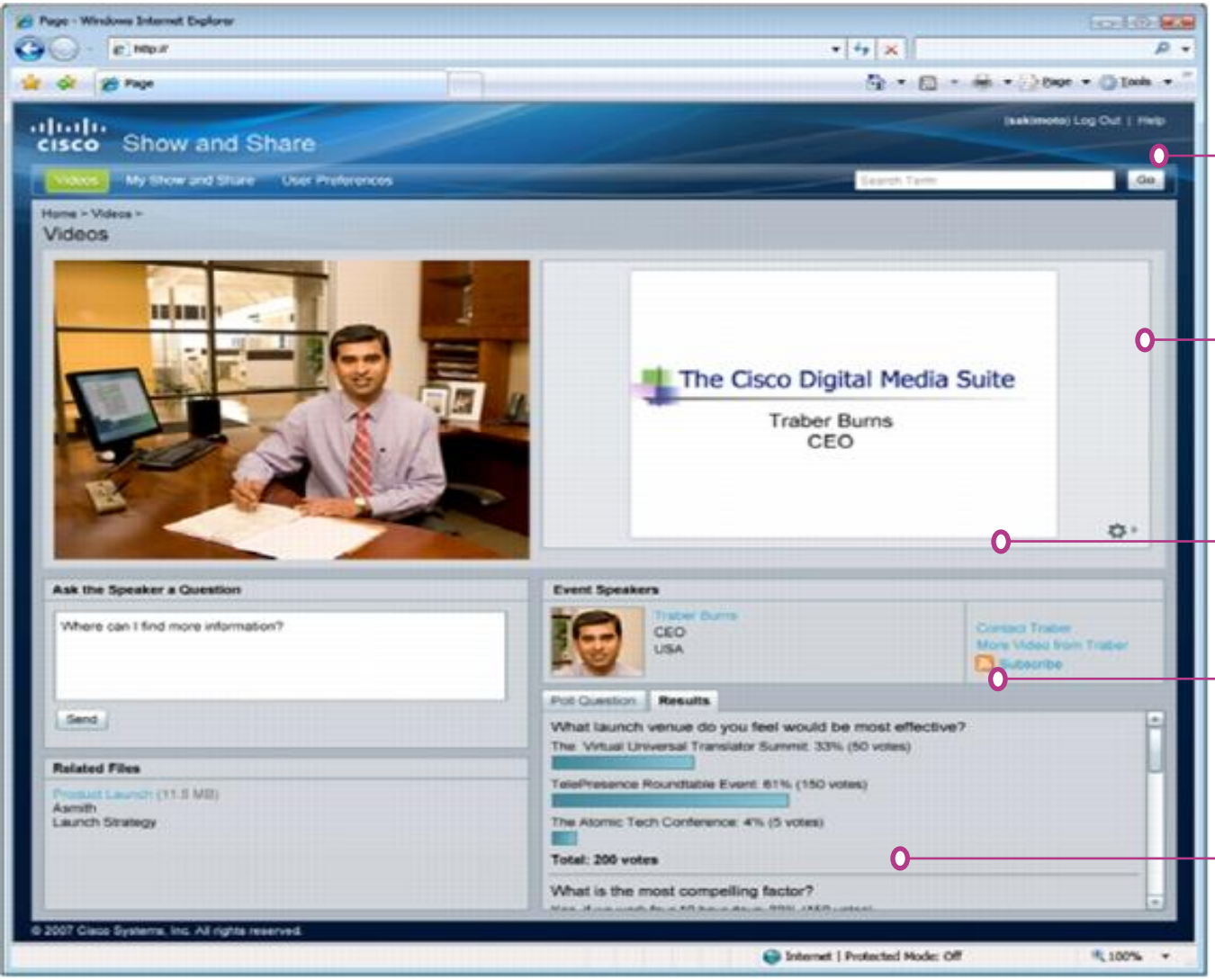
- **Restrict** who can watch what
- **Report** on who watched what and for how long
- **Embed** video from Show and Share on other webpages
- **Customize** Show and Share interface to match company branding
- **Active Directory** and LDAP integration

Cisco Show and Share



Search

Search base on Tags, Title, description…

PPT

Synchronize power-points slides with the video stream

Rate

Rate videos

Comment

Add comments to the video or timeline comments

Poll

Run Polls during live Streaming Sessions

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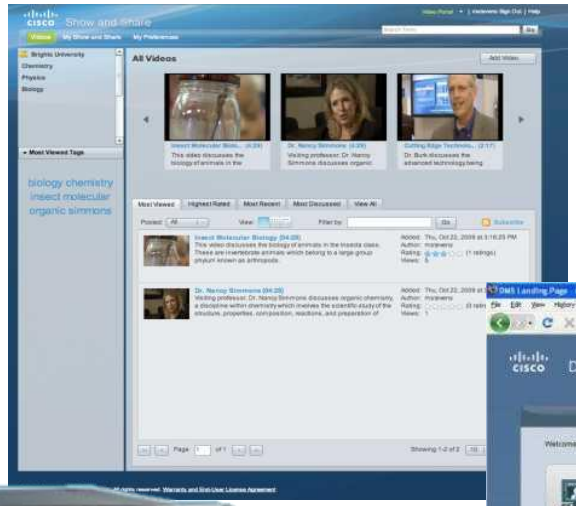
Components of Cisco Show and Share

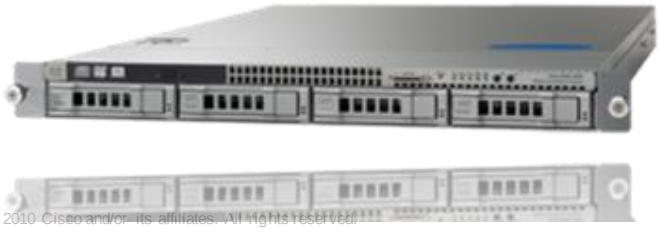


Digital Media Encoder 1100

Show and Share Server

Digital Media Encoder 2200

Digital Media Manager



Add the Media Experience Engine (MXE) for any content to any video device experiences, video graphics, optimization, and transcription

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Digital Media Manager (DMM)

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Cisco Digital Media Manager

The Cisco Digital Media Manager (DMM) is a web-based solution to manage, schedule, and publish digital media for Cisco Digital Signs, Cisco Cast and Cisco Show and Share.

Content managers can:

- Manage content assets and create playlists for Cisco Digital Signs and Cisco Show and Share
- Schedule instant and future content deployments and playback schedules for Cisco Digital Signs, Cisco Cast
- Report on playback schedules for Cisco Digital Signs and on video usage for Cisco Show & Share
- Manage Q&A for live Cisco Show and Share broadcasts
- Synchronize slides for both live and video on demand Cisco Show and Share events

The Cisco Digital Media Manager allows IT users to:

- Manage user accounts for role-based access control, and configure user-specific content restrictions for desktop video users through LDAP/Active Directory
- Configure and manage Cisco Digital Media Encoders for Cisco Show and Share
- Remotely configure, manage, and monitor Cisco Digital Signs networks
- Manage event-based alerts and server appliances

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Increase Operational Efficiency
Centralized Asset Control and Management

- **Display Control**
  - Power on/off/standby
  - Monitor health of all displays
- **Video Feed Management**
  - Customize, expand channel lineup
  - Monitor output in control room
- **Video and Digital Media Distribution**
  - Real time data
  - Manual/scheduled/triggered

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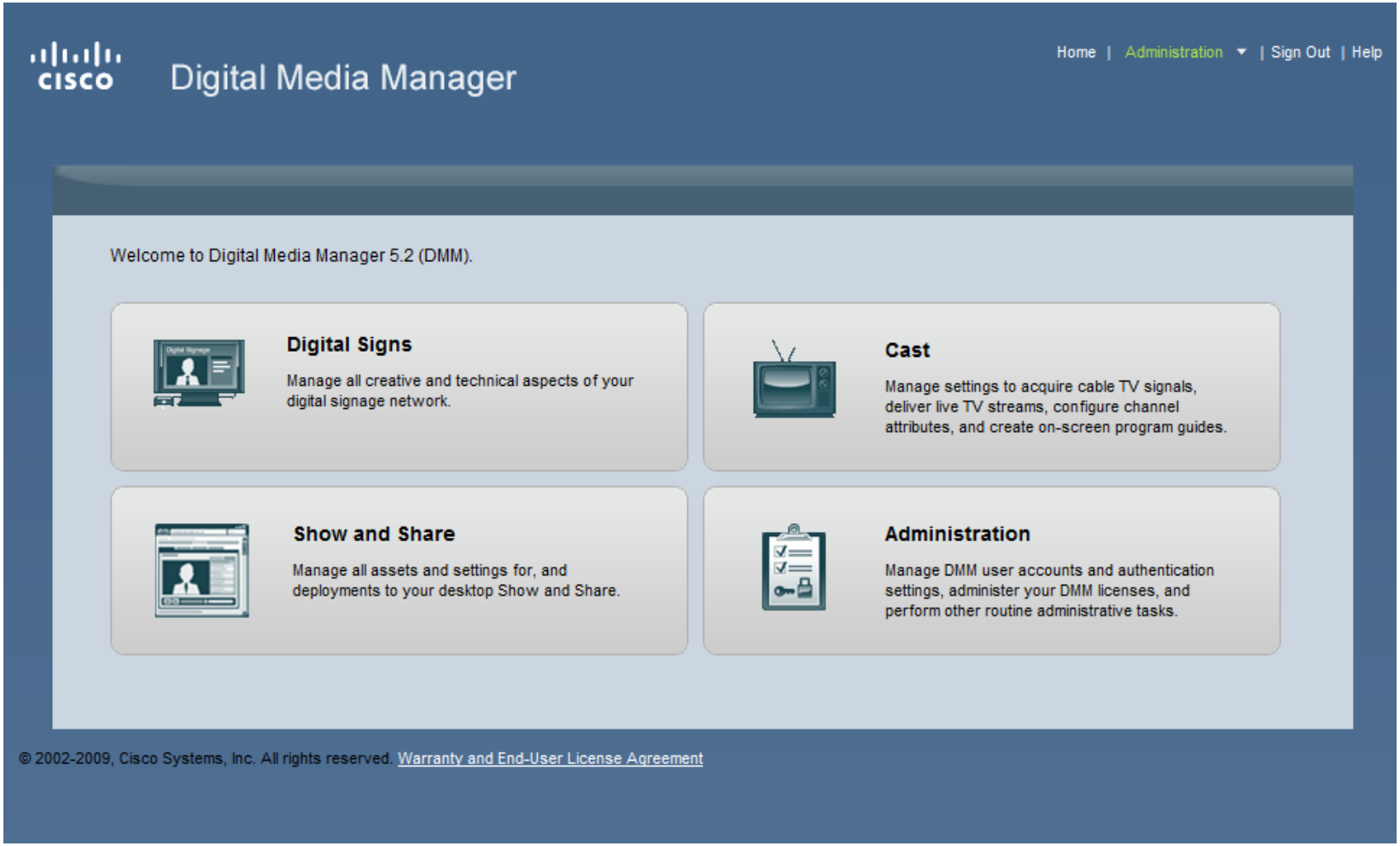
Digital Media Manager



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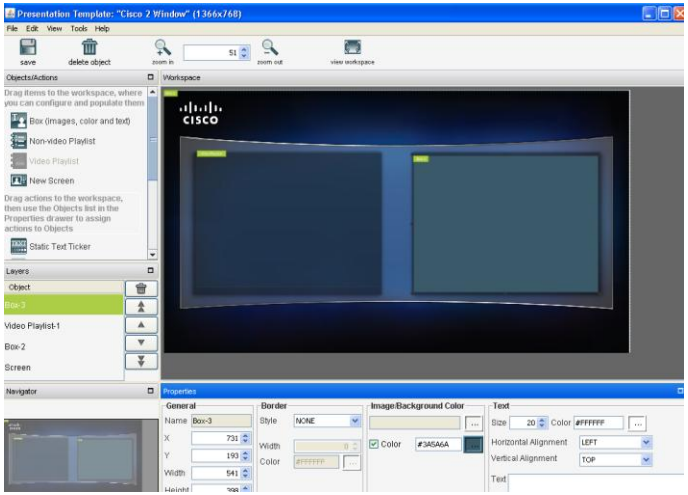
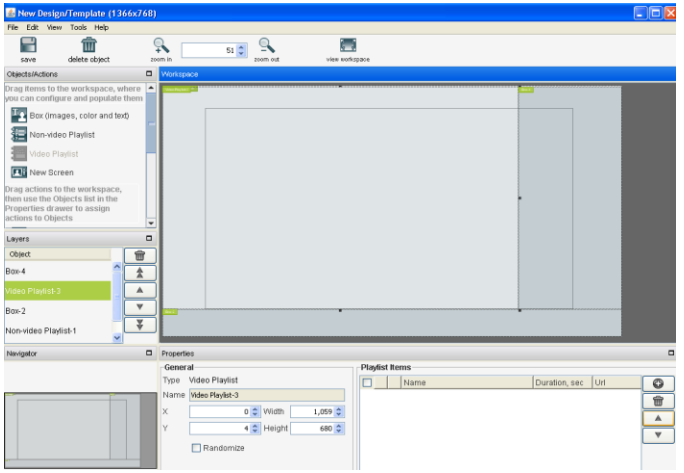
Digital Media Designer (DMD)

- Application tool for template design
- Browser based drag & drop interface for creating customized signage templates
- Vertical and horizontal screen orientations
- Select from pre-designed templates or create your own
- Embed many combinations of multimedia objects
  - Video
  - Flash Animation
  - Dynamic RSS & Static Tickers
  - Playlists
  - Background images
  - Logos & Icons
  - Customizable text





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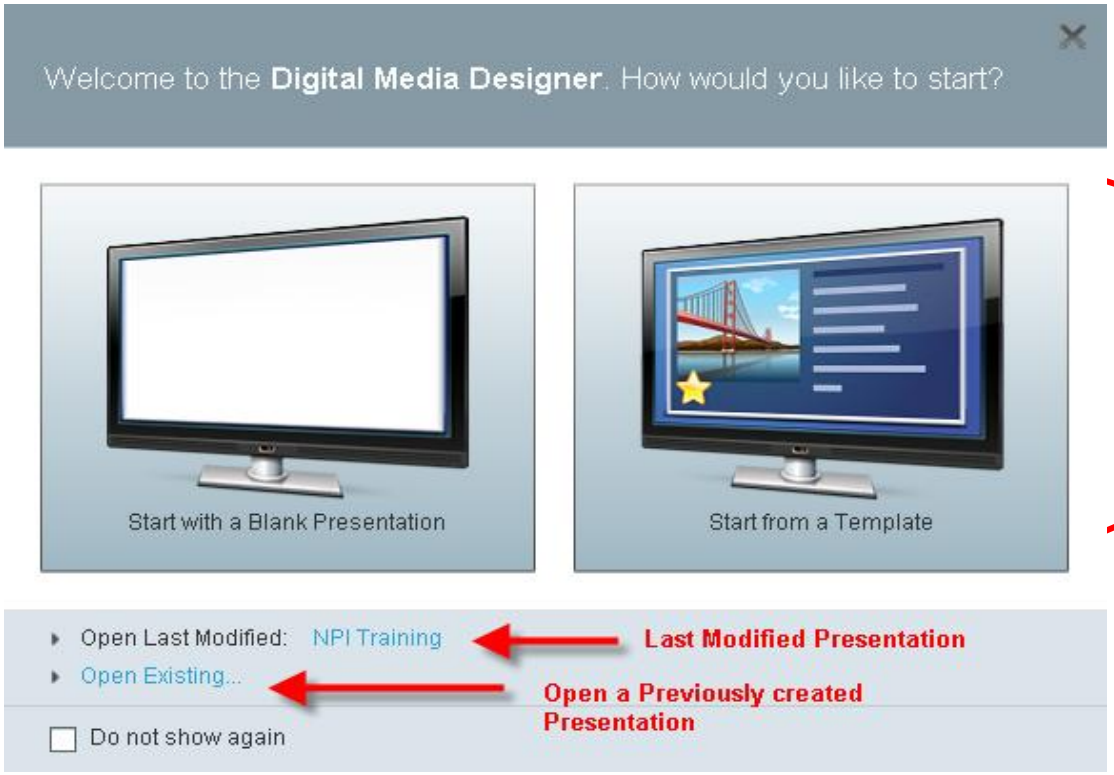
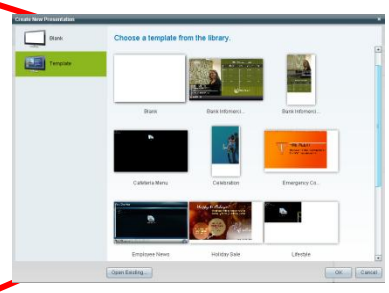
Presentation Selection

- You can select Blank Screen or select from 12 Templates





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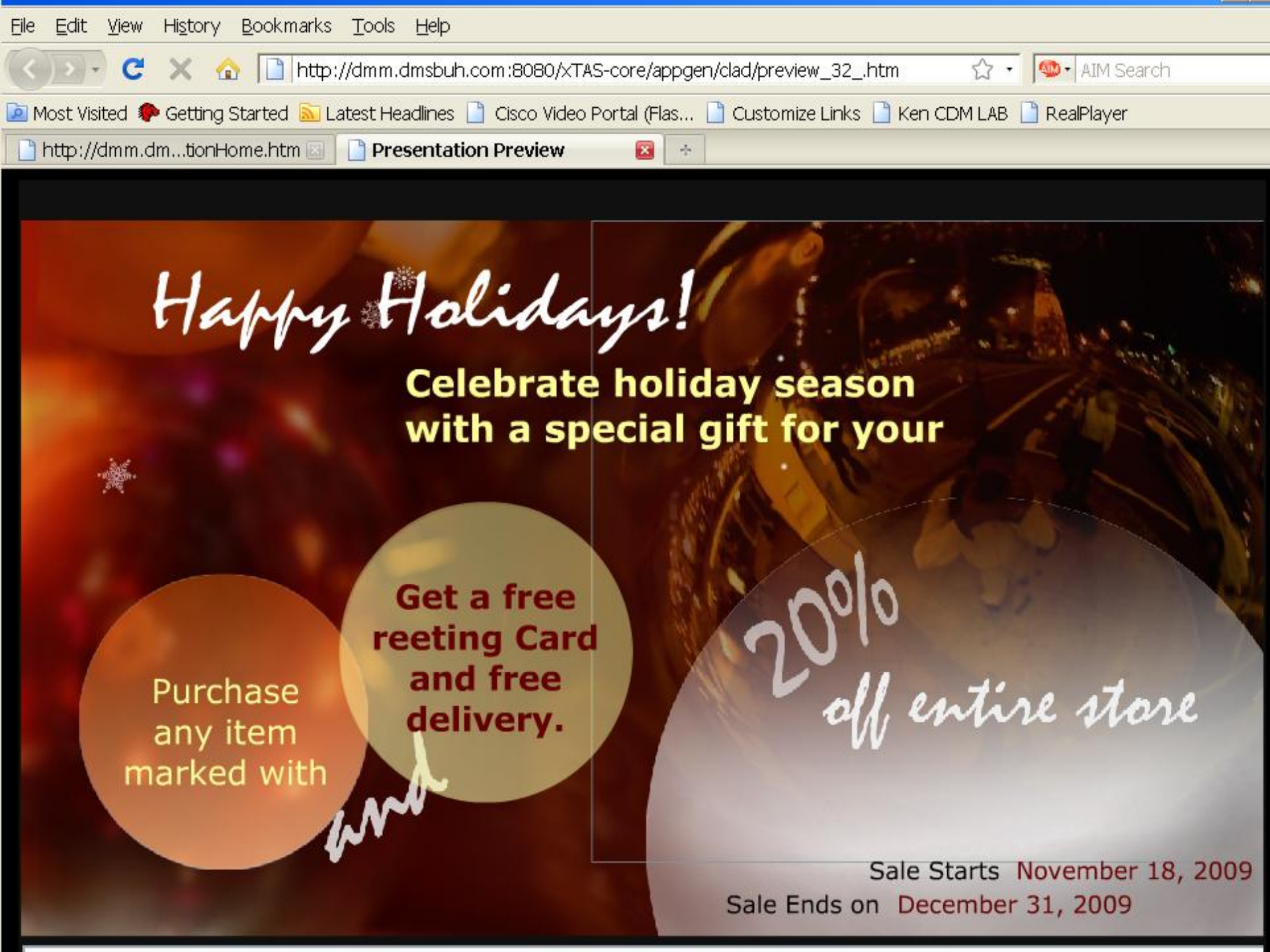
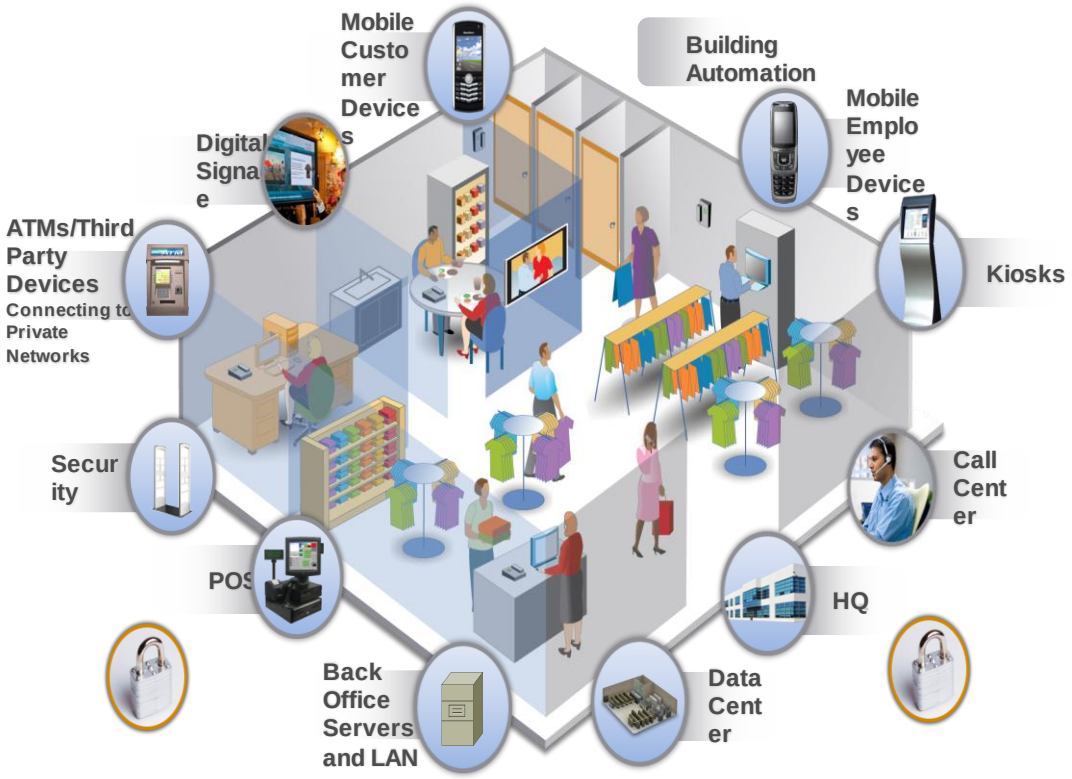

File Edit View History Bookmarks Tools Help
http://dmm.dmsbuh.com:8080/xTAS-core/appgen/clad/preview_32_.htm
AIM Search
Most Visited Getting Started Latest Headlines Cisco Video Portal (Flas... Customize Links Ken CDM LAB RealPlayer
http://dmm.dm...tionHome.htm
Presentation Preview
Happy Holidays!
Celebrate holiday season
with a special gift for your
Purchase
any item
marked with
Get a free
reeting Card
and free
delivery.
20%
off entire store
Sale Starts November 18, 2009
Sale Ends on December 31, 2009

Concept Channel I

DMS Content Options

Digital Signage

Integrated Applications



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Open Digital Signage Architecture

One Platforms delivers multiple applications

THE EXPERIENCE

THE CLOUD

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Digital Signage

QUEUE MANAGEMENT

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CURRENCY RATES

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SMART SIGNAGE

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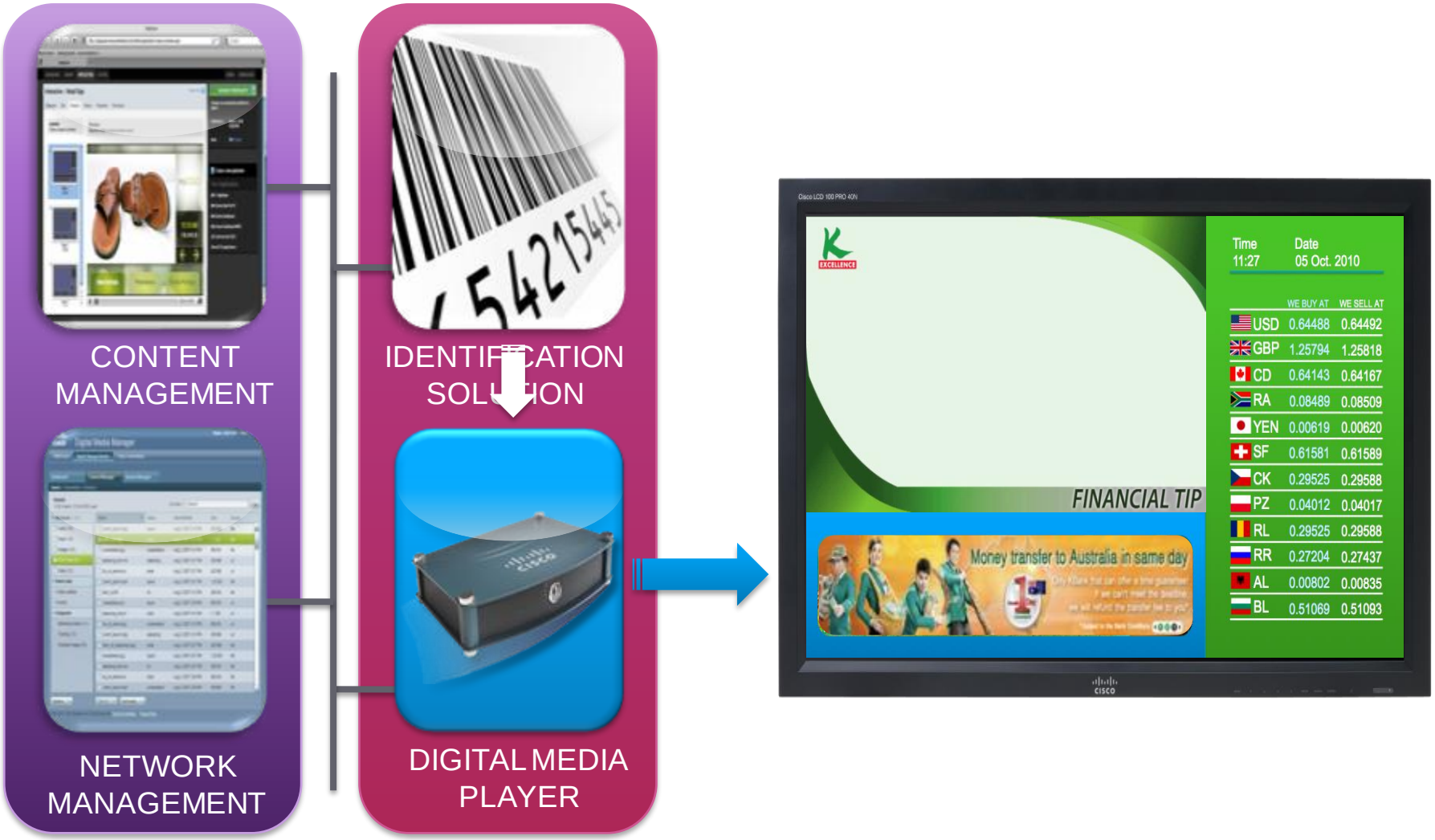
SMART Signage



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Digital Signage

AUDIENCE MEASUREMENT

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Audience Measurement

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VENCO

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Digital Signage

CALL CENTER

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Call Center Boards

AXA TV ad, Warning CSR's of Forthcoming Peak in Traffic (Future)

Contact Center statistics (# of calls waiting, Avg Wait Time, Avg QoS, etc)

Business Metrics from AXA ERP (eg: # of Insurance Contracts closed)

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Digital Signage

INTERACTIVE SIGNAGE

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SMART Station

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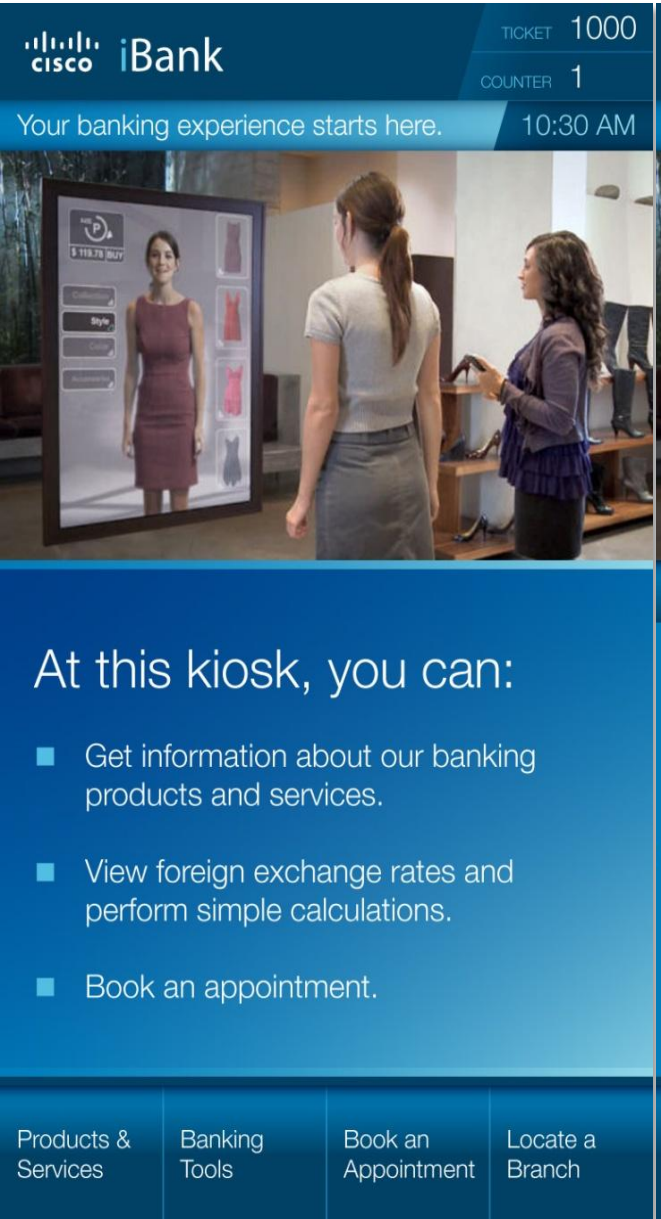
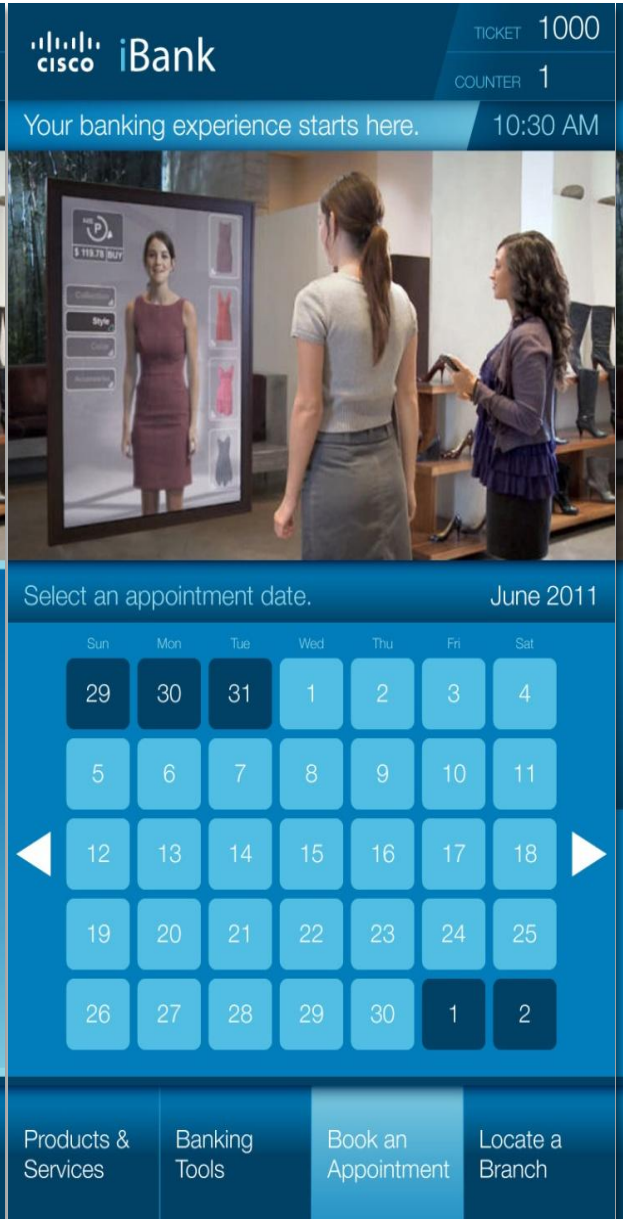
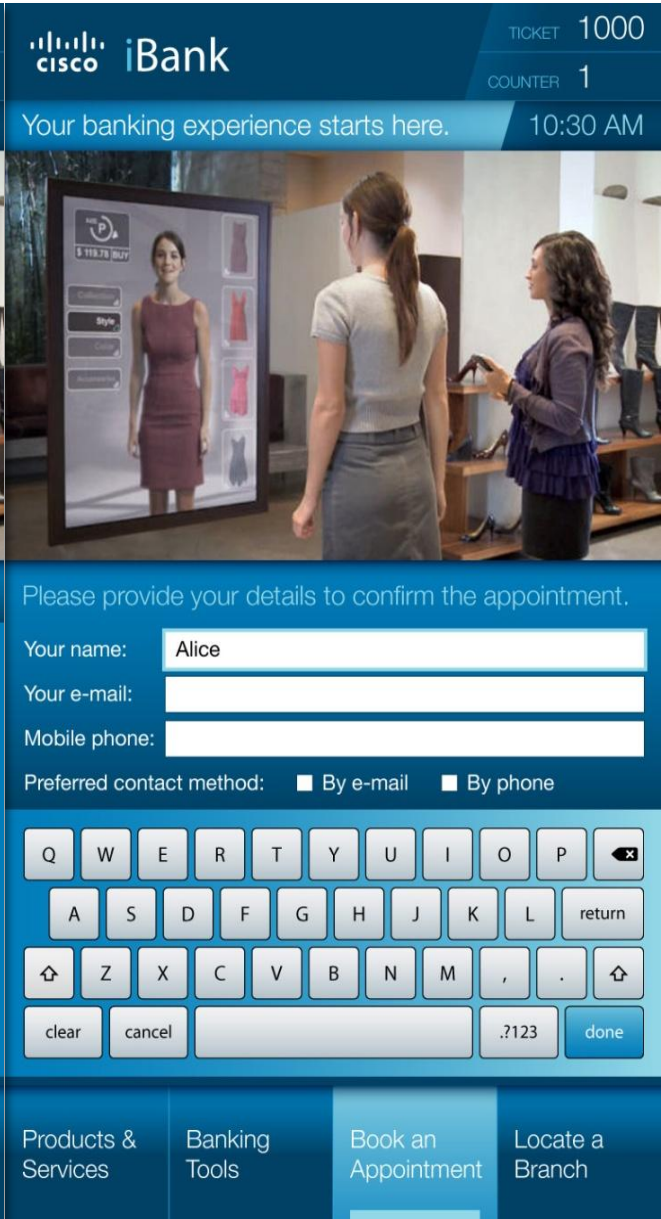
Information Kiosk







“Virtual Expert” Concept

At this kiosk, you can:
Bank
Your banking experience starts here.
Products & Services
Banking Tools

Call has started

Digital Signage

VIDEO WALLS

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KRUNGSRI
MOBILE BANKING
KRUNGSRI
Mobile
Banking
สะดวก...
สมัครฟรี...
www.krungsri.com

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Putting it all Together

DIGITAL MEDIA SYSTEMS

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Open Digital Signage Architecture

One Platforms delivers multiple applications

THE EXPERIENCE

THE CLOUD

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Cisco Video Strategy

Any-to-Any
- Any Content
- Any time
- Any where

INTEGRATION

End-to-End
- Devices
- Intelligent Network
- Software

SIMPLICITY

Platform, Systems and Services
- Network as the Platform
- Collaboration, Broadcast/Streaming
- Robust services offerings

PERFORMANCE

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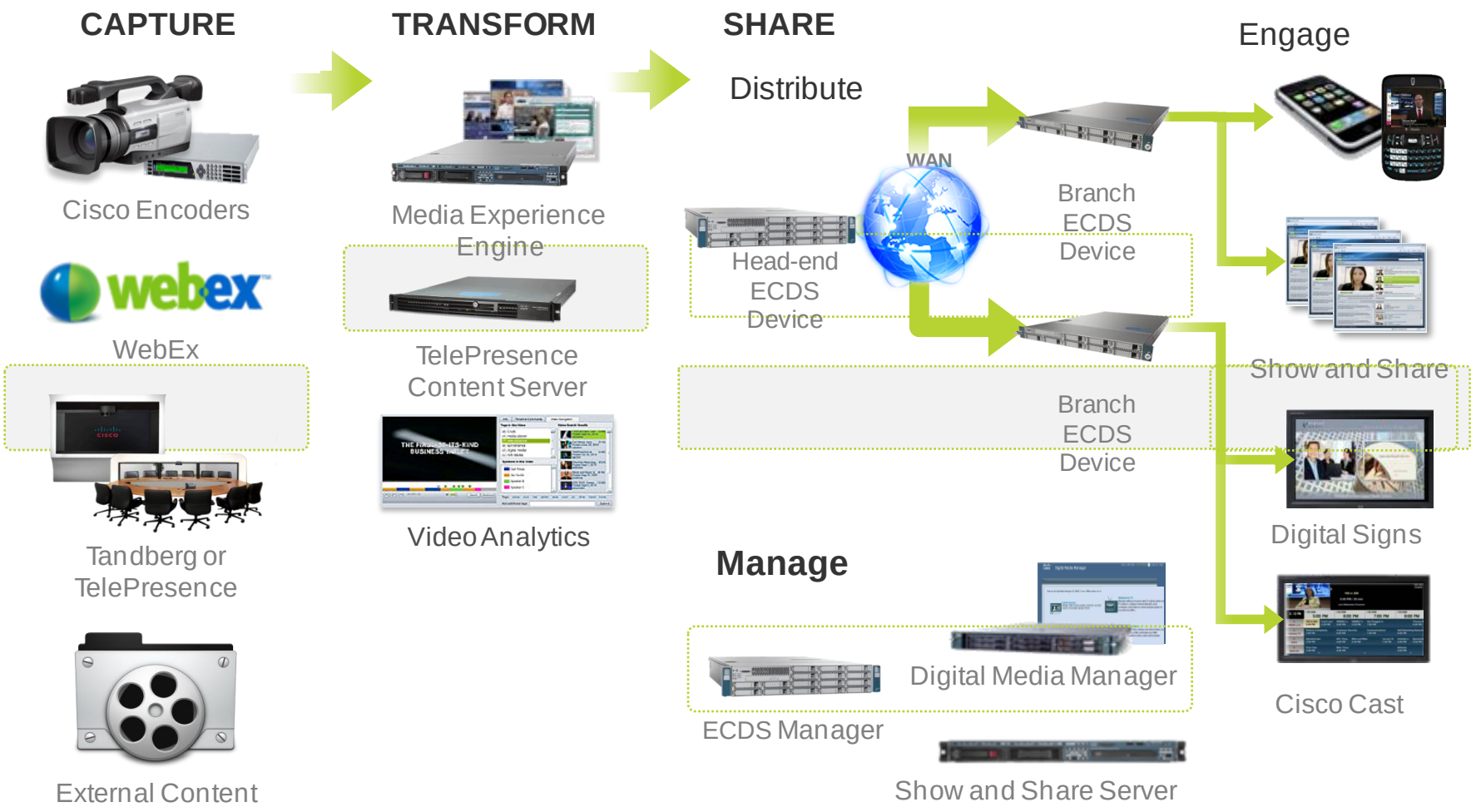
Integrated Enterprise Video Content Architecture



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