



# Welcome to the Human Network

A Business Video Story...  
featuring Cisco DMS



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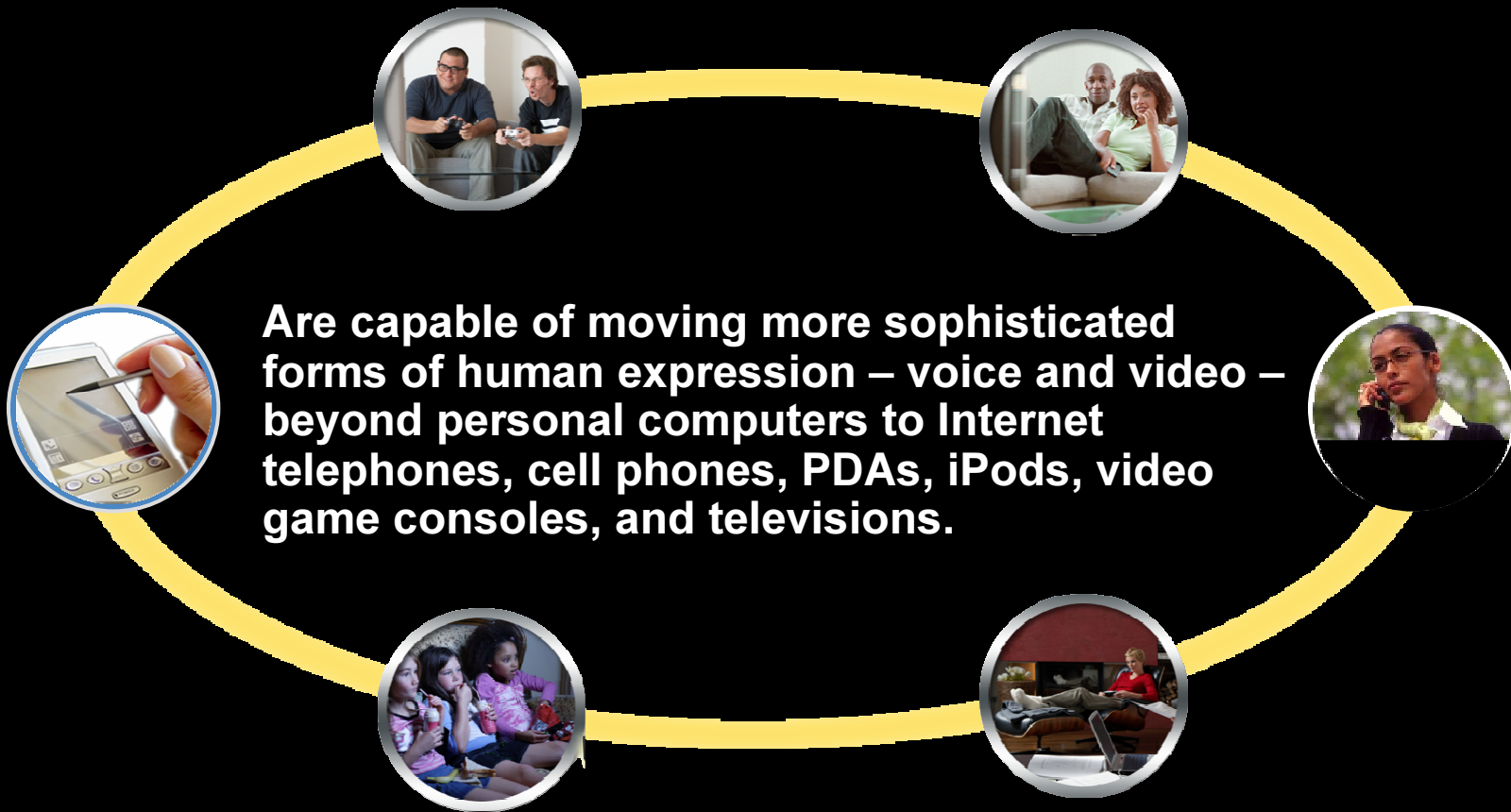
# The Network is Evolving

## In the First Phase of the Internet, Networks

Provided the pipes to connect people with personal computers to the World Wide Web—transporting data around the globe and enabling pervasive and ubiquitous e-mail, e-commerce, instant messaging and other Web-based applications.

# The Network is Evolving

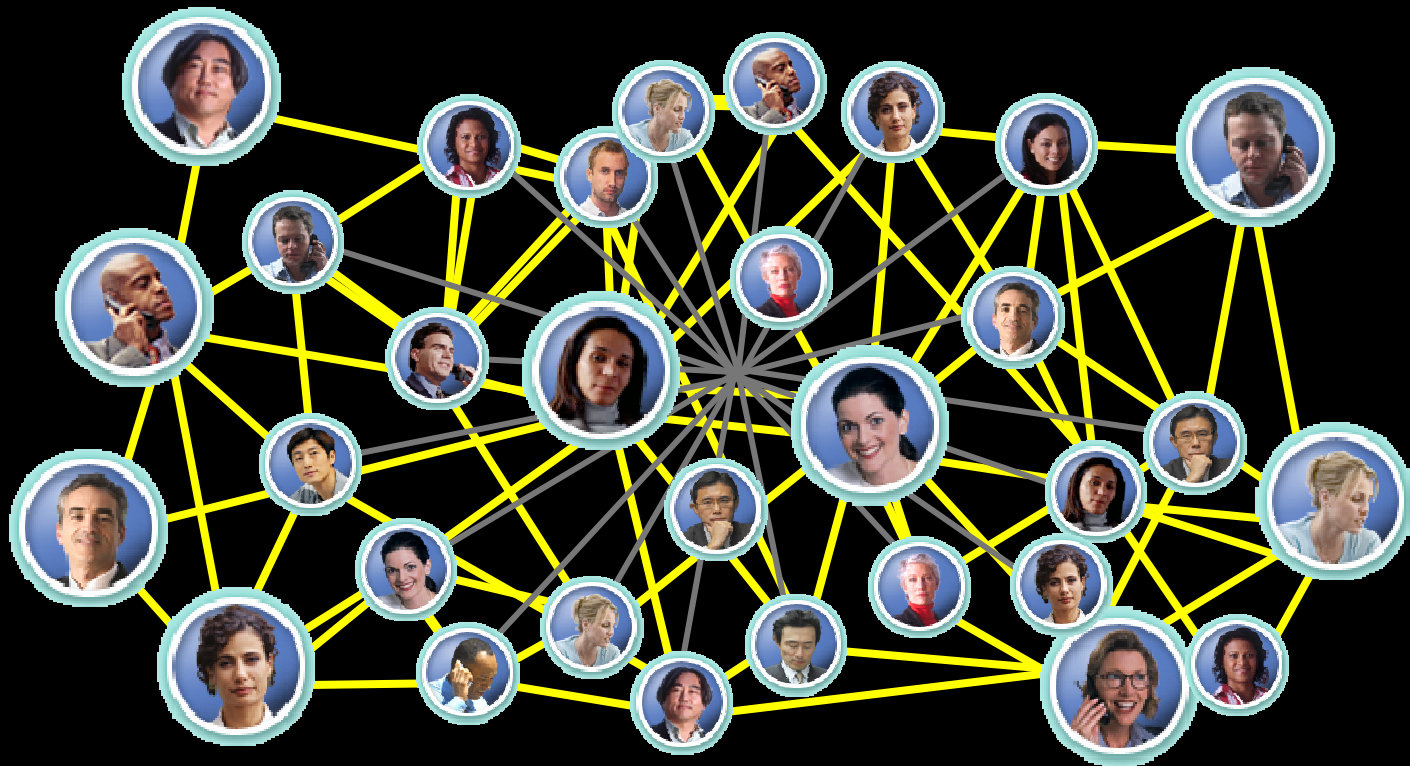
## The Networks in the Next Phase of the Internet



# Welcome to the Human Network

**The Internet Is Not a Network of Computers,**

**It is a network of people.**



# What Trends Are We Seeing? Change in Customer Priorities

Customer

The screenshot shows the 'de paskamer' website interface. At the top left is the ING logo. The main title 'de paskamer' is in large blue letters. Navigation links 'Home', 'Ideeën', and 'Bestellen' are at the top right. A central blue box contains the text: 'Kijk eerst even rond en laat je inspireren. Bekijk de inzendingen van andere bezoekers in verschillende categorieën. Je kunt elke pas aanklikken en opslaan om als Mijn Postbankpas te bestellen.' Below this are three categories: '» handig' (with 'boodschappenlijstje' sub-category), '» leuk', and '» mooi'. Each category shows several postcard thumbnails. On the right, a blue box says 'Stem nu op jouw favoriete ontwerpen en maak kans op een PlayStation Portable'. Below that is a '» tips & voorwaarden' box. At the bottom, there are links for 'Privacy Reglement' and 'postbank.nl', and a note 'onderdeel van ING' with the ING logo.

Now Year 2020



# What's Happening to Businesses Today?

- Products are vulnerable to replication
- Automation is losing its competitive advantage
- Globalization is impacting consumer choice
- Emerging countries are preparing for inclusion
- Consumers and citizens are more demanding

Differentiation is drawn from  
the “how” versus the “what” is sold

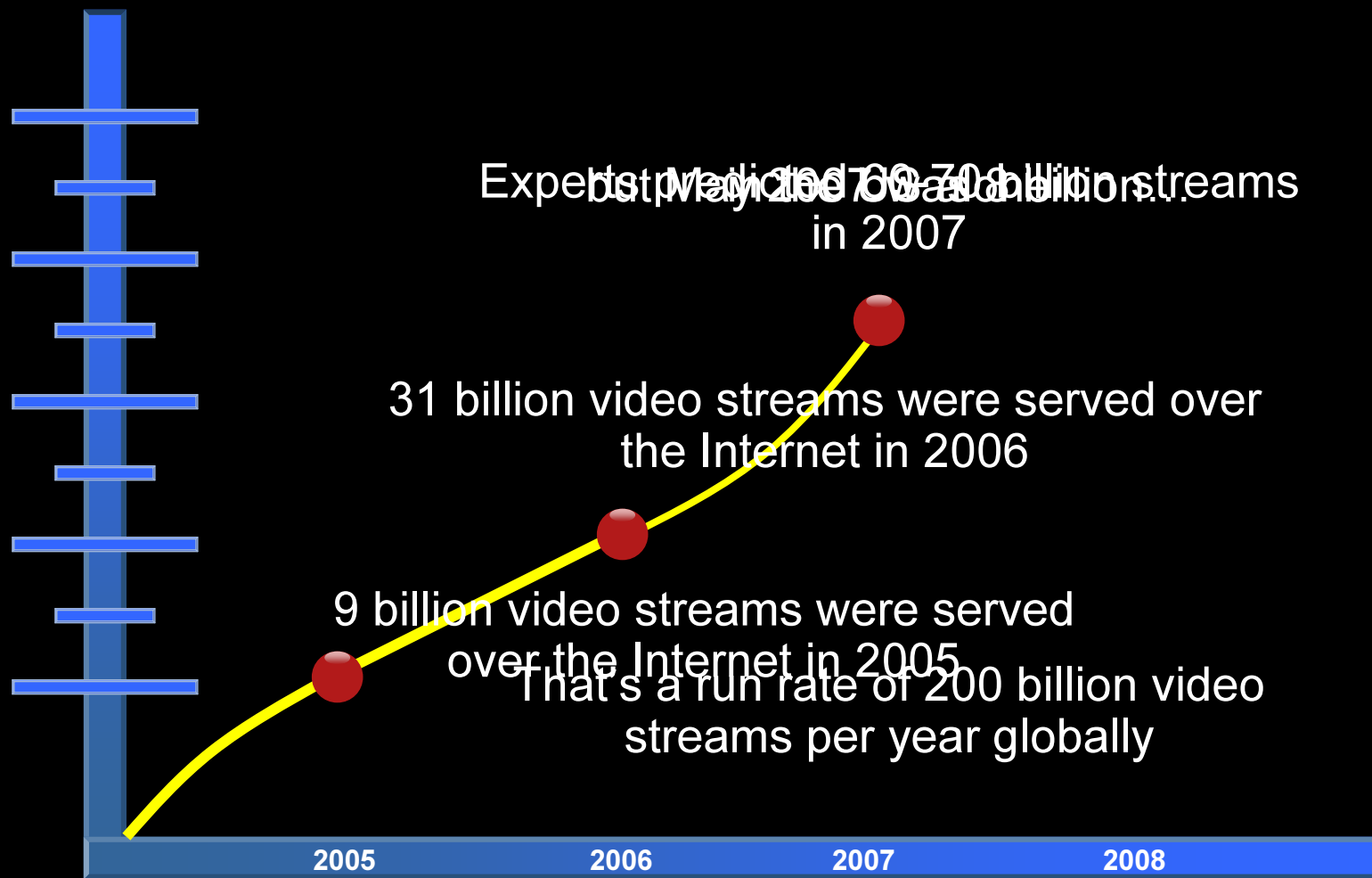
## Our Customers Wish to...

- Get closer to their consumers
- Grow their businesses
- Gain/maintain customer loyalty
- Remain competitive
- Retain profitable customers



**Grow & Compete... Globally**

# Video on the Internet

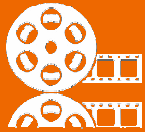




**MOBILITY**

**VIDEO**

**VIRTUALIZATION**



**WEB 3.0**

**anywhere**

**any  
media**

**any  
device**

**WEB 2.0**

**XML**



Wikis, Blogs, Mashups

**WEB 1.0**



Browser, Email/IM

# Why Rich Media Is Relevant

## Yesterday

- Knowledge-based Economy
- Information is the critical asset
- Technology and the Internet drove first waves of productivity
- Enabled globalization
- Connectivity was priority

## Tomorrow

- Rich Media Society
- The wisdom of crowds prevails
- Uses all of our senses
- Makes the Internet personal
- A natural way to communicate
- Accelerates decision making
- Enables the human network

# Why Interactive Video Is Especially Relevant

## Yesterday

- Knowledge-based Economy
- Information is the critical asset
- Technology and the Internet drove first waves of productivity
- Enabled globalization
- Connectivity was priority

## A Person Remembers...

- Rich Media Society
- The wisdom of the crowd



20%  
of What  
They Hear



30%  
of What  
They See



70%  
of What  
They See  
and Hear

- Accelerated development of video
- 30% of brain's cortex devoted to vision, 8% for touch and 3% for hearing

## Enables the human network

- More than 60% of communication is non-verbal
- 52% of video advertisements lead to a response

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

# Business Video Collaboration



## NETWORK AS THE PLATFORM



Smartphone



Desktop Video



Digital Signage



powered by **webex**

# Spot the Difference...



## SOME OF THE KEY DRIVERS...

- Compelling Communications
- Cost Savings – Printing & Postage
- Productivity
- Open & Scalable – Future-proof

# Spot the Difference...

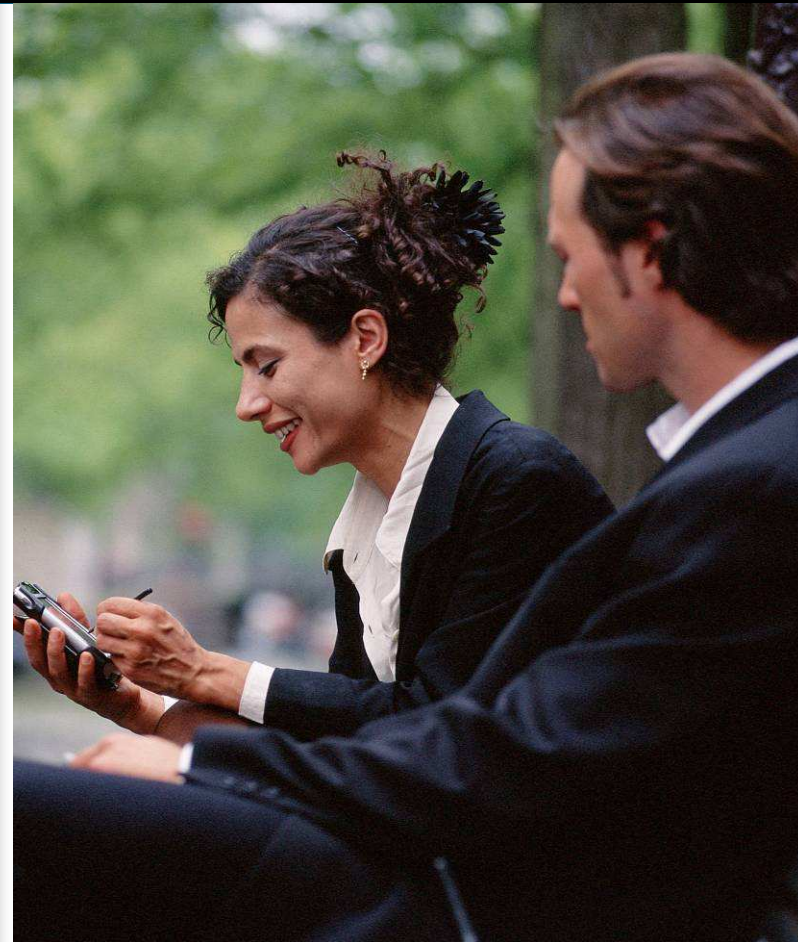


## SOME OF THE KEY DRIVERS...

- Competitive Differentiation
- Brand Image
- Productivity
- Open & Scalable – Future-proof

# What's Driving Digital Media Momentum?

- ▶ Compelling global communications
- ▶ Improved customer experience
- ▶ Improved marketing and branding
- ▶ More effective product/service rollouts
- ▶ Live and on-demand video broadcasts
- ▶ Competitive advantage



# Cisco Digital Media System

## One Platform

Digital Media Manager

- Appliance model
- Solid state media player
- Modular approach
- Open & scalable



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

# 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



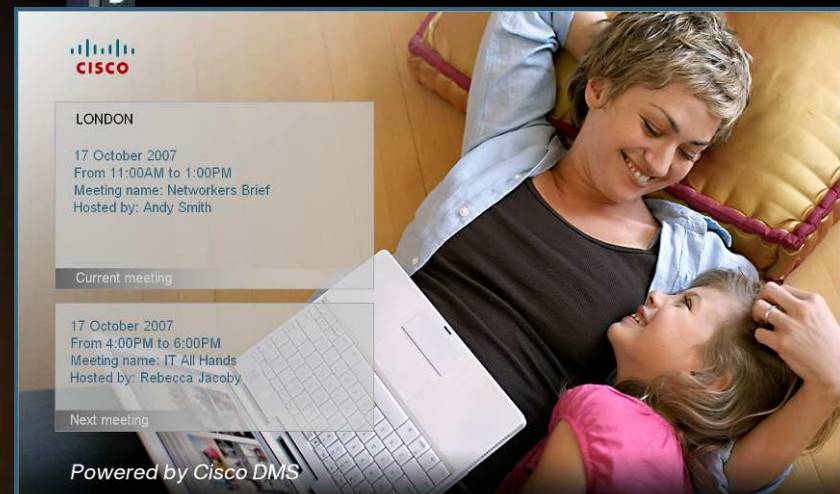
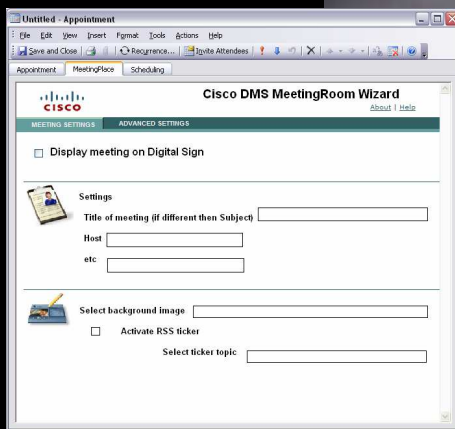
“What became so clear to us is that we had to engage, we had to interface, and we had to communicate with employees all over the world to make [our] strategic vision work.”

– John Brock, CEO, Coca-Cola Enterprises

# DMS for Meeting Room signage

## Multi-modularity positively impacts ROI

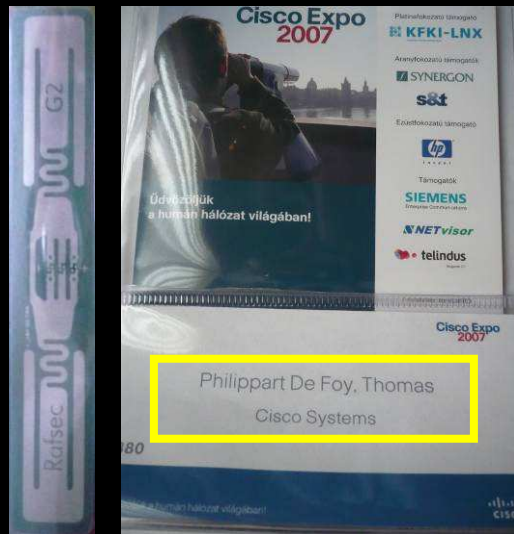
- How are your meeting room reservations managed and displayed?  
Cumbersome to put paper signage up: prone to human error, costly, in many cases not present so impossible to say if room is booked, ...
- Managed by receptionist – easy (Outlook), scalable, centrally managed by IT
- Maximize ROI/TCO, plus a unique and *personalized* experience!
- Cisco Brussels office showcase



# Interactive Signage based on RFID Integration Cisco Expo Budapest, Hungary



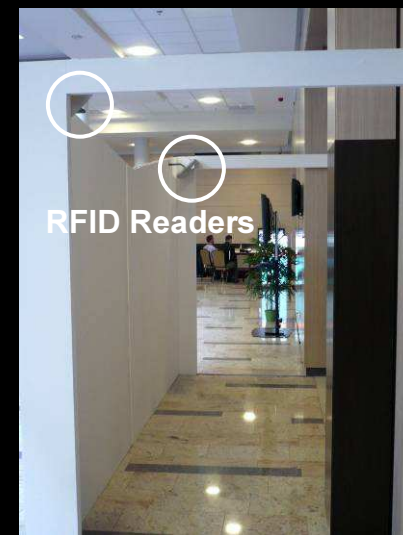
RFID tag in Badge



Cisco DMP

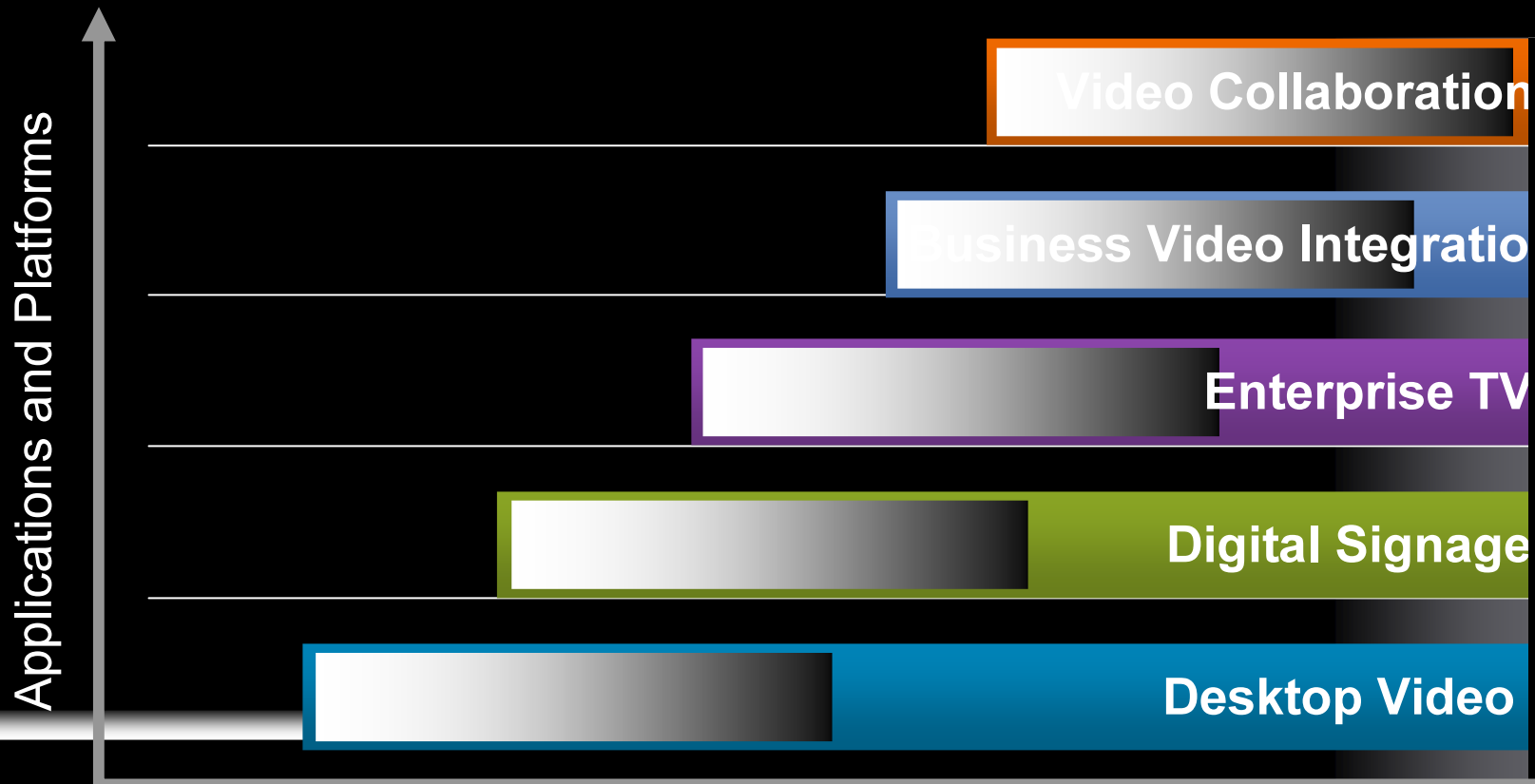


RFID Readers



RFID Readers

# Cisco Digital Media Applications and Vision



- Today: Desktop Video (September 2006), Digital Signage (January 2007)
- Near term: Enterprise TV channel streaming and business video integration with Cisco TelePresence, Video Surveillance, Unified Communications, etc.
- Long term: Additional applications, user generated video, mobile devices

# Business Video Collaboration Vision

## Redefining Customer Service & Messaging

- Integration of Cisco TelePresence and Cisco DMS

A digital sign becomes a subject matter expert – **productivity, scalability**

A TelePresence unit becomes a corporate communications recording studio – **easy and effective communications**

- Integration of Cisco Unified Communications and Cisco DMS

Cisco IP Phone menu to drive content on the screen – **leverage what you know, ease of use... 'experience'**



# Business Video Integration Vision

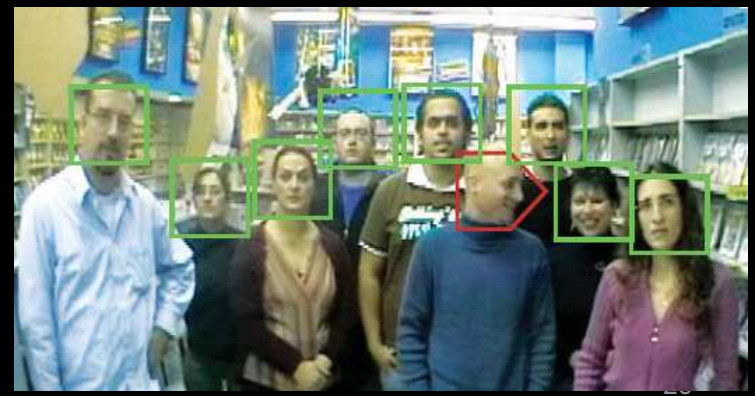
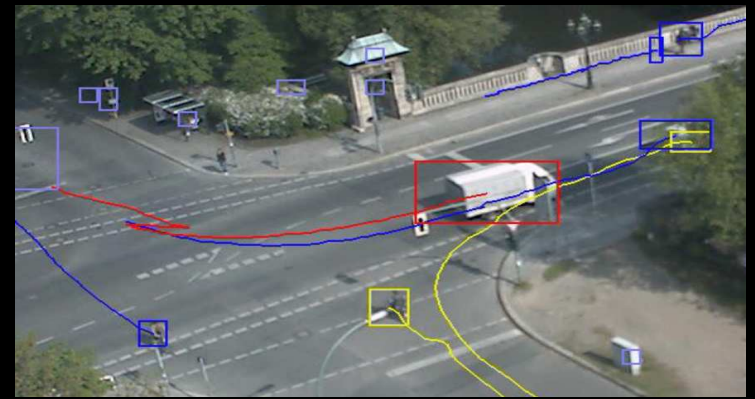
## Redefining Safety & Security

- Linking Logical and Physical Security

Safety & security of people & assets

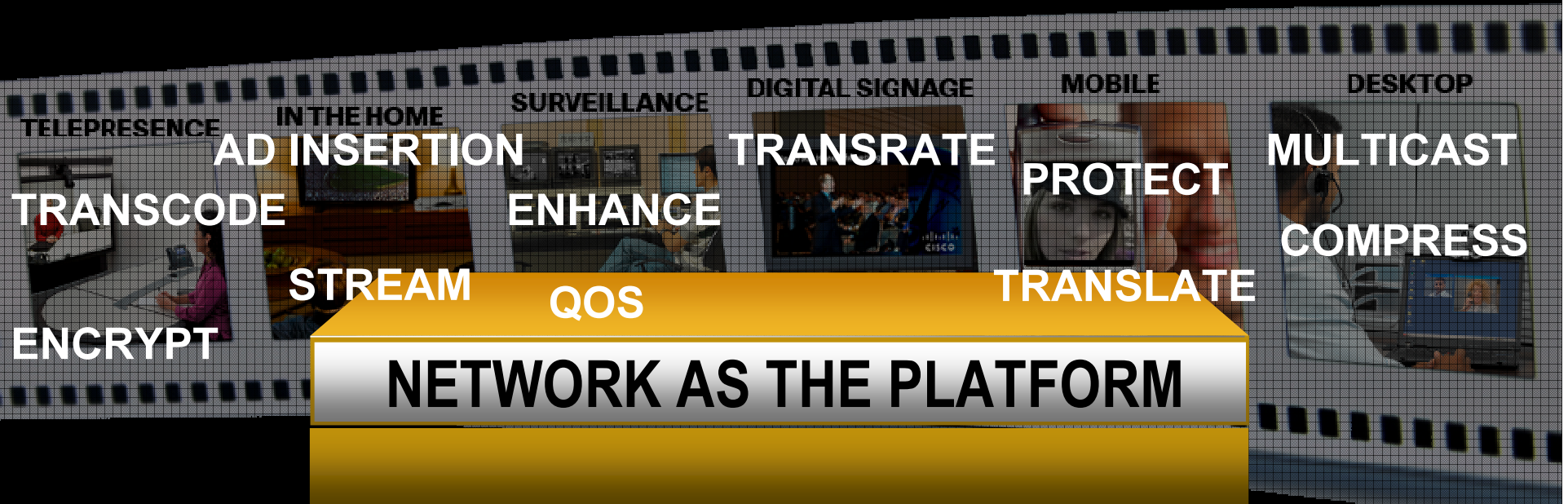
Event correlation across a door badge, a camera, a network login, a WLAN access point, a digital sign, a PDA – **layered security policy**

Same technology concept for different purposes: video analytics for process flow monitoring or demographic trending, dwell time evaluation, etc – **virtualization of features and functions**



# Business Video Collaboration Vision

## Open, Scalable & Standards-based – Breadth & Depth



# Welcome to a Network where... Video Changes Everything

Human Network  
Visual Networking videoclip

