



# Enterprise Voicemail Deployment

How Cisco Developed  
Streaming Video for High-  
Impact Company  
Communications



## A Cisco on Cisco Case Study: Inside Cisco IT

# Overview

- Challenge

Deploy a large-scale company-wide video conferencing solution.

- Solution

Cisco IT best practices encompassing technology, organization, operations, and facilities

- Results

Rapid deployment and ensured success in terms of ROI, productivity increases, and user adoption



# Overview (Contd.)

- Next Steps

Evolving the best practices to address the move from an H.323-based solution to a Cisco product platform

# Challenge: IP/VC Deployment

- Design an optimal **technology** platform including end points, gatekeepers, gateways, and multipoint control units (MCUs)
- Define the **organizational** requirements for all stages of deployment (planning, installation/deployment, support)
- Define the **operations** goals for the deployment and design tools for gathering metrics and reporting results to substantiate final results
- Design the **facilities** for group video conference locations

# Solution: IP/VC Best Practices

- Based on the Cisco IP/VC solution deployment, Cisco IT offers other companies a detailed Operational Best Practices document that addresses the four primary challenges the make up any large-scale video conferencing deployment:
  - Technology
  - Organizational requirements
  - Operations (measuring results)
  - Facilities
- This solution is based on the Cisco IP/VC solution that supports more than 40,000 employees and is in use for more than 700,000 minutes each month.

# Results: Maximized Value

- Minimized deployment times for IP/VC
- No surprises -- detailed organizational requirements enabled accurate budgeting and resource allocations
- Maximized user adoption --> maximized productivity improvements --> maximized savings (reduced travel costs)
- High-impact, collaborative communications that suit the Cisco culture and enhance overall operations



# Next Steps: Technology Migration



Evolve best practices to include the migration to a Cisco product platform for the IP/VC implementation

# Leveraging Cisco IT Experience

“Cisco IT operational best practices for IP/VC give other companies an inside look at the efforts and components that make up a very successful, global deployment.”

Bob Scarbrough  
Cisco IT Program Manager

To read the entire case study, or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT

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