

## RAPID DEPLOYMENT AND MAXIMIZED ROI FOR COMPANYWIDE IP VIDEO CONFERENCING

*Cisco IT operational best practices help plan, deploy, and manage a large-scale H.323-based IP/VC solution for corporate communications*

Cisco® employs more than 40,000 people in offices and locations around the world. Providing a variety of communications tools to facilitate the highly collaborative Cisco culture is core to the company's past and continued revenue growth. One such tool, IP-based video conferencing (IP/VC), enables high-impact and cost-effective communications. Cisco IT has deployed approximately 800 IP/VC endpoints around the world with an average usage rate of 700,000 minutes per month. These endpoints currently consist of a mix of desktop units and room-based systems.

### Business Benefits

- Rapid planning and deployment for H.323-based IP/VC solutions
- Detailed planning guidelines for meeting all requirements
- Example layouts for large venue facilities

"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, IT Program Mgr

**Deploying a companywide communications solution such as video conferencing requires a plan that encompasses technology, support organizations, operations, and facilities.** After deploying the equipment, effective employee adoption depends on technical support resources to keep the solution operational, easy access for both desktop and large venue options, and facilities that have been tailored to the variety of needs within the company. Cisco IP/VC operational best practices address each of the four components of the overall solution.

**Shortened deployment times.** Cisco IP/VC operational best practices help companies reduce their deployment times. The best practices include an overview of the technology components that make up an H.323 video conferencing solution. Guidelines are provided to help companies choose the optimal placement for globally distributed endpoints, gatekeepers, gateways, and multipoint control units (MCUs).

An organizational overview details the required responsibilities for planning, deployment, operations, and support. Estimates are given in terms of the training and staffing of the appropriate functions.

**Ensuring a successful solution.** To help ensure that the business goals, productivity gains, and ROI envisioned with the deployment of IP/VC are realized, the operational best practices document also outlines an initial and ongoing marketing communications plan.

*Best practices help to avoid pitfalls and gain broad acceptance of IP/VC.*

**Case Study:** [http://www.cisco.com/web/about/ciscoitwork/case\\_studies.html](http://www.cisco.com/web/about/ciscoitwork/case_studies.html)

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