



# IP Video for Companywide Broadcasts

How Cisco Uses Live  
Broadcasts and Video on  
Demand to Save Cost of Onsite  
Meetings



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

# Overview

- Challenge

  - Deliver an executive presentation to a newly organized team of 300+ systems engineers worldwide

- Solution

  - IP-based, live video broadcast and stored video on demand modules distributed over the Cisco intranet with Cisco content delivery solutions

- Results

  - Saved time and travel expense by eliminating an onsite meeting and effectively delivered information with minimal disruption of current sales activities

- Next Steps

  - Continue to use this solution as an alternative for onsite meetings when appropriate

# Challenge: Executive Presentation to a New Sales Team

- New, worldwide sales group meant Cisco needed to communicate with 300+ employees in ways that were timely, efficient, consistent, and economical.
- Objective: Quickly establish a team identity and present Cisco's market development strategy.
- Typical solution: Bring all employees together for an onsite meeting. Group employees located on 5 continents and 11 time zones made an onsite meeting costly and impractical.

# **Solution: Live Video Broadcast and VoD**

- IP-based, live video broadcast and a stored video on demand (VoD) module from the group's leadership team
- Presenter slides were shown during the broadcast
- Multiple sessions for Q&A encouraged audience participation
- The live event was broadcast from a Cisco studio over the Cisco WAN using technologies in Cisco's global content delivery infrastructure
- After the event, four VoD modules were available to employees on the Cisco intranet

# Solution: Cisco Content Delivery Solutions

- Multicast and unicast support on the Cisco network transmits video traffic efficiently to remote offices and telecommuters using VPN access
- Cisco Application and Content Networking System (ACNS) optimizes video streaming for VPN users
- Cisco content delivery network for internal content delivery uses the Cisco 4600 Series Content Distribution Manager and Cisco content engines in offices worldwide

# Solution: Live Broadcast

The screenshot shows a video player interface. At the top left, it says "Internal Use Only" and "Close Window" at the top right. Below that is the title "Overview; Engineering Your Future" and "SupportNet | Help". The main content area is split: on the left, a dark blue header "Agenda" is followed by a list of topics: "Overview of today's launch", "“Engineer the Future” value proposition", "EM SE Development Reference Model", and "Global SE Specialization". Below the list, it lists speakers: "Speakers: Marcelo Durand – SE Leader" and "Juan Gamez – WW SFD". On the right, a video feed shows a man in a light blue shirt. Below the video is a control bar with a progress slider, play/pause, stop, and volume icons. The status "Stopped" is shown. At the bottom right, a table of contents is visible:

▲	EM FY 06 SE Developme
	Before we get going &
	Agenda
	Overview of today s laun
	Engineering Your Future
	EM SE Development Strz
	Knowledge is Your most
▼	Why the Focus on Develk

At the bottom of the window, there is a footer with "© 2007 Cisco Systems, Inc. All rights reserved." and "Cisco Confidential".

# Results: Reduced Costs, Effective Information

- More than 250 employees watched the live event and nearly 100 viewers accessed the VoD within two weeks
- Saved the time and travel expense usually incurred for an onsite meeting
- Effectively delivered information to employees
- Minimized disruption of current sales activities
- High level of satisfaction with session content and quality of the audio, video, and slide display
- Streamlined production and distribution for VoD

# Next Steps: Proven Value for Continued Use

- For Cisco IT, streaming media broadcasts validate the Cisco ACNS software and the Cisco content delivery network for providing timely and effective communications to employees worldwide
- For the Cisco sales organization, proven value for using streaming media as an alternative to onsite meetings

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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