



Cisco IT@Work Case Study:
**Multipoint IP
Videoconferencing: Enabling
Collaboration When Bad
Weather Prevents Travel**

Cisco Information Technology

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- **Challenge:**

Conduct meeting with staff in three locations and two continents when weather conditions prohibited travel to scheduled meeting site

- **Solution:**

Multipoint videoconferencing, using Cisco IP/TV Videoconferencing solution and VPN connectivity

- **Results**

Successfully conducted meeting while avoiding travel

- **Next Steps**

Add capabilities to Cisco Rich Media rooms

Challenge: Conduct Meeting with Participants on Two Continents

- **Meeting of Cisco Central Marketing Operations (CMO) management scheduled in late October 2005**
 - Planned for Florida location to coincide with Cisco CIO Summit**
- **But Hurricanes Katrina and Wilma made travel to Florida unadvisable**
- **Meeting attendees distributed in three locations:**
 - Ritz-Carlton Hotel on Amelia Island, Florida, site of Summit**
 - Cisco headquarters in San Jose, California**
 - Cisco office in Milan, Italy**

Solution: Multipoint Videoconference

- **San Jose and Milan had intranet connectivity, but Florida hotel did not**
- **Cisco IT set up a secure VPN connection from the hotel**

Hotel had broadband Internet connection

Cisco shipped videoconferencing camera and monitor and Cisco VPN 831 broadband router

IT personnel, on site for the CIO Summit, configured the router and connected the videoconferencing equipment to the hotel's broadband Internet connection

Solution: Multipoint Videoconference

- When the meeting was scheduled to begin, someone from each site simply dialed the number of the Cisco IP/VC 3500 Series multipoint control unit (MCU)



Solution: Multipoint Videoconference

- **20 people attended in total**
- **Attendees could hear and see speakers in any location**
- **Slides were projected in each conference room**
- **At the San Jose campus, Rich Media rooms are specially equipped with sound and lighting treatments and high-quality viewing**

Results: Effective, Remote Collaboration

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- **Travel avoidance**

Team members in San Jose, Florida, and Milan collaborated remotely

- **High efficiency**

Participants focused on business, socializing less than in face-to-face meetings

Meeting was completed in four hours instead of the five or six scheduled

- **Excellent audio and video quality**

Attributable to bandwidth and quality of service (QoS) in Cisco network

Next Steps: Rich Media Rooms

- **Cisco Media Network group is adding more functionality to Cisco Rich Media rooms, for even greater interactivity**
- **Details in forthcoming case study**

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