

How Cisco Enabled Collaboration During Natural Disaster

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BUSINESS BENEFITS

- When a hurricane prevented travel, executive meetings continued using multipoint IP videoconferencing.
- Enabled collaboration among globally distributed team
- Provided secure connectivity from off-network location

“The multipoint videoconference was a positive experience for us. Several executives were able to collaborate without taking a long-distance plane trip.”

– **Denise Peck, Vice President of Cisco Central Marketing Operations**

In late October 2005, Cisco Systems® global marketing staff members in the United States and Europe were preparing to attend an executive marketing planning meeting in Amelia Island, Florida, site of the Cisco® CIO Summit. But in the aftermath of Hurricane Katrina and the impending arrival of Hurricane Wilma, Cisco preferred that its employees avoid travel.

The Cisco Central Marketing Operations organization needed to conduct the meeting over the network instead of in person.

Executives in San Jose, California and Milan, Italy had connectivity to the Cisco intranet, but those at the Ritz-Carlton Hotel in Amelia Island did not.

The Cisco IT team provided a secure VPN connection from the hotel to the Cisco intranet. First, the company shipped a videoconferencing camera and monitor and a Cisco 831 Ethernet

Broadband Router to the hotel. Cisco IT personnel, already onsite at the hotel for the CIO conference, configured the router and connected the videoconferencing equipment to the hotel’s broadband Internet connection. After dialing into the conference, participants in all three locations could see and hear each other.

Travel avoidance. The Cisco Central Marketing Operations organization was able to conduct an important collaborative meeting in spite of disastrous weather that inhibited safe travel. Nine executives were able to participate without traveling.

Meeting efficiency. The meeting was completed in four hours—two hours less than scheduled. Meeting organizers attribute the efficiency to less socializing and greater focus compared to face-to-face meetings.

Excellent audio and video quality. The Cisco intranet provides the bandwidth and quality of service (QoS) needed for videoconferencing. Time-sensitive voice and video traffic receives priority over data.

With less socializing, executives completed the agenda in four hours—two hours faster than planned

Case Study: http://www.cisco.com/web/about/ciscoitwork/case_studies.html

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