



Content Networking WAN for Live Events

How Cisco Uses Content
Network WAN to Produce Live
Event for Multiple Locations



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

- Quickly produce a live video event with multiple presenters in different locations

- Avoid productivity losses from executive travel to a Cisco Media Network studio

- Solution

- Transmit audio and video over the Cisco WAN

- Results

- Protected executive productivity and saved satellite costs

- Next Steps

- Produce all events over the Cisco WAN if sufficient bandwidth is available at the site

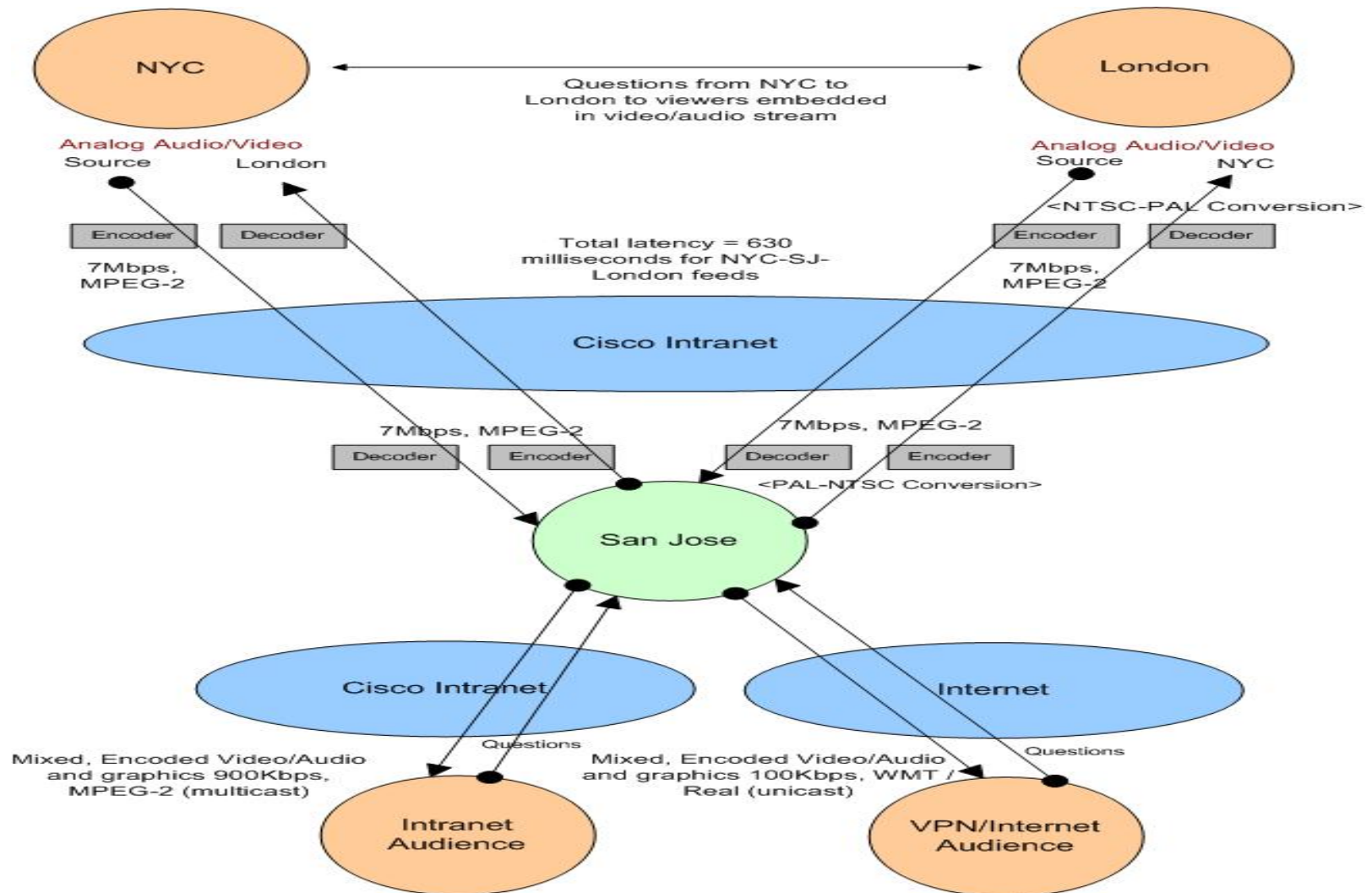
Challenge: Quickly Produce Live Video Event

- In spring of 2005, Cisco executive management needed to conduct an event with the global sales force
 - A competitor's announcements constituted a direct revenue threat)
- Participants: Cisco executives in New York and technical experts in London
- Executives did not want to lose productivity by traveling to a Cisco Media Network studio in San Jose, California
- Provisioning satellite connections would be costly and time-consuming

Solution: Transmit Audio and Video Over Cisco WAN

- Small production team flew from San Jose to New York
London office - home of the Cisco technical presenters - had an on-site production team
- Crews at both sites captured audio and video (AV) and transmitted it to San Jose studio
Encoded streams in MPEG-2 format and transmitted them to the other site at 7 Mbps

Solution: San Jose Provided Central Management



Solution: Transmit Event to Global Audience

Four audiences:

- Presenters in New York and London locations, who needed to see and hear each other

San Jose Cisco Media Network studio served as relay point

- Audience members with Cisco intranet connections

Encode AV and graphics into a 900-Kbps, MPEG-2 stream for multicast transmission

- Audience members with Internet VPN connections

Encode AV and graphics into 100-Kbps Windows Media and Real streams, for unicast transmission

- Salespeople who missed the live event

Video on demand

Results: Protected Executive Productivity

- Avoided the need for executives to spend time traveling to a Cisco Media Network studio

- Reduced production costs

Cisco saved the \$25,000 it ordinarily would have spent to procure and provision satellite connections

- Avoided revenue loss

Confronted with a competitive threat, Cisco helped maintain market share by presenting the informational event in timely fashion and providing direct access to executives and technical experts

Next Steps: More Events Produced on Cisco WAN

If executives work:

- Near a Cisco office with >7Mbps bandwidth, Cisco will broadcast the event over the WAN
- Near an office with <7Mbps bandwidth, Cisco will rent satellite connections instead

“Every office has become a potential Cisco Media Network studio”

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Americas Headquarters

Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters

Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters

Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

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