



Streaming Video for Corporate Events

How Cisco Uses Streaming Video for Worldwide Corporate Events and Training



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

Rapidly and affordably train employees, distribute information, and enable cross-team collaborations

- Solution

Provisioning of a rich media solution enabling many video streaming services

- Results

Lowered travel budgets, increased learning, raised productivity among global teams, and faster product launches

Challenge: Rapid Rates of Change

- High growth rates during mid-1990s
 - Difficult to keep up with training needs
- Need for rapid dissemination of information to global employees and partners
- Regulatory and standards compliance training requirements were difficult to meet with growing global workforce
- Enterprise-wide demand for multimedia business applications

Solution: Rich Media Solution

- IT provisioned a rich media solution capable of delivering: graphics, animations, audio, video, and virtual lab access.
- Web portals established to provide easy access to multimedia content
- Broadcast video production studios
- Broad range of streaming video services:
 - Videoconferencing
 - IP video telephony
 - Web conferencing
 - Live video broadcasts and video on demand

Results: Lower Costs; Effective Collaborations, Communications, Training

- Lower travel expenses (videoconferencing and video on demand learning modules); leveraging of existing IP network for cost-effective video distribution
- Increased productivity (faster distribution of vital information; convenient access)
- Enhanced learning (multimedia formats)
- High-impact corporate communications (more use of video)
- Faster product launches (broadcast product training)

The Power of Video

“Every executive must ask sooner or later, ‘Can my employees keep up with the pace of change?’”

-- John Chambers,

President and CEO, Cisco Systems

Video offers increased learning, improved rates of absorption, enhanced persuasiveness, and an overall increase in the impact of training and communications.

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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