

How Cisco Supports Virtual Meetings with Customers

Cisco TelePresence enhances customer relationships, reduces travel expenses, and increases productivity.

BUSINESS BENEFITS

- Enhanced customer relationships
- US\$50 million in new annual revenues from shorter sales cycles
- US\$20 million annual cost savings from reduced employee travel
- Increased employee productivity
- New communications option for emergency response

“It is much easier for our customers to meet with our executives and technical experts when time and distance are no longer barriers.”

– Rami Mazid, Director,
Emerging Technology, Cisco IT

Cisco® often invites customers to an executive briefing center (EBC) for individualized presentations and discussions with Cisco executives and technical experts. These meetings are time-consuming, both to coordinate the availability of Cisco and customer personnel, and for travel to a briefing center location. In the past, the small number of EBCs limited the number of customer meetings, which lengthened the sales cycle. The time spent by Cisco employees traveling hampered their productivity and ability to work on other business activities.

To address these challenges, Cisco IT plans to deploy 110 Cisco TelePresence 3000 endpoints in selected Cisco offices worldwide by mid-2007. Each endpoint includes 65-inch plasma screens, microphones, cameras, high-definition codecs, and other elements necessary for a virtual meeting that supports the “same room” experience. The advanced audio and video technologies of the Cisco

TelePresence Meeting solution show all participants in life size and speaking at a normal voice level, providing a sense of meeting “in person.”

Cisco network staff measured latency and jitter among all sites to determine whether the WAN connections could support the quality levels required by TelePresence traffic. Although the Cisco TelePresence solution operates on the existing Cisco network infrastructure, upgrades to WAN circuit bandwidth were required in some locations, usually from a DS-3 circuit to an OC-3 circuit.

Initial data indicates high usage and positive results for the TelePresence rooms, with a total of 675 customer meetings held, involving 456 unique customers. This high number of virtual meetings would have been impossible if travel had been involved. The Cisco TelePresence solution is suitable for a variety of meeting types, including product demonstrations, customer presentations by Cisco executives and technical experts, and internal team discussions.

As a next step, Cisco IT is adding support for multipoint meetings that simultaneously connect more than 30 active sessions.

Multipoint meetings will allow Cisco presenters to reach numerous customers, in separate briefing centers, with a simultaneous broadcast from a Cisco TelePresence system.

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

FOR MORE INFORMATION

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 www.cisco.com/go/ciscoit

NOTE

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