



# Enterprise Web Conferencing

## How Cisco Uses Web-based Enterprise Conferencing



## A Cisco on Cisco Case Study: Inside Cisco IT

# Overview

- Challenge

  - Improve business and technical group productivity

- Solution

  - Web-based conferencing

- Results

  - Greater team productivity

- Next Steps

  - Continued promotional efforts

# Challenge: Improve Business and Technical Group Productivity

- Rapidly increasing cost of travel
- Employees' need to multi-task to stay abreast of job responsibilities
- Requirement for efficient, cost-effective ways to communicate and collaborate

# Solution: Web-based Conferencing

- Cisco Unified MeetingPlace:

An end-to-end conferencing tool that enables users in all locations to meet via a robust, web-based user interface, voice, and video telephony.

- Features include:

Log onto Cisco Unified MeetingPlace and be called when the session is ready to begin

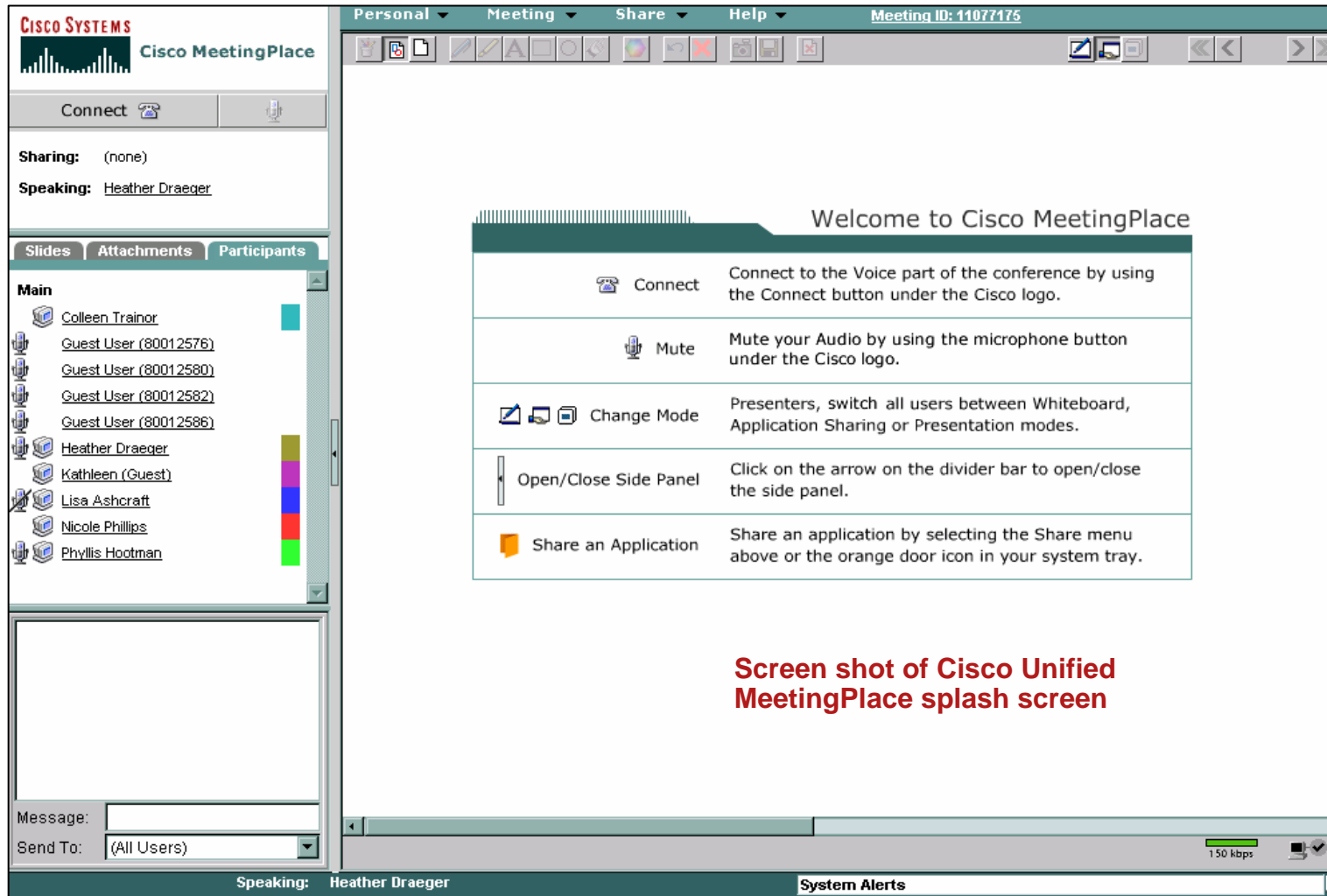
View conference participants as they join or leave as well as who is speaking

Share engineering data and desktop tools

Interact with the team via white boarding capabilities

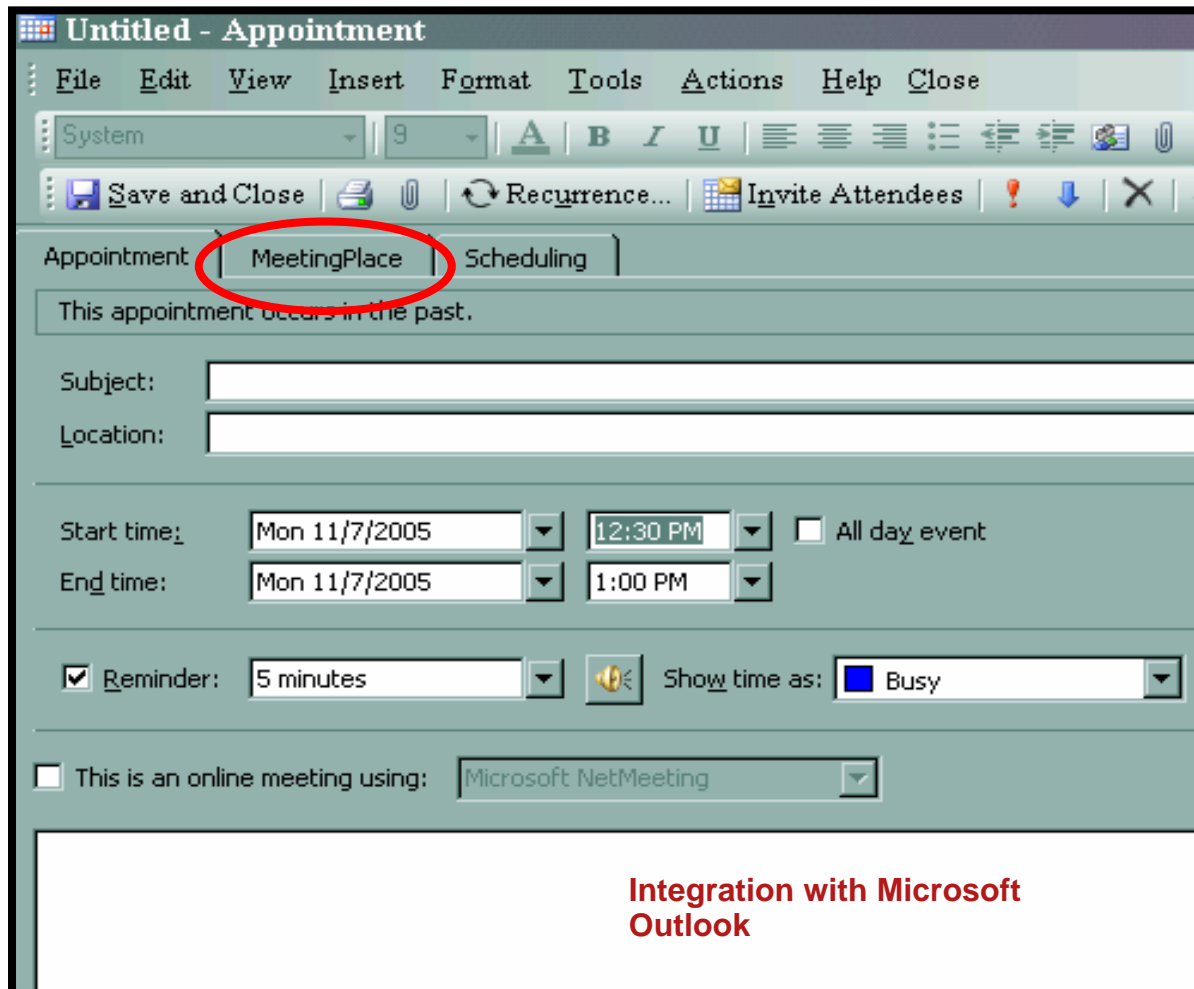
Participate in break-out sessions and live “chat”

# Solution: Web-based Conferencing



Screen shot of Cisco Unified MeetingPlace splash screen

# Solution: Web-based Conferencing



# Results: Greater Team Productivity

- More effective interactions

Debugging, consultations with other Cisco teams, and customer problem resolution can occur remotely

- Time efficiency

Team members can work effectively from home. Time zone differences are minimized. Meetings start on time. Team members can multi-task, participating only when relevant.

# Results: Greater Team Productivity (Contd.)

- Superior communication dynamics
  - Participants prefer web-based conferencing to “straight audio.”
- Faster time to market
  - Bugs are resolved more quickly, a critical factor in releasing problem-free solutions.

# Next Steps: Continued Promotional Efforts

- Cisco Rich Media teams will continue evangelizing efforts:
- Focus is shifting from web and voice features to Cisco Unified MeetingPlace video capabilities:
- Increasing numbers of people across Cisco see the value of:
  - Adding the visual dynamic to meetings
  - Further reducing burdensome travel requirements

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](http://www.cisco.com/go/ciscoit)



**CISCO**



**Americas Headquarters**

Cisco Systems, Inc.  
170 West Tasman Drive  
San Jose, CA 95134-1706  
USA  
[www.cisco.com](http://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](http://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](http://www-europe.cisco.com)  
Tel: +31 0 800 020 0791  
Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

 ©2007 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco logo, and the Cisco Square Bridge logo are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networking Academy, Network Registrar, Packet, PIX, ProConnect, RateMUX, ScriptShare, SlideCast, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0704R)