



# IP Videoconferencing Collaboration

How Cisco Deploys  
Videoconferencing for  
Employee Collaboration



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

# Overview

- Challenge

  - Ensure smooth roll-out of new enterprise video service.

- Solution

  - Analyze the impact during a 750-user pilot deployment.

- Results

  - Positive measurements indicate minimal impact on network and high user acceptance.

- Next Steps

  - Production deployment started immediately after pilot; more than 30,000 cameras to be installed in 2006.

# Challenge: Evaluate New Video Service

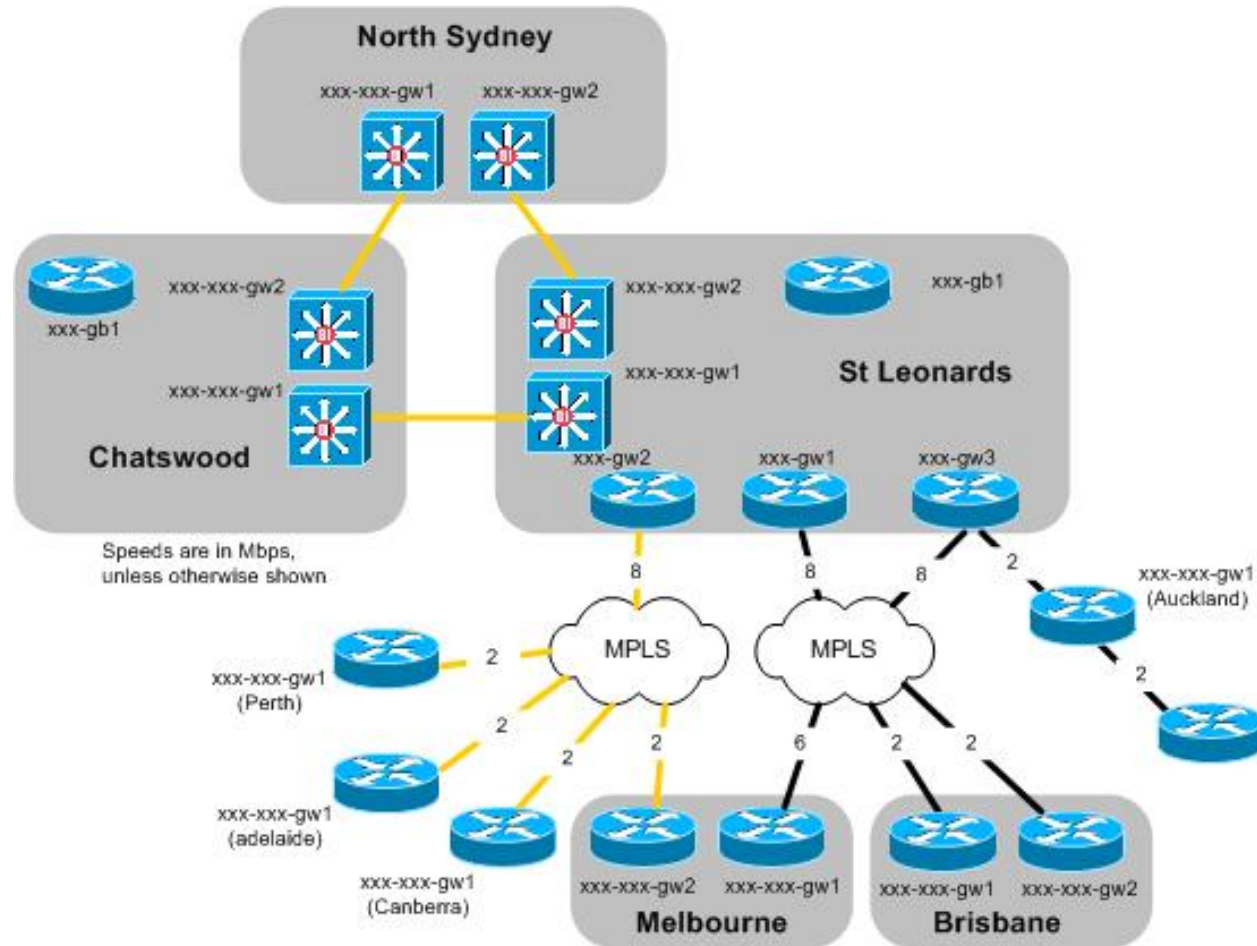
- Understand impact on users (benefits and acceptance level)
- Determine any required changes to infrastructure and resources
  - Analyze the impact on the existing network, Cisco Unified Call Manager, and support teams
- Help Cisco be its own best customer
  - Demonstrate a new innovation within an enterprise environment
- Develop deployment architectures
- Provide feedback to product teams

# Solution: Pilot Deployment

- 750 users at 46 sites around the world
- Target users: engineers, executives, technical support engineers, sales managers Employees in cross-functional organizations or on virtual teams)
  - Employees in cross-functional organizations or members of virtual teams that held inter-site meetings
- Site selection: Mostly campuses consisting of multiple buildings
- Australia/New Zealand region included for measurements of the impact on Cisco Unified Call Manager

# Solution: Pilot Deployment

## Australia/New Zealand Sites



# Results: Positive Measurements

- Cisco Unified Call Manager

No negative impact in terms of CPU load or virtual memory utilization

- The Network

Existing network bandwidth was able to support video without any changes or additions

- Support Requirements

Results determined that only 1 additional GTRC analyst would be required during a production rollout

- User Acceptance

Post-pilot survey results: easy to use and install

# Next Steps: Production Deployment

- General roll-out started immediately following pilot
- An additional 30,000 cameras will be deployed by fourth quarter, fiscal year 2006
- Feedback provided to engineering, sales, and marketing
- Deployment architecture examples made available to customers

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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