

How Cisco Deploys Videoconferencing for Employee Collaboration

Cisco Unified Video Advantage brings video telephony to Cisco Unified IP phones.

BUSINESS BENEFITS

- M Evaluation of the impact on Cisco Unified CallManager
- Identification of any potential network bottlenecks
- Determination of support requirements
- Survey of user acceptance

“The pilot determined that Cisco Unified Video Advantage integrates easily into our existing infrastructure and business processes.”

– Rob Gates, IT project manager

Whenever Cisco Systems® introduces a new service or technology, Cisco® IT must understand the user impact and benefits in order to justify the costs associated with the new capability, and to ensure that it will integrate with the company’s existing infrastructure. The pilot deployment of Cisco Unified Video Advantage allowed a thorough evaluation of the impact on the existing network and support resources, and the user acceptance levels.

Cisco Unified Video Advantage brings video telephony to Cisco Unified IP phones, enabling users to add video to their communications experience. The Cisco Unified Video Advantage pilot was initiated to help Cisco be its own best customer by demonstrating the company’s newest innovation within its own business environment. The goals for the pilot included measuring and

analyzing the impact on Cisco Unified CallManager, the network, support resources, and users. The pilot allowed Cisco to develop a scalable, supportable, easy-to-use architecture that can be used by Cisco customers.

Approximately 750 Cisco employees were registered pilot users. The success of the pilot was due in part to effective postpilot communications. User feedback was gathered using Web-based surveys. Combined with measurements taken during the pilot, the lessons learned were channeled back to Cisco product marketing, engineering, and sales and marketing teams.

No negative impact on Cisco Unified CallManager and the network. By comparing measurements before and during the pilot phase, the project team determined that Cisco Unified Video Advantage calls did not negatively impact the existing Cisco Unified CallManager cluster, and that the network was not a limiting factor for the 750-user pilot.

Ease of support and use. The project team determined that the current support resources, with the addition of one Cisco Global Technical Response Center (GTRC) technical support analyst, would be able to successfully handle the additional cases generated by a production deployment of Cisco Unified Video Advantage. User survey results indicated that the Cisco Unified Video Advantage application was easy to install and operate.

Pilot deployment minimizes the risk of delivering a new, mission-critical service

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

This publication describes how Cisco has benefited from the deployment of its own products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

CISCO PROVIDES THIS PUBLICATION AS IS WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Some jurisdictions do not allow disclaimer of express or implied warranties, therefore this disclaimer may not apply to you.



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

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.

©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, ScriptShare, 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. (0705R)