



IP Videoconferencing for Remote Workers

How Cisco Uses IP
Videoconferencing to
Communicate with Remote
Workers



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

 - Enable remote producers to manage projects during production in Cisco video studios

- Solution

 - Cisco® Unified Video Advantage allows remote producers to access the video and audio streams and give instructions to the studio crew

- Results

 - Producers work with greater flexibility and efficiency, which saves costs and allows production of more video content

- Next Steps

 - Support for VPN access and remote presenters will deliver even more flexibility for video productions

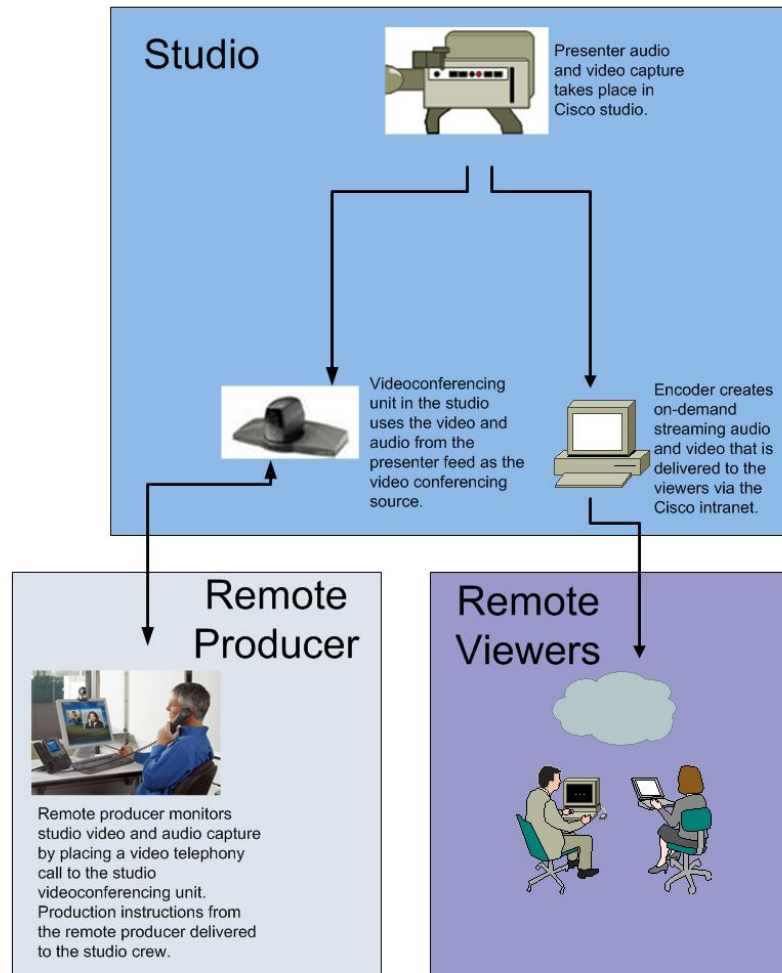
Challenge: Support Remote Producers

- Cisco Media Network Team
 - Produces live broadcasts and video on demand (VoD) content
 - Four internal studio and additional video production facilities located around the world
- Producers manage the overall video project and studio production activity
- To improve efficiency and workload balance among studios, the team needed options for remote producers

Solution: Cisco Unified Video Advantage

- Video telephony solution deployed at all major Cisco facilities
 - Cisco IP phone
 - Cisco Unified Video Advantage Camera
 - PC
 - Connects to other users or to Cisco IP/VC endpoints
- Remote producer can see and hear all video/audio in the studio
- Producer uses the Cisco IP phone to give instructions to the studio crew

Solution: Cisco Unified Video Advantage



Results: Greater Efficiency, More Content

- More efficient use of producer and studio resources allows production of more video content
- Reduces travel time and expense
- Producer flexibility for working in multiple studios
- Ability to manage studio sessions from a remote Cisco office

Next Steps: More Remote Access

- Support Cisco Unified Video Advantage over VPN connections, giving producers ability to work at non-Cisco facilities
- Support for remote presenters, recording their sessions outside of a Cisco studio

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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