How Cisco Uses IP Videoconferencing to Communicate with Remote Workers

Cisco Unified Video Advantage delivers timely, flexible communications that help remote studio producers work more productively.

BUSINESS BENEFITS

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

"Cisco Unified Video Advantage allows me to provide almost the same level of client care as being present in the studio."

– Chris Witzgall, Cisco Media Network Producer

The Cisco® Media Network team produces and distributes live streaming events and video on demand (VoD) content created in four internal Cisco Systems® studios and other video facilities located around the world. When all producers in one studio are fully engaged, new projects can be handled remotely by an available producer at another studio. The remote producer needs the ability to see and hear, in real time, the video and audio captured during the production and the ability to transmit verbal instructions to the studio team.

For many video projects, it is not cost-effective or even possible for producers to travel to studio locations given time and budget constraints. The Cisco Media Network team needed a more flexible and cost-effective method for a remote producer to communicate with a studio team—a solution the producer could use anywhere by simply connecting to the Cisco intranet.

Cisco Unified Video Advantage provided the communications solution for remote producers, while giving them more flexible work options. Deployed at all major Cisco facilities, this solution uses a Cisco IP phone, a personal computer, and a Cisco VT Camera for easily placing video telephony calls to other Cisco Unified Video Advantage users and to Cisco IP/VC endpoints.

Cisco Media Network staff can now produce and support more video content through more efficient use of producer and studio resources. With the option of working outside of the studio, producers can greatly increase their productivity. Producers can manage projects that span multiple studios while remaining in one location or working from a remote Cisco office. By allowing producers to work remotely, Cisco Unified Video Advantage also alleviates the burdens of producer scheduling, travel, and associated costs.

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

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