

## How Cisco Deploys Video Telephony to Employee Desktops

Deployment of 30,000 video telephony cameras helps Cisco employees communicate more effectively.

### BUSINESS BENEFITS

- Enhances internal communications
- Improves employee productivity and rapport
- Provides a convenient, low-cost means for videoconferencing
- Leverages existing network and H.323 systems
- Minimizes requests for technical support

“Cisco Unified Video Advantage is especially beneficial for employees who communicate regularly across different geographic areas because it builds stronger relationships than a voice call or e-mail alone.”

– Rob Gates, Project Manager, Cisco IT

**Communicating with colleagues working in different locations is a daily activity for Cisco® employees.** Although phone calls, e-mails, and instant messaging are used regularly, these methods cannot replicate the nuances of face-to-face interaction.

**Based on the success of a pilot project, Cisco IT is now offering the Cisco Unified Video Advantage solution as a communications option. It uses a USB video camera and video telephony software to help employees place and receive video calls on a Cisco Unified IP Phone 7900 Series.** The solution is now available to nearly two-thirds of all Cisco employees, with 30,000 cameras deployed in 50 major company offices worldwide and video telephony enabled on 13 internal Cisco Unified CallManager clusters.

**To deliver video calls with acceptable quality, the WAN bandwidth must be adequate at each site.** The IT project team determined that Cisco campuses and other large sites had adequate bandwidth.

However, most of the smaller field offices would require additional bandwidth for both the primary and secondary WAN circuits. The business decision to incur the expense of additional bandwidth was based on offering video telephony, Cisco TelePresence support, and other capabilities at each site.

**Cisco Unified Video Advantage improves employee productivity and communications.** For users, the solution makes video telephony as simple as placing a voice phone call, which enhances internal communications for remote teams, as well as managers and employees who work in different offices. The ease has also kept demands on Cisco internal technical support very low.

**Cisco has gained a low-cost method for person-to-person videoconferencing.** Because video calls are processed by the Cisco Unified CallManager system, the solution leverages the existing Cisco IP telephony network and investment in H.323 videoconferencing systems. Cisco IT plans to expand the video telephony deployment to include capabilities such as multipoint videoconferences, use of the Cisco Unified Video Advantage solution at employees' homes, and use with the Cisco IP Communicator softphone application on employees' laptops.

**Case Study:** [http://www.cisco.com/web/about/ciscoitwork/case\\_studies.html](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](http://www.cisco.com/go/ciscoit)

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