



Enterprise IP Videoconferencing

How Cisco Deploys Enterprise IP Video Conferencing



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge:

 - Enabling effective communication among geographically dispersed teams

- Solution:

 - Cisco Video Conferencing brings team members face to face for greater efficiency

- Results

 - Higher productivity, closer working relationship

- Next Steps

 - Continue leveraging Cisco Video Conferencing

Challenge: Security Response

- Teams within Cisco, such as CCMSBU, scattered around the country and around the world
- Must find ways to communicate more effectively

Solution: Cisco Video Conferencing

- Cisco Video Conferencing used extensively by CCMSBU
- Regular video conferences between team members in San Jose, Ottawa, and Israel and between San Jose and Bangalore alleviate the physical separation
- “The real value of a video conference is the face-to-face experience when you are separated by thousands of miles” – Al Navas, Operations Manager, CCMSBU

Results: Increased productivity

- Cisco Video Conferencing available through 800 end-point devices deployed around the world
- Over 700,000 minutes of use per month
- Studies show:
 - Attendees learn 200% more in face-to-face meetings than with audio alone
 - Attendees absorb information up to 40% faster than with audio alone
 - Attendees in face-to-face meetings retain 38% more information than attendees in audio only meetings
- Video conferencing is a no-brainer

Next Steps: Enhanced capabilities

- CCMSBU will continue to leverage video conferencing whenever it can
- Other groups that consist of geographically dispersed team members should investigate video conferencing as an effective way to boost productivity

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