

How Cisco Deploys Enterprise IP Video Conferencing

Video conferencing enhances communication and collaboration between geographically dispersed teams.

BUSINESS BENEFITS

- Increased learning
- Improved rate of absorption
- Augmented content retention
- Enhanced persuasiveness
- Improved impact of communication

“The real value of a videoconference is in the face-to-face experience when you’re separated by thousands of miles.”

– **Al Navas, Operations Manager, Cisco Carrier-Class Multiple Services Business Unit**

With the ever-increasing costs of travel, concerns about efficiency, and the need for employees to juggle many tasks at once to keep up with their responsibilities, enterprises are continually seeking solutions that use technology to improve the productivity of business and technical groups. Like many other large, global companies, Cisco Systems® maintains teams whose members are located around the world. These teams must find efficient, cost-effective ways to communicate.

Al Navas, operations manager for the Cisco® Carrier-Class Multiple Services Business Unit (CCMSBU), sees the challenges of maintaining a close working relationship among teams spread out from San Jose, California, to Ottawa, Canada, to Israel. E-mail and telephone are certainly important tools, but more is needed to provide a personal contact. Video conferencing is the ideal medium for

effective communications between geographically dispersed teams.

Cisco uses an IP-based video conferencing solution to provide enhanced communications to extended teams. This solution is currently available through approximately 800 IP/VC endpoints deployed around the world, with an average usage of 700,000 minutes per month.

Video conferencing is highly effective. Numerous studies have proven the effectiveness of video conferencing over audio-only meetings. For example, face-to-face meeting attendees learn 200 percent more than with audio alone (Source: University of Wisconsin); absorb information up to 40 percent faster than with audio alone (Source: Wharton School of Business); and retain 38 percent more information than attendees in audio-only meetings (Source: Harvard University and Columbia University).

After years of experience with video conferencing, Navas suggests four ways to make it more effective.

- Video conferencing is most effective with geographically disparate sites. Rolling it out within just one facility has a low prospect of success; people can easily talk to team members in person.
- Executive buy-in is needed. If executives embrace video conferencing, it is more likely that it will be adopted across the organization.
- Video conferencing must be easy to set up and operate.

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

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