Cisco Smart+Connected Meeting Spaces
A NEW PARADIGM IN RESERVING, LOCATING, AND EXPERIENCING MEETINGS

Introduction
Globalization, distributed work force, and collaboration are important themes in every large organization today. Meeting rooms—the main enablers of collaboration—are strategic resources that need to be managed efficiently. However, most organizations face challenges in using their rooms effectively due to systemic inefficiencies and user behavior. Traditional calendar-based tools are inadequate to meet the demands of end users and administrators alike. That’s where Cisco® Smart+Connected Meeting Spaces can help.

Strategic Value
Cisco Smart+Connected™ Meeting Spaces helps improve the collaboration process by simplifying the meeting-room-reservation and resource-management process. In doing so, it delivers strategic value to the following audiences:

End users: Simplifies room scheduling, improves visibility of room occupancy, and enhances the in-room collaboration experience. Users can choose which devices to manage the room from: web clients, kiosks or signage, room panels, or IP phones.

Administrators: Provides insight into room usage (real-time, historical, or forecast) with detailed reports on rooms, locations, users, and departments. Integrates with building management systems (BMS) to optimize energy consumption and reduce waste.

Solution Overview
Cisco Smart+Connected Meeting Spaces offers a variety of ways to schedule, locate, and collaborate with colleagues. Those who are scheduling meetings in advance can take advantage of the rich functionality offered by the web client. For ad hoc meetings, the interactive kiosk, room panel, or IP phone in the meeting room can serve as the booking tool.

The solution makes it easy for users to locate meeting rooms, either by meeting or by room. Users who don’t know their meeting room or room location can quickly consult the interactive signs, which include a floor plan, to find their meetings or rooms and quickly navigate there. Once in the room, users can summon up a variety of features on the IP phone to facilitate collaboration, such as “One Click” audio using Cisco WebEx®, or they can manage room resources such as heating, ventilation, air conditioning (HVAC), lighting, and blinds.

Cisco Smart+Connected Meeting Spaces integrates with existing IT and facility infrastructures to reduce new investment, while delivering high ROI. Figure 1 shows the simplicity of using Cisco Smart+Connected Meeting Spaces, and Figure 2 gives examples of where the solution can be deployed.

Digital Signage Content Management
An important feature of Cisco Smart+Connected Meeting Spaces is Digital Signage Content Management (DSCM). This feature provides a single content-creation, sequencing, publishing, and management interface across a variety of digital signs and media players. Content can be sourced from an internal or external feed, such as Microsoft SharePoint widgets, local transportation schedules, and so forth, and is displayed in a targeted manner on the signs and locations of choice. DSCM comes with role-based access, so it is easy to manage permissions for content creators by role or location. Use cases include:

- **Emergency notifications:** Display emergency alerts, evacuation plans, emergency exits, and critical resource locations on digital displays and IP phones.
- **Information signage:** Display announcements, news, videos, transport schedules, and notice boards using digital signs.
- **Green advisor:** Display utility and carbon emission data from meters or data sources, green awareness tips, and comparison of consumption across multiple locations.

TelePresence Rooms
Formal Meeting Rooms
Private Meeting Rooms
On-Demand Room Setups
Casual Collaboration Areas

Figure 1  Cisco Smart+Connected Meeting Spaces Process

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Locate</th>
<th>Collaborate</th>
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<tbody>
<tr>
<td>• Select most convenient reservation channel.</td>
<td>• View meetings on touchscreen or non-touchscreen signs and room panels.</td>
<td>• Confirm, cancel, or extend the meeting reservation.</td>
</tr>
<tr>
<td>• Choose appropriate meeting time, and the system chooses best-fit rooms, automatically.</td>
<td>• Authenticate easily.</td>
<td>• Control A/V systems, temperature, lights, and blinds.</td>
</tr>
<tr>
<td>• Configure the room for your meeting needs.</td>
<td>• View ongoing meetings on digital signs.</td>
<td>• Launch Cisco WebEx meetings.</td>
</tr>
<tr>
<td>• Add Cisco TelePresence® or WebEx for distant participants.</td>
<td>• Use wayfinding to locate room from current location.</td>
<td>• Raise trouble tickets.</td>
</tr>
<tr>
<td>• Summons up a variety of features on the IP phone.</td>
<td></td>
<td>• Request additional services.</td>
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</tbody>
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Figure 2  Cisco Smart+Connected Meeting Spaces Satisfies Varied Needs
Solution Components
Cisco Smart+Connected Meeting Spaces combines a variety of Cisco and third-party systems in a unique technology architecture, built on a cloud-ready platform, that provides flexibility and scalability. Major components include:

- **Cisco Smart+Connected Meeting Spaces Application**
  The core application allows integration of kiosks, IP phones, smartphones, and signage with the enterprise calendaring system. User interfaces can be customized to the interface used.

- **Cisco Unified Communication**
  To enhance the in-room experience, end users can confirm meeting room usage through the Cisco IP phone. They can also control the room environment (A/V equipment, HVAC, lights, and blinds) from the convenience of the IP phone.

- **Cisco Digital Media Player and Signage**
  Robust, configurable, and remotely manageable, the Cisco Digital Media Player displays content, such as meeting room schedules, floor plans, general news, environmental information, and emergency notifications. Interactive signs and kiosks allow users to reserve rooms in two simple steps.

- **Cisco Unified Computing System™**
  All Cisco and third-party software components in the solution run on Cisco UCS® (and similar third-party) server platforms.

- **Third-Party Systems**
  This software, including enterprise calendar, application server, and database; building mediation gateways; A/V controllers; and BMS, is not sold by Cisco.

Please read the Cisco Smart+Connected Meeting Spaces Data Sheet for details on product features and supported technology integrations.

Cloud Ready and Scalable
Cisco Smart+Connected Meeting Spaces can be deployed on Cisco UCS servers in a virtualized environment, which allows easy scaling of the number of instances (virtual machines) based on the number of meeting rooms and performance requirements. Cisco Smart+Connected Meeting Spaces supports commercial environments, such as Oracle WebLogic and Oracle Database, as well as Open Source environments, such as JBoss and POSTGRESQL, which allow it to adapt and integrate easily into the enterprise infrastructure.

Figure 3 illustrates how Cisco Smart+Connected Meeting Spaces can be deployed in a single data center to address multiple locations, local or global. The solution also supports high availability and clustered modes to suit specific business continuity planning/disaster recovery needs.

Summary
Cisco Smart+Connected Meeting Spaces is a must-have solution for corporate real-estate and IT managers who want to enhance employee productivity and collaboration while improving visibility and utilization of meeting resources.

<table>
<thead>
<tr>
<th>IT Manager Benefits</th>
<th>Facilities Manager Benefits</th>
<th>End User Benefits</th>
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<tbody>
<tr>
<td>Increased utilization of existing ICT infrastructure</td>
<td>Reduced energy waste, helping to reduce the overall energy bill</td>
<td>Enhanced experience</td>
</tr>
<tr>
<td>Reduced capital expenditure on conference room A/V equipment</td>
<td>Visibility into meeting space use, for better decision making</td>
<td>Improved productivity by increasing room visibility and usage</td>
</tr>
<tr>
<td>Simplified management of ICT and building infrastructure</td>
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Cisco Services
Cisco offers a wide range of service and support programs to help accelerate customer success. These innovative programs are delivered through a unique combination of people, processes, tools, and partners, promoting high levels of customer satisfaction.

Why Cisco
Cisco, a world leader in networking, also brings leadership in collaboration technologies, along with end-to-end solutions for the future workplace, all delivered on secure converged network architecture. Cisco also brings a world-class services-and-support network, along with extensive technology and solutions partners that offer diverse capabilities.

For More Information
Contact your authorized Cisco representative or visit www.cisco.com/go/smartconnectedcommunities.