

## Video and Cisco TelePresence: Four Ways They Support Agency Missions

Compared to in-person meetings, video collaboration can lower travel costs, save time, and reduce environmental impact. And video enhances communication between people in ways not possible with voice conversations alone. "Seeing the other person's reaction gives you important feedback and reassures you that they're paying attention," says Steve Anderson, unified communications specialist for Cisco. "Plus, studies show that people remember 20 percent of what they hear, 30 percent of what they see, and 70 percent of what they see and hear." (Source: Human Productivity Lab, 2006).

Following are four ways that video collaboration and Cisco TelePresence™ are improving mission effectiveness throughout government.

### **#1: Enhance Citizen Service**

Video telephony and Cisco TelePresence empower government employees to communicate eye to eye with coworkers and citizens, without the time and expense of traveling long distances. For example, government physicians can examine patients in outlying clinics using Cisco TelePresence, which provides life-size images in ultra-high resolution natural color, in conjunction with network-connected medical monitoring equipment. Reducing travel enables scarce resources, such as physicians, to see more people in a day.

Similarly, agencies can take advantage of the new Cisco TelePresence Expert on Demand solution to provide "face-to-face" service to citizens who visit any nearby government office with a Cisco TelePresence setup. "Citizens with questions on topics ranging from loans to entitlement programs could take a seat and just press a button on a Cisco Unified IP Phone to indicate the nature of their request," says Kathy Ditto, federal unified communications marketing manager. "They would immediately be connected to an available government expert in any location, who appears to be sitting in the same room."

### **#2: Simplify Collaboration with Vendors and Contractors**

Arranging for government employees in different locations to meet with a vendor can be time consuming, especially when travel is involved. Employees and vendors alike save time with remote meetings that combine voice, video, and web collaboration. Department of Defense employees save even more time because they don't need to sign in vendors and escort them through the facility.

### **#3: Improve Collaboration Within and Between Agencies**

Video can augment face-to-face meetings to sharpen communications and accelerate decision-making. "It's helpful if employees can meet their team members face to face at some point," Anderson says. "But for subsequent meetings, video collaboration from the desktop or nearby conference room increases productivity." Giving employees the tools to collaborate over the network also supports agency continuity of operations (COOP) plans by making it more practical to disperse personnel so that they are not all in one place. "Traveling from Crystal City to a far corner of the Pentagon can take a full hour," says Anderson. "Increasingly, employees are saving time by conducting a video meeting instead."

The Department of Defense is even investigating the use of video for collaboration between manufacturing supervisors and engineers. If an issue arises on an assembly line, the shop floor supervisor can aim a video camera and send the stream right over the IP network to a subject matter expert in another part of the country.

#### #4: Support Environmentally Sustainable Government

Using video conferencing and Cisco TelePresence as business tools helps government fulfill its role as a public steward by adopting environmentally sustainable business practices. "Reducing carbon emissions, fossil fuel consumption, and materials all play a part in transforming the government to a more ecologically friendly institution," Anderson says.

#### Why Now?

New video collaboration technologies have addressed the poor video quality and complicated setup requirements that slowed uptake of early video communications. The government's Cisco network provides the quality of service to keep voice and video completely in synch. High resolution, natural color, and life-size images replace the tiny grainy images of yesterday. Initiating a video telephony call on a Cisco Unified IP Phone is exactly like placing a regular voice call. And scheduling a Cisco TelePresence conference with Microsoft Outlook is just like scheduling a voice conference. Meeting participants connect at the appointed time by simply pressing a button on the IP phone in the meeting room.

To read about Cisco Unified Videoconferencing, visit:  
[www.cisco.com/en/US/products/hw/video/ps1870](http://www.cisco.com/en/US/products/hw/video/ps1870)

To read about Cisco TelePresence, visit: [www.cisco.com/go/telepresence](http://www.cisco.com/go/telepresence)




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