Recording and Streaming: The Power of Video Everywhere

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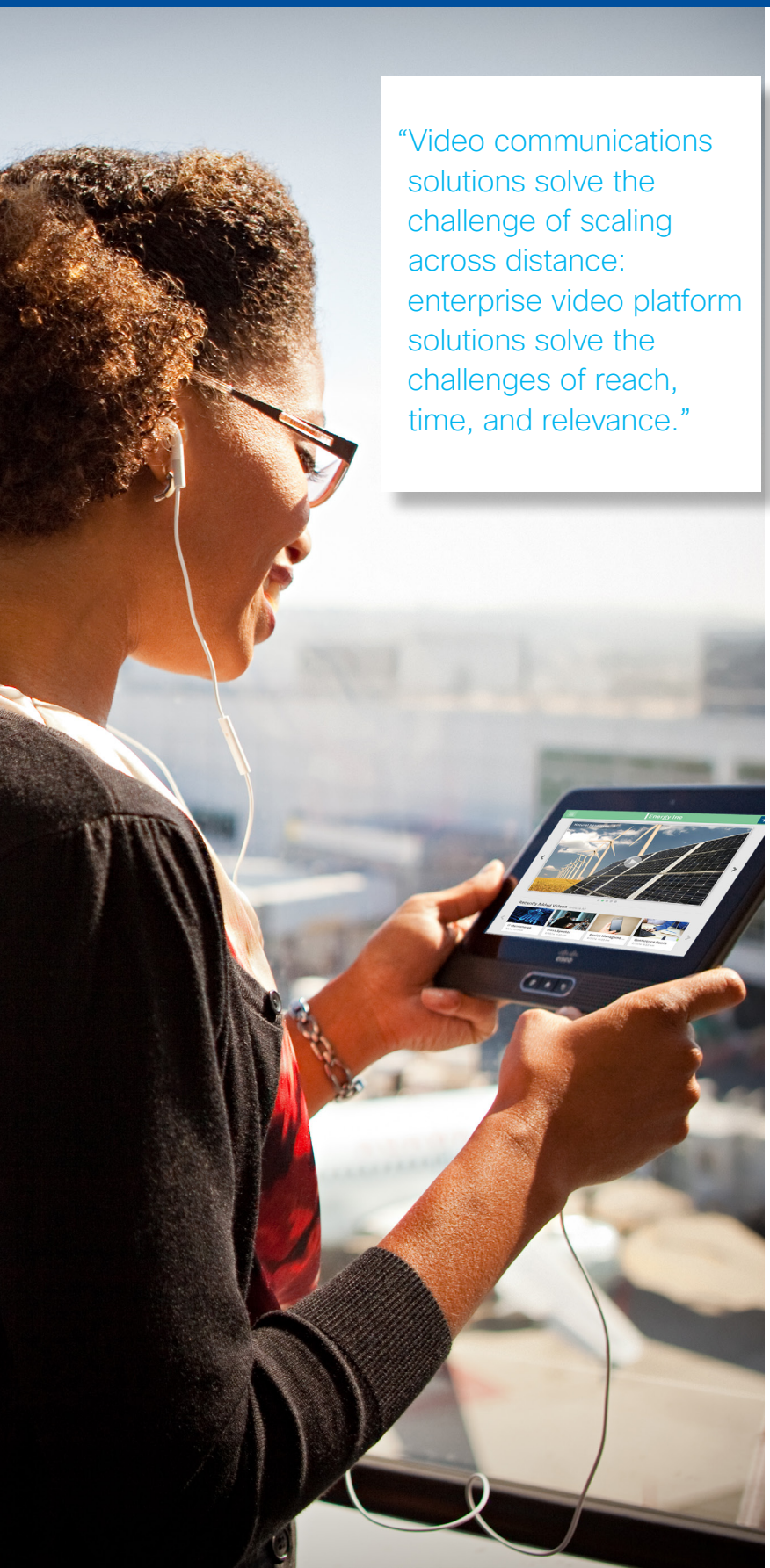

> "Video communications solutions solve the challenge of scaling across distance: enterprise video platform solutions solve the challenges of reach, time, and relevance."

Human Engagement on a Global Scale

The value of your organization is more than a product of your supply-chain efficiency, brand-building prowess, or state-of-the-art technology. It is the sum of your people: their creativity, their knowledge, their intuitions and insights.

With this shift, the source of competitive advantage is rapidly evolving away from "systems of record", such as documents, processes, and databases, toward "systems of engagement" that enable people to share knowledge and engage at scale, across time and space.

Video is the key to creating systems of engagement between people, within and beyond your organization. Video re-creates the richness and nuance of human interaction, making it ideally suited to transcend physical distance and time, helping create business value and achieve your business objectives.

Two-Way, One-Way, Every Way

Cisco supercharged the video conferencing market with the introduction of Cisco TelePresence®, a breakthrough category that combined high-definition video and audio with incredibly simple ease of use. Cisco TelePresence made two-way, real-time collaboration effective, shrinking the distance between branch offices, suppliers, partners, and customers.

One-way video—once the sole province of consumer sites like You Tube—is now emerging within the enterprise as a powerful force for promoting alignment, distributing training and education, and creating new customer engagement models across far-flung organizations. Adapting one-way video to the unique needs of enterprises has given rise to a market category called enterprise video content.

Organizations around the world are rapidly adopting enterprise video content solutions to capture valuable meeting insights, more frequent, impactful organizational communications and faster training and knowledge sharing.

An Architectural Approach

The enterprise video platform market comprises numerous previously discrete categories, including:

- enterprise recording and streaming
- transcoding and transrating
- enterprise video sharing portals
- video content management
- video webcasting capabilities
- Network friendly video content distribution

Cisco delivers recording and streaming capabilities in a next-generation enterprise video platform that provides an engaging video experience to everyone in the enterprise, viewing on any device. It takes multiple source live and on-demand video content and delivers it at scale in real time or on-demand, and across any device.

Enhance Productivity

- Allow viewers to consume video content when and how they want to reducing the dependency on a particular device, location, or time
- Easily find and consume relevant information in videos through comprehensive search and navigation capabilities

Improve Collaboration

Share knowledge and communications immediately across time zones and geographies.

- Securely scale access to your video assets to everyone in real time or on-demand, and across any device.
- Receive rapid feedback. Know what is resonating with your organization instantly by analyzing video views, comments, ratings, and more

Extend Your Investments

- Bring multisource live and recorded streaming video capabilities to every user.
- Help customers optimize their investments through integration with the Cisco Spark.
- Use any Cisco TelePresence or standards-based video conferencing endpoint for recording video content and increasing your ROI.

Creating and Deploying a Video Strategy

Cisco offers you a wide range of enterprise video platform solutions, but just as importantly, we work with a robust group of partners, so you can quickly and cost-effectively deploy an enterprisewide video strategy. Cisco-certified Advanced Technology Partners (ATPs) deliver a full range of deployment and lifecycle services, and can help you implement, operate, and scale the solution.

Recording and Streaming: The Power of Video Everywhere

The Journey to Pervasive Video

Cisco has been leading the way in video, delivering rich, interpersonal interactions over the network and creating more value out of those interactions. With enterprise video, Cisco continues to innovate on the network, integrating applications that empower users to collaborate with video like never before.

www.cisco.com/go/videoplatform

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