

How Cisco Uses Streaming Video for Worldwide Corporate Events and Training

Streaming video lowers costs and improves timeliness and availability of corporate communications.

BUSINESS BENEFITS
<ul style="list-style-type: none">• Reduced travel budgets• Faster information distribution• Effective, visual formats• High-impact training• Live global broadcasts <p>"Sooner or later, every executive must ask, 'Can my employees keep up with the pace of change?'"</p> <p>— John Chambers, President and CEO, Cisco Systems</p>

Cisco Systems® experienced high growth in the mid-1990s. As a result, every Cisco® team had to explore creative ways to rapidly and affordably train employees, disseminate important product and corporate information, and enable cross-team communications within the company's fast-growing global operations.

In one particular instance, the company required the ability to deliver technical training to 5000 account managers and 7000 systems engineers. A large, increasingly complex product portfolio and aggressive schedules further complicated the scope of the training. It was clear that traditional classroom-based training, requiring thousands of students to travel, was not only cost-prohibitive but also impossible with the current resources and time allotted. Cisco needed

to develop a wide-scale learning solution that would enable effective cost controls while enhancing the delivery of high-impact information throughout the company.

To meet these challenges, Cisco IT provisioned a rich media solution. The deployment delivers a wide variety of content, including graphics, animations, audio, video, and virtual lab access. The new media solution provides content authors and subject matter experts with a platform for creating multimedia content and making it available for easy, secure, anywhere-in-the-world access by Cisco employees and channel partners.

Cost-effective training. A central part of the initial multimedia strategy involved streaming video for live events and on-demand content. Coupled with Cisco's content networking products, the video strategy provided unparalleled scalability for deploying training to global audiences.

New services. Video streaming plays a vital role in the delivery of other rich media solutions now available to Cisco employees. These include video conferencing, IP video telephony, Web conferencing, live video broadcasts, and video on demand.

Lowered costs and increased productivity, Video streaming enhances cross-team collaboration, speeds information dissemination, and shortens time to market for new products while minimizing travel expenses.

High-impact video communications facilitate the Cisco collaborative culture.

Case Study: http://www.cisco.com/web/about/ciscoitatwork/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

NOTE

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