Cisco Digital Media
Neue Wege der Unternehmenskommunikation

Roland Köster
Business Development Manager
Did You Know
Cisco Enterprise Video Strategy
Delivering an Intelligent, Converged Environment for Video

- Desktop Video Streaming
- Digital Signage
- Cisco TelePresence
- Video Surveillance
- Infrastructure

The Platform for the Human Network

Cisco
Video Streaming shaping how Enterprises communicate

Key end-user benefits:
- Enhance corporate communication
- Increase end-user productivity / Training
- Accelerate new product introduction

“By 2008, 80% of enterprises will use video or rich media as part of their overall training and corporate communications plans.”

“Within 3 years, webcasts will be an essential part of business productivity tools.” - Gartner
Enterprise Video
Increasing Demands on the Network

Simultaneous Services and Integration

Network Requirements

Concurrent Sessions

Streaming/Digital Media

Interactive/Bidirectional

Streaming/Unidirectional

Desktop Collaboration

Telepresence

IP Video Conferencing

CCTV Systems
The Digital Media System

One Platform

- Comprehensive: One solution for desktop video and digital signage
- Scalable: To many thousands of users and signs
- Centralized: Web-based content management
- Integrated: With underlying network for optimal content delivery

Two Options

Digital Signage

- Application for broadcasting video, audio or graphical content to digital signs
- Common uses include marketing/branding to customers in stores/branches, training and communications
- Targeted application for specific usage in retail, branch banking, government, education, transportation, hospitality.

Desktop Video

- Application for live broadcasting and VOD to the desktop
- Common uses include executive/internal communications, training, or external marketing to customers
- Horizontal application for broad business use

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Digital Video lifecycle in the Enterprise

Media Creation
- Record
- Encode Analog Video
- Broadcast

Media Management
- Publish
- Digital format
- Schedule

Media Delivery
- Video, Web and File servers
- Deliver
- Deliver

Media Access
- TV Display
- Play
- User desktop
End-to-End Cisco Digital Media
Desktop Video and Digital Signage

Media Creation
- Digital Media Encoder 1000
- Digital Media Encoder 2000
- Scientific-Atlanta D9032 Encoder

Media Management
- Digital Media Manager
- Video Portal Module
- Digital Signage Module

Media Access
- Cisco Video Portal
- Cisco Digital Media Player

Media Delivery Networks (Cisco ACNS)
- Content Distribution Manager (CDM)
- WAE Appliance
- ISR-NM
- Media Delivery Engines (WAE)
Digital Media Systems

Video Portal Solution
# Desktop Video Applications

<table>
<thead>
<tr>
<th>Sales and Marketing</th>
<th>Corporate Communications</th>
<th>Training</th>
<th>Information Sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="Image1" alt="Marketing videos" /></td>
<td><img src="Image2" alt="Direct line of communications" /></td>
<td><img src="Image3" alt="Cost-efficient training" /></td>
<td><img src="Image4" alt="Instant communications" /></td>
</tr>
<tr>
<td>Marketing videos that grab viewer attention</td>
<td>Direct line of communications to employees or customers</td>
<td>Cost-efficient training to remote employees</td>
<td>Instant communications for rapid response</td>
</tr>
<tr>
<td>Compelling product and service information</td>
<td>Global corporate messaging consistency</td>
<td>Information consistency across channels</td>
<td>Informational videos available on-demand</td>
</tr>
<tr>
<td>Provide a human face on content</td>
<td>Immediate executive communications</td>
<td>Power of video—users retain more information</td>
<td>Breaking news relevant to employees</td>
</tr>
<tr>
<td>Increased customer satisfaction</td>
<td>Live broadcast of company events</td>
<td>Increased ability to absorb information in searchable segments</td>
<td></td>
</tr>
</tbody>
</table>
Cisco on Cisco
News at Cisco Corporate Newsroom

- Over 13.8 million unique visitors—global
  Downloaded by: press, analysts, partners, customers, instructors, investors, employees
- 500+ videos available
  Topics include: business highlights, product demos, customer testimonials, etc.
- 2+ million streams per year
- 32,000+ downloads per year

“Cisco has taken aggressive steps to use video internally for marketing, PR, executive communications, e-learning, and field training. Cisco Digital Media System is a pivotal foundation for us to be able to effectively deliver digital media across the enterprise.”

– Dan Scheinman, SVP and GM, Media Solutions Group

http://newsroom.cisco.com
Brought to You by the Cisco Digital Media System
Influence of Business Benefit for Cisco: Cisco ISO Company Audit

**Challenge**

Provide consistent process training globally for ISO 9001 & 14001

Cost estimate: **$1.4M in 9 months**

**Solution**

VoD/AoD, white papers, pre/post test

Custom content for Cisco processes

**Results FY2004**

Trained ~22,000 employees and ~170 auditors from start to finish **$32,000 in 3 months**

Passed audit & identified areas for continuous improvement

Rated #2 out of 500 companies that year, only 7 minor infractions found
ROI–Cisco IOS Bug

Emergency Process Implementation

- **Challenge**
  Emergency bug
  One Support Engineer had fix
  Train 430 Support Tech’s on fix

- **Solution**
  25 Minute VoD created on laptop

- **Results**
  Trained ~ 430 employees worldwide
  Trained within 48 hours
Cisco Digital Media Manager for Desktop Video
Centralized Digital Media Management and Publishing

- Robust, Web-based content management features
- Flexibly, remotely publish content to Cisco Video Portal endpoint
- Easily customize Cisco Video Portal interface
- Live Event Module allows for slide synchronization and Q&A
Cisco Video Portal
Easy Access to Digital Media

- Personalized playlists
- Advanced player controls
- View synchronized slides
- Submit questions during live events
- Login and authentication through DMM
Digital Media Systems

Digital Signage
An amazing alignment of positive factors ...

CONSUMERS

Messages dilution: Customers tend to «tune out»
Digital Signage Technology Evolution

**Yesterday:**
High Operational Costs, Low Flexibility

**Today:**
High Reliability and Flexibility, Easy Deployment and Operations

**Tomorrow:**
Video Surveillance, RFID, Cisco TelePresence, etc.

**Phase 1:**
Standalone PC-Based

**Phase 2:**
Networked PC-Based

**Phase 3:**
Networked Media Player-Based

**Phase 4:**
“Smart” Signage

Digital Signage Market
# Digital Signage Applications

<table>
<thead>
<tr>
<th>Sales and Marketing</th>
<th>Corporate Communications</th>
<th>Training</th>
<th>Information Sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Promote, cross-sell, and up-sell</td>
<td>▪ Direct line of communications to customers</td>
<td>▪ Cost-efficient training to remote employees</td>
<td>▪ Directional signage (way-finding)</td>
</tr>
<tr>
<td>▪ Product/service differentiation</td>
<td>▪ Corporate messaging consistency</td>
<td>▪ Information to break rooms, lobbies, etc.</td>
<td>▪ Instant communications for rapid response</td>
</tr>
<tr>
<td>▪ Enhanced store experience</td>
<td>▪ Internal, executive communications</td>
<td>▪ Live broadcasting of company events</td>
<td>▪ Emergency/crisis communications</td>
</tr>
<tr>
<td>▪ Reduce perceived wait time</td>
<td>▪ Live broadcasting of company events</td>
<td>▪ Breaking corporate news relevant to employees</td>
<td>▪ Internal, executive communications</td>
</tr>
<tr>
<td>▪ Advertising revenue</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Cisco Digital Media Player (DMP)

- MPEG 1/2/4 in SD and HD, graphics, web content, text (tickers)
- Full screen video or screen zoning
- Customizable on-screen templates
- Remote management of display (on/off, volume, contrast, brightness)
- IP-network addressable and upgradeable
- Security: Hardened device
- Local storage, high availability and automatic failover
- Small form factor: 7.5” x 5” x 1.5” at 1lb.
- Low power consumption
- High reliability: 105,242 hours (12 years)
- RS232 Connection
- 2GB Flash SD card
Personalized Template
Digital Signage Scheduling

Server Date/Time: Wed Dec 05 06:09:26 CET 2007

Select Target Date

Current Target Date: 5/12/07

Applications: Digital Media Designer

BMP Groups: ALL BMPs

How Often: Once

Duration: 30:00

From: 11:00 AM

To: 11:10 AM

Add Task  Update Task  Multiply Task  Remove Task  Save  Publish

BMP Groups

ALL BMPs

Cisco Expo Wien

External Servers

For assistance, contact support@cisco.com
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### University Programs

**2006 Schedule Humanities Center**

<table>
<thead>
<tr>
<th>Date</th>
<th>Course</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Critical Studies in New Media</td>
<td>10:00 AM - 11:00 AM</td>
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<tr>
<td></td>
<td>Chris Witmore</td>
<td>Auditorium 2</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Social Ethics and Normative Theory</td>
<td>12:00 PM - 2:00 PM</td>
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<tr>
<td></td>
<td>Kieran Setiya</td>
<td>Auditorium 4</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Enlightenment and Revolution</td>
<td>5:00 PM - 6:30 PM</td>
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<tr>
<td></td>
<td>Marshall Brown</td>
<td>Auditorium 3</td>
</tr>
<tr>
<td>Thursday</td>
<td>Politics of Action</td>
<td>4:00 PM - 8:00 PM</td>
</tr>
<tr>
<td></td>
<td>TBA</td>
<td>Auditorium 5</td>
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<tr>
<td>Friday</td>
<td>Identities</td>
<td>4:00 PM - 6:00 PM</td>
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<td>Tobin Siebers</td>
<td>Auditorium 1</td>
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### ARRIAVALS

<table>
<thead>
<tr>
<th>Flight</th>
<th>Gate</th>
<th>Sched</th>
<th>Status</th>
<th>Arriving From</th>
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</thead>
<tbody>
<tr>
<td>218</td>
<td>A6</td>
<td>6:46 PM</td>
<td>IN #1</td>
<td>LOS ANGELES</td>
</tr>
<tr>
<td>223</td>
<td>A1</td>
<td>6:00 PM</td>
<td>ON TIME</td>
<td>LOS ANGELES</td>
</tr>
<tr>
<td>228</td>
<td>B2</td>
<td>6:00 PM</td>
<td>ON TIME</td>
<td>SAN DIEGO</td>
</tr>
<tr>
<td>217</td>
<td>D3</td>
<td>6:15 PM</td>
<td>ON TIME</td>
<td>LAS VEGAS</td>
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<tr>
<td>219</td>
<td>C4</td>
<td>6:46 PM</td>
<td>ON TIME</td>
<td>LOS ANGELES</td>
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<tr>
<td>221</td>
<td>B3</td>
<td>6:56 PM</td>
<td>ON TIME</td>
<td>AUSTIN</td>
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<tr>
<td>222</td>
<td>A2</td>
<td>7:05 PM</td>
<td>ON TIME</td>
<td>LAS VEGAS</td>
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<tr>
<td>221</td>
<td>A6</td>
<td>7:05 PM</td>
<td>ON TIME</td>
<td>LOS ANGELES</td>
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<tr>
<td>720</td>
<td>A11</td>
<td>5:30 PM</td>
<td>ON TIME</td>
<td>SEATTLE</td>
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<tr>
<td>202</td>
<td>A7</td>
<td>6:36 PM</td>
<td>ON TIME</td>
<td>BURBANK</td>
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<tr>
<td>605</td>
<td>C5</td>
<td>6:40 PM</td>
<td>IN #1</td>
<td>SPOKANE</td>
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<tr>
<td>726</td>
<td>B6</td>
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<td>LOS ANGELES</td>
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<tr>
<td>725</td>
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<td>7:50 PM</td>
<td>ON TIME</td>
<td>IN #1</td>
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<tr>
<td>605</td>
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<td>LOS ANGELES</td>
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<td>437</td>
<td>B7</td>
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</tbody>
</table>

**DEPARTURES**

<table>
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<td>A7</td>
<td>11:15 PM</td>
<td>ON TIME</td>
<td>SPOKANE</td>
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<tr>
<td>516</td>
<td>C3</td>
<td>11:20 PM</td>
<td>ON TIME</td>
<td>IN #1</td>
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<tr>
<td>312</td>
<td>B8</td>
<td>11:25 PM</td>
<td>ON TIME</td>
<td>LOS ANGELES</td>
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<tr>
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<td>ON TIME</td>
<td>LOS ANGELES</td>
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</tr>
</tbody>
</table>

*9/25/2006 6:35:17 AM*

Rates more than 3,400 flights a day on United, United Express® and TedSAL to more than 260 U.S. domestic and international destinations.
Directional Signage
Gaming / Lottery
Norsk Tipping

- Owned by Government
- Administration by Ministry of Culture
- 4.6 mio citizen over the age of 18
- 94% register for play
- 60% play weekly
- Revenue 2005 – US$1.4 billion
# Norsk Tipping ROI Analysis

<table>
<thead>
<tr>
<th></th>
<th>Without Digital Signage</th>
<th>With Digital Signage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Cost of Traditional, Paper-based Marketing</td>
<td>$130K (6.8mio)</td>
<td>$0</td>
</tr>
<tr>
<td>Estimates of &quot;Lost&quot; Marketing</td>
<td>60%</td>
<td>0%</td>
</tr>
<tr>
<td>Time to Deliver Materials to Stores</td>
<td>5 Days</td>
<td>Instant</td>
</tr>
<tr>
<td>Onsite Support Required</td>
<td>Reliant on Local Retailers</td>
<td>No Local Support Needed</td>
</tr>
<tr>
<td>Ability to Localize Content to Respond to Conditions</td>
<td>None (Limited)</td>
<td>Instant Ability to Respond</td>
</tr>
<tr>
<td>Ability to Track Results of Marketing</td>
<td>None</td>
<td>Exact Sales Data Correlated</td>
</tr>
</tbody>
</table>
Fantasia Tea & Coffee Co.  
“Lifestyle” Marketing with Digital Signage

- Local retailer with focus on high-end tea and coffee drinks located in San Jose, California

- Challenges
  - Preserve/strengthen stylish atmosphere
  - The need to up-sell, cross-sell

- Benefits of Digital Signage implementation
  - Enhance store environment
  - Sell new products
  - Up-sell additional products
  - Entertain customers in line
  - Direct communication with customers
Centerstone
Delivering Corporate Messaging to Patients

- Seventh largest mental health center worldwide with 60 remote health clinics; based in Tennessee

- Challenges
  - The need to deliver company information to patients
  - Maintain culture consistency; company going through many acquisitions and mergers

- Implemented:
  - Digital Signage in clinics and lobbies for real-time and compelling information for patients
  - Desktop video to deliver corporate messaging and training materials to remote employees

- Benefits
  - Corporate advertising and donation videos played on the digital signage will meet accreditation requirements and help generate revenue
  - Desktop video will allow Centerstone to provide employees with consistent messages and training
Coca-Cola Enterprises
Continuous Communications

- CCE is the largest bottler, distributor, and marketer of Coca-Cola products

- Challenge
  
  Fragmented communications at CCE

- Implemented DMS to:
  
  Scale the messaging of CEO John Brock’s strategic announcements to employees
  
  Deliver a live Webcast to 50,000 employees

- Benefits: Ability to deliver CCE’s story, vision, and strategy to key employees worldwide

“What became so clear to us is that we had to engage, we had to interface, and we had to communicate with employees all over the world to make [our] strategic vision work.”

– John Brock, CEO, Coca-Cola Enterprises
Accent Jobs for People
Rapid and Compelling Communications

- Accent is a multi-service employment agency with 70 offices in Belgium, France, and the Netherlands
- Challenge: A highly competitive market and the demand for suitable personnel is outstripping supply
- Implemented Cisco Digital Signage in all 70 sites to:
  - Market new job offerings to end users
  - Share HR information with employees
  - Support new brand identity launch
- Benefits
  - Centralized and standardized communications; easily broadcast them to all of Accent’s different sites
  - Especially appealing to the younger workforce
  - Competitive edge

“A vibrant, modern image helps us attract potential candidates and provide extra motivation for clients to use our services. The display of dynamic content on digital screens using Cisco Digital Signage will further improve the appeal of our offices.”

– Conny Vandendriessche, Chief Operating Officer, Accent Jobs for People
Digital Media Systems

Summary
# Digital Media System: Across the Network

<table>
<thead>
<tr>
<th>Media Capture/Creation</th>
<th>Media Management</th>
<th>Media Delivery and Distribution</th>
<th>Media Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco Digital Media Encoders</td>
<td>Content Author</td>
<td>Multicast-Enabled WAN: Satellite</td>
<td>Cisco Video Portal</td>
</tr>
<tr>
<td>Third-Party Content Provider/ Creative Agency</td>
<td></td>
<td></td>
<td>Corporate Offices, At-Home Desktop Users</td>
</tr>
<tr>
<td>Cisco Digital Media Manager</td>
<td></td>
<td>Cisco NM-VSAT for the ISR</td>
<td>Cisco Digital Media Players</td>
</tr>
<tr>
<td>Scientific-Atlanta Encoders</td>
<td></td>
<td>Caching/Pre-Positioning, Live Streaming</td>
<td>On-Premise, Remote Location</td>
</tr>
<tr>
<td>Network Administrator</td>
<td>Unicast or Multicast WAN</td>
<td>Cisco WAEs</td>
<td></td>
</tr>
</tbody>
</table>
Q and A
Complete Your Online Session Evaluation

- Win fabulous prizes; Give us your feedback
- Receive ten Passport Points for each session evaluation you complete
- Go to the Internet stations located throughout the Convention Center to complete your session evaluation
- Drawings will be held in the World of Solutions
  - Tuesday, June 20 at 12:15 p.m.
  - Wednesday, June 21 at 12:15 p.m.
  - Thursday, June 22 at 12:15 p.m. and 2:00 p.m.