



## LOCOG uses Cisco technology to communicate with distributed and rapidly growing organization

### EXECUTIVE SUMMARY

**Customer Name:** London Organising Committee for the Olympic Games

**Industry:** Sports and Entertainment

**Location:** United Kingdom

**Number of Employees:** 6000 working with a total Games-time workforce of 200,000

#### Challenge

- Keeping a rapidly-growing workforce involved and informed, both during the planning and decentralization phases
- Providing a productive means of interacting with geographically dispersed colleagues, partners, and stakeholders

#### Solution

- Cisco Show and Share
- Cisco Media Experience Engine
- Cisco Advanced Services

#### Results

- Conferencing is more collaborative, productive, and cost effective
- Improved agility of communications as teams disperse to venues
- Video embedded as a mechanism to deliver executive briefings

### Challenge

Bringing the London 2012 Olympic Games and Paralympic Games successfully into being is an undertaking unlike any other. The Games involves 50 different sports, 15,000 athletes, over 20,000 media people, and 11 million ticket holders, the London Organising Committee of the Olympic Games (LOCOG) has the responsibility to deliver the best possible experience for all. Gerry Pennell, CIO at LOCOG, says: "The task is the equivalent of putting on 46 world championships all at the same time."

So nothing is left to chance. For example, lessons learned from test events must be put into practice quickly and, with a workforce steadily growing towards 200,000 people at Games-time, it needs rapid and relentless communication. Jo Simcox, internal communications manager at LOCOG, says: "We decided very early on that video was going to be an extremely useful tool for us to communicate with the workforce, regardless of their location."

### Solution

Cisco Systems is the official network infrastructure supporter for the 2012 Games, and is providing the network infrastructure ranging from routing and switching to network security and Wi-Fi. Cisco has worked closely with BT Global Services, the official communications services partner, to create a mission critical network. To address the LOCOG communication challenge, a full suite of Cisco Collaboration solutions was brought into play.

Running on the London 2012 network, Cisco Show and Share® helps ensure that video content is stored, managed, and distributed in a secure and standardized manner. Maryam Ahmad, technical delivery manager (telecommunications) at LOCOG, says: "Cisco Advanced Services helped design, test, and deploy a Show and Share solution and, by tapping into their expertise, we managed to really improve the end user experience."



**“As the organization moves into the venues up and down the country, video technologies provide a more engaging means to communicate from the center, so that everyone feels they’re still in direct touch with the organizing committee.”**

Gerry Pennell  
Chief Information Officer  
LOCOG

Along with Show and Share, the Cisco Media Experience Engine (MXE) allows LOCOG to transcode videos quickly and effectively. Standardizing the format and bit rate of the videos in this way limits the impact on the network, irrespective of which format the author uses. MXE is teamed with the Cisco Enterprise Content Delivery System (ECDS) to enable simultaneous access for hundreds of viewers delivering video efficiently across the LOCOG network. The ECDS solution also allows LOCOG to measure and report on video usage; very useful in understanding the take-up of specific messages.

“Anyone on the LOCOG network can watch a video, on their smartphone, desktop, or laptop, when and where they like,” says Ahmad. For the IT team, as just one instance among many, the CIO makes and distributes videos fortnightly, whether the people watching them are in the LOCOG Canary Wharf head office in London’s Docklands or out at any one of the nearly 100 venues around the country.

For web conferencing, Cisco WebEx®, which enables documents, presentations, and video content to be shared and discussed among dispersed teams, was chosen to augment the LOCOG audio conferencing solution, BT MeetMe. “WebEx is a very powerful way of collaborating,” says Pennell, “particularly with organizations that are not very close to us geographically. We can work together around common plans and information, and that really deepens the relationship and makes it more effective.”

Cisco WebEx and BT MeetMe provide a fully collaborative audio and web conferencing solution. Integration with Microsoft Outlook means Cisco WebEx calls can be easily set up based upon people’s availability, while its scalability allows up to 200 users on a single call. “Because it’s hosted and delivered as a cloud-based service, there are no management overheads,” says Ahmad.

## Results

LOCOG Transport is a real-life example of how Cisco WebEx is making a difference. The department will offer a 24-hour executive car service on-demand for more than 6000 high profile officials during Games-time. By engaging via WebEx, the LOCOG Transport team is able to exchange information and review resource models as operations are scaled up. It is also much easier to troubleshoot any system issues.

Meanwhile, training for 120 operators across the three LOCOG Transport sites is simplified through desktop delivery of live interactive webinars and pre-recorded sessions. WebEx also underpins service levels. For example, should an agent have a problem locating a car, they can share the screen with a tracking system operator and resolve any problems there and then.

“The Cisco collaboration services that we have, such as Show and Share, MXE, ECDS, and WebEx, have assisted us in becoming a more collaborative organization,” says Ahmad. “They’ve really helped improve communication, and they’re going to be extremely beneficial as we get closer to Games-time.”

The LOCOG intranet is called The Knowledge, and it is the first online point of call for all employees to access information. “When we implemented Show and Share, we straightaway integrated it with The Knowledge, to create The Knowledge on Demand,” says Simcox. “It’s proved a powerful way to enable the entire team to stay up-to-date, and we’ve had great feedback from all over the organization.”

In building the team, the LOCOG HR organization has found Cisco WebEx invaluable in taking cost out of the recruitment process, while speeding up the identification and induction of new people. As well as running online events in the United Kingdom and around the world, the organization is able to set up virtual face-to-face interviews using high-quality live video and audio.

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Maryam Ahmad  
Technical Delivery Manager (Telecommunications)  
LOCOG

“We’ve had a good experience working with Cisco and BT on this project,” Pennell says. “As the organization moves into the venues up and down the country, video technologies provide a more engaging means to communicate from the center, so that everyone feels they’re still in direct touch with the organizing committee.”

#### For More Information

To find out more please visit:

Cisco Collaboration: [www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration)

Cisco Enterprise Video: [www.cisco.com/go/video](http://www.cisco.com/go/video)

#### Product List

- [Cisco WebEx](#)
- [Cisco Show and Share](#)
- [Cisco MXE](#)
- [Cisco ECDS](#)
- [Cisco Services](#)



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