



Cisco Broadcast TV and ISO Certification (VOD)

Case Studies #4 and #5

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APAC E-Learning Business Solutions**



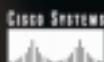
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Cisco Enterprise TV

Broadcast Video (IP/TV) Case Study



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Enterprise Cisco TV Case Study



Provide **timely information** to the Cisco Enterprise field sales force.

Enable Cisco Product Managers to get **direct feedback** from the Cisco Enterprise field sales force.

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Background

- The **primary goals**:
 - Keep the Cisco Enterprise sales force updated with timely information.
 - Provide interactivity between the sales force and Product Managers.
- The biggest **business opportunity**:
 - Realize revenue from potential sales opportunities more quickly.

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Implementation: Business View

- **Implementation steps/process**

Timing of product launch dates to broadcast events

Ensuring audience participation and engagement

Keep travel expenses to a minimum

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Implementation: Business View

- **Success Factors**

Audience viewer-ship

Audience satisfaction rating

Achievement of product sales goal

Customer product satisfaction

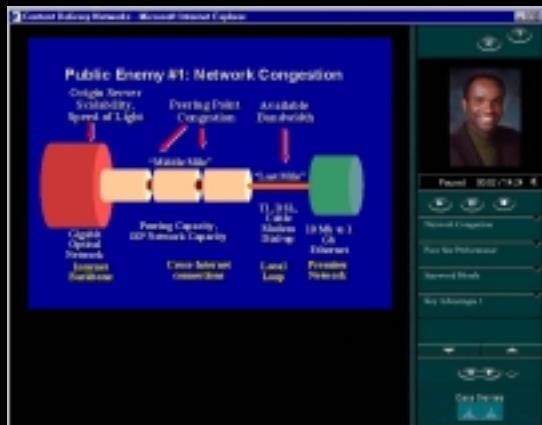
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Implementation:Technology View

Cisco IP/TV Broadcast Video



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Implementation:Technology View

- Broadcast across US and Canada
- Broadcast to Sales offices
- Dedicated satellite connection to offices
- Backup WAN connections

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Implementation: Technology View

- **Each broadcast is saved as a Video on Demand (VOD) module**
- **Expands viewership**
- **Re-used for other learning needs**

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Lessons Learned

- **End-to-end, multicast network required**
- **Define quality levels and set proper audience expectations**
- **Develop slide authoring standards**
- **Encourage periodic, moderated Q&A sessions**
- **Hire professional video production crews for best quality**

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E-learning Results

- **Tangible E-Learning Results**

Average 4.2 audience satisfaction rating

Average xx viewers per broadcast

Product launch dates timed to broadcasts

Product feedback loop is tighter

Continuing Product Manager / Field Sales interaction

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E-learning Results

- **Cost Comparison Estimate**

Broadcast Event

Average \$16,000 per event

Roadshow alternative (11 sites)

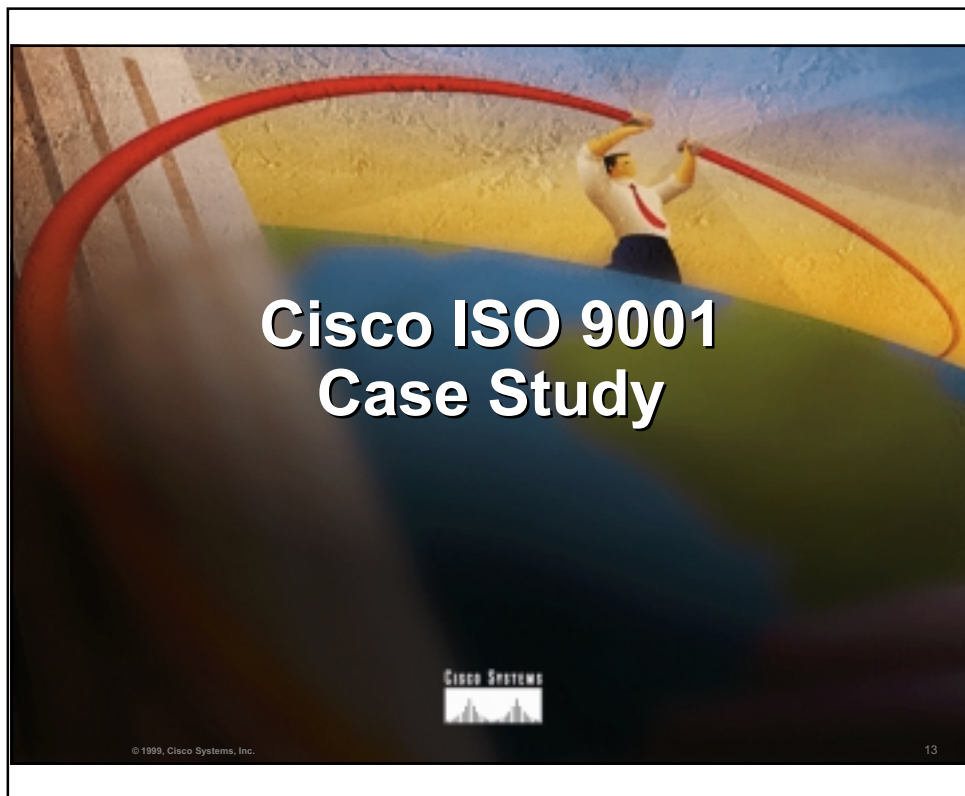
\$75,000* for 11 presenters at 11 sites

*Roadshow cost include estimated event room and travel costs for 11 presenters only. Estimated to reach only 50% of broadcast audience. Non-productive travel time costs for presenters is not included in roadshow costs.

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Cisco ISO 9001 Case Study

E-Learning Initiative
ISO 9001 Re-Registration

CISCO HOME ABOUT HOME WHAT'S NEW INFO SEARCH PRODUCTS HELP

**ISO 9001 Re-Registration
E-Learning Initiative
Are You Ready?**

 ISO 9001 REGISTERED

 **Welcome and Getting Started.**
Dixie Gann-VP, Customer
Business Development

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Preparing for an ISO 9000 audit can be a costly, time-consuming, and stressful experience.

Cisco **eased** the ISO-9001 re-registration process **with an e-learning solution**

Background

- The **primary goals**

Prepare employees to successfully complete the audit and re-register Cisco's ISO 9001 certification

Better utilize the Quality staff's time traditionally spent on live training

- The biggest **business opportunity**

Drastically reduce training costs associated with an ISO audit

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Implementation: Business View

- **Executive Leadership Support**

- **Implementation steps/process**

Project management

Content development

Timing

Internal Marketing / Publicity

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Implementation: Technology View

- **Tools, technology, software applications used**

VOD (Video on Demand)

COLT (Cisco On-Line Testing)

New Web Page to launch / link to VOD offerings

- **Infrastructure**

Began with scalable, reliable Cisco campus network using Catalyst 5500 switches

Dedicated Ethernet to each user

Switches and routers support multicast so mission-critical applications aren't impacted

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E-Learning Solution Components



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E-learning Results

- **Tangible E-Learning Results**

Significantly increased productivity, reduced training costs, and cut training time by about 60%

Prepared seven sites in five weeks for only \$16,000—compared to the estimated \$1.4 million 3 months three months previously required to prepare for a corporate-wide ISO audit

Received only seven minor non-conformities noted after a 15-day, worldwide audit

- **In-tangible E-Learning Results**

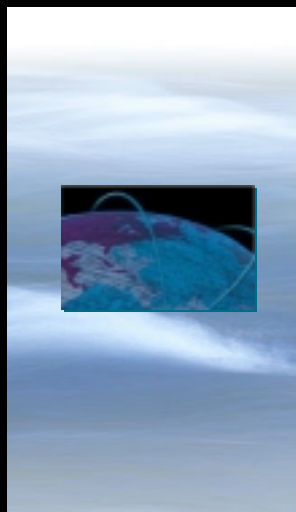
Foundation for future audit preparation

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ISO Case Study Summary



- Ensure Quality Assessment Writing Skills on the content team
- **Identify User Access & Workstation environment at beginning of project**
- Identify Minimum application requirements for immediate results -- expand in later phases
- Marry instructional design with web design for a powerful e-learning combination
- Recognize what the learners want/expect -- incorporate that into e-learning solution (classroom example)
- Seek quantifiable metrics to ensure quantifiable results

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