

The Full Service Branch

Content Delivery Network Solution

Cisco Korea

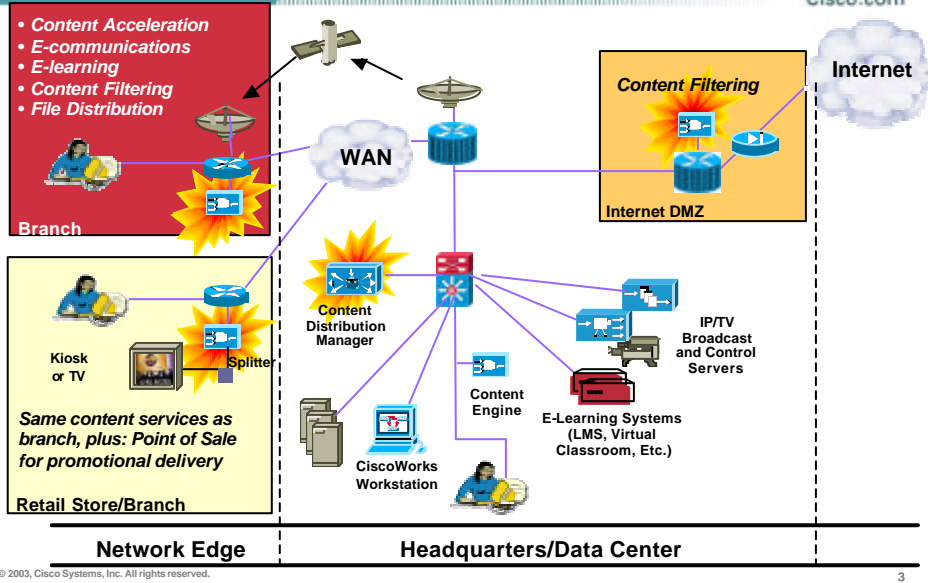
Video Streaming Advantages

- ,
✓ Executive Video Communications to strengthen employee morale and corporate alignment
✓ 24x7 Online Sales Training to transition salesforce to higher value advisory role
- 가
✓ Knowledgeable sales staff providing valuable advice
✓ Self-learning from branch kiosks
✓ Video screens w/promotions, news, entertainment

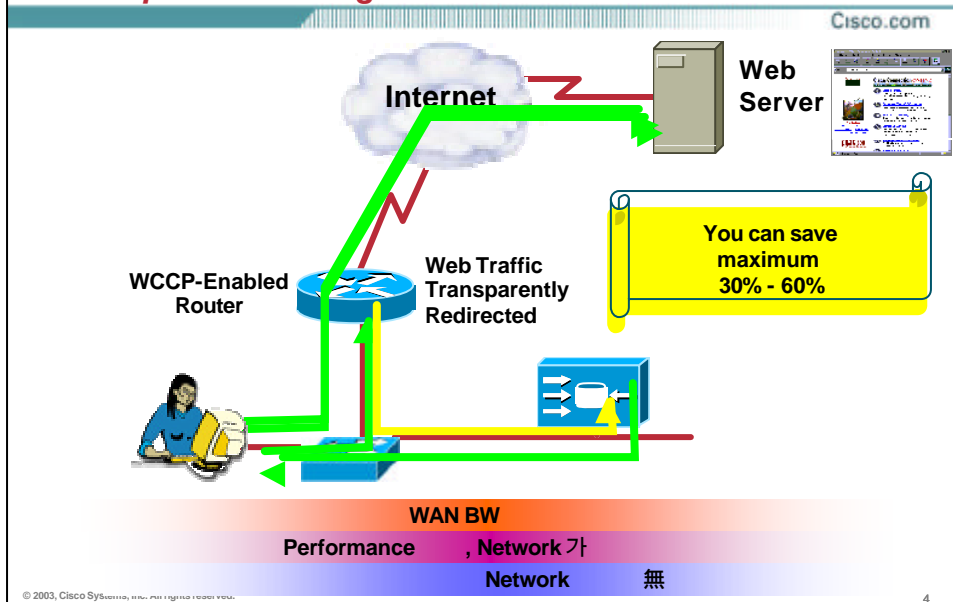


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Branch Sample Network Diagram



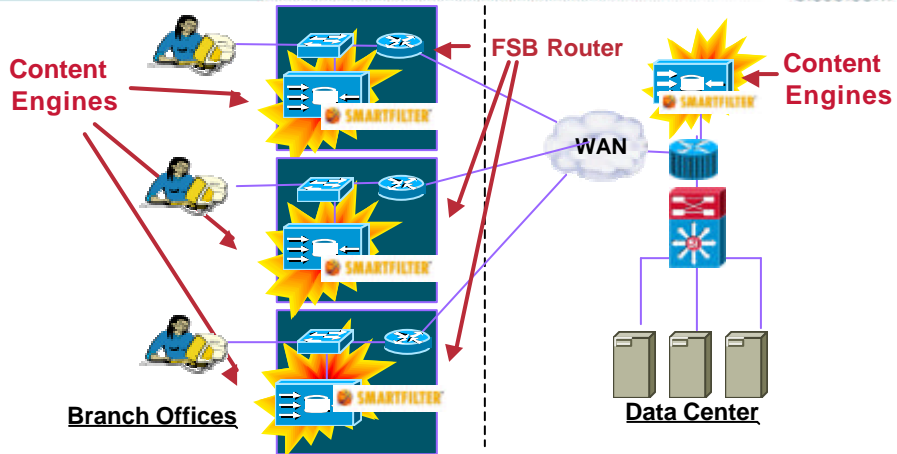
Branch Transparent Caching



Branch

Content Filtering & Virus Filtering

Cisco.com



Filtering Software : Smartfilter(on-box) , N2H2 (external) , Websense (external)

Nimda, Code Red Web Virus Filtering

Trend Micro

Virus

3rd party Anti-virus Server

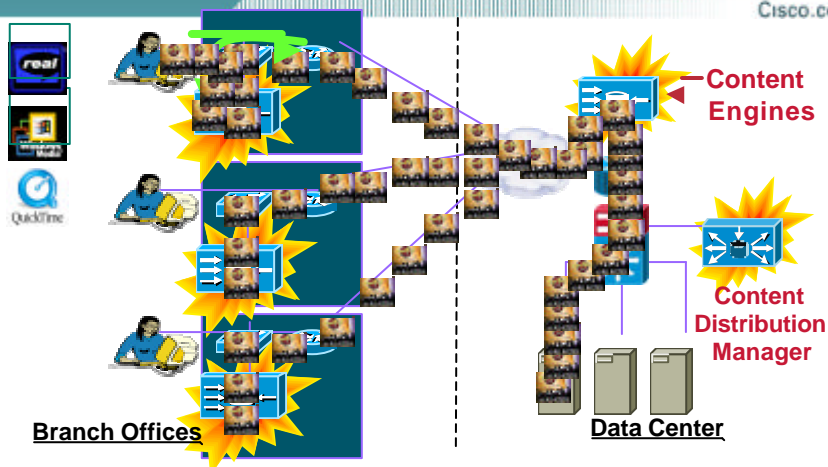
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Branch

E-learning & E-communication & File Distribution

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Rich Media 가

CDM

가

Real/WMT/QuickTime Streaming Proxy/Server

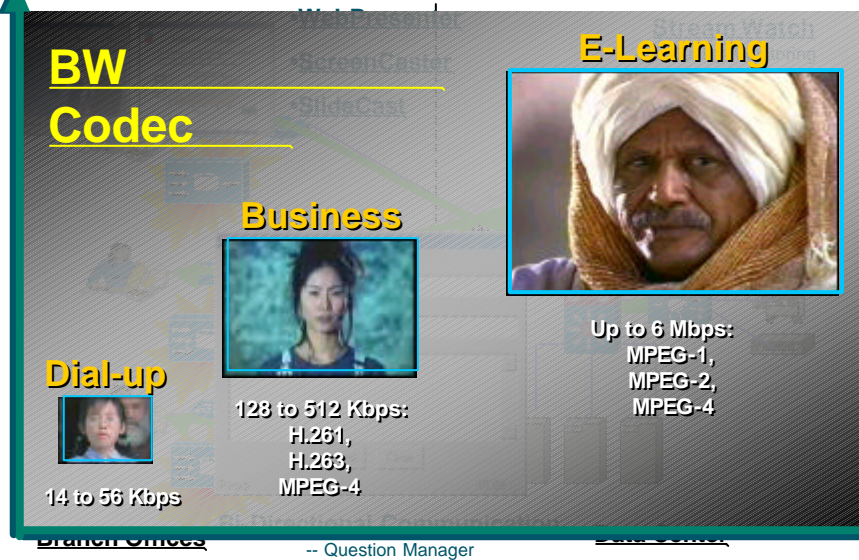
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Branch

Content Creation & Live Streaming – IP/TV

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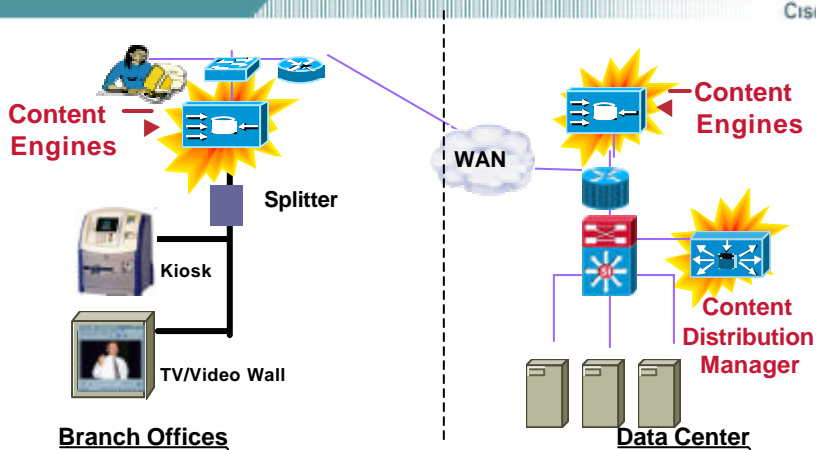
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Kiosk/Video Wall

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3rd party 가

가

가

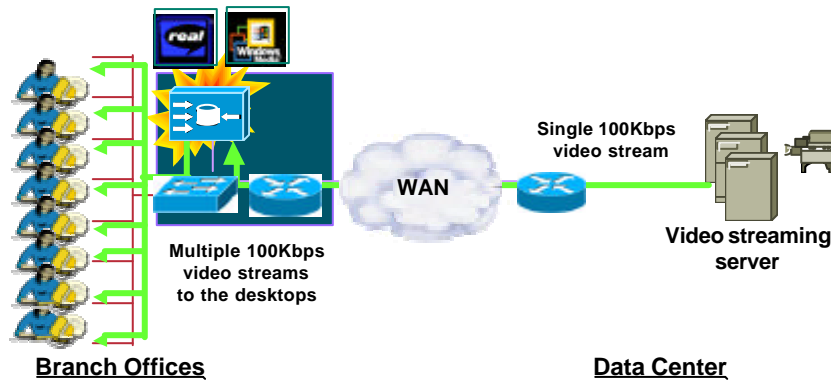
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Live Streaming on Content Engine

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	BW 가		
Content Engine	WMT/Real Stream	Splitting 가	
Unicast	Multi-Unicast	Unicast	Multicast
		Splitting가	

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Branch

Issues

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I want to run Video NOW !!!

But Video will ask something to you

VOD

Content Engine

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Branch *Issues*

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I want to run Video NOW !!!

But Video will ask something to you

Live

- **Video Quality vs Bandwidth --- Application Codec/Firewall**
 - **QoS(Smart Scheduling/IP Precedence/ RSVP)**
 - **Multicast Routing Protocol(Rendezvous Point)**
 - **IGMP/CGMP**

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Branch *Why Cisco*

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- **Proved Intelligent Network Service for CN**
 - ✓ QoS
 - ✓ VPNs
 - ✓ Security
 - ✓ Multicast
- **Innovation**
 - ✓ Support CE-NM in Router
 - ✓ SAN
 - ✓ Fiber Channel
- **Complete system for Content Delivery Networks and Next Generation Content Based Services**
 - ✓ Major scalability
 - ✓ Ease of management
 - ✓ Flexible redirection, configuration options
 - ✓ Enhanced security and integration

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Branch CE-NM

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NM-CE-BP-20G (20G internal IDE)
NM-CE-BP-40G (40G internal IDE)
NM-CE-BP-SCSI (no disk, external SCSI expansion)
256MB, upgradeable to 512MB
External compact flash
Internal and External 10/100 ports
External Storage: SA-6 and 1RU
Reference Sell (HP)

Router Application

- ✓ Reduces network congestion
- ✓ Dramatically reduces training costs / increases productivity
- ✓ Increase knowledge = better customer service
- ✓ Improve time to market with new products and services
- ✓ Improve customer service consistency with e-learning management system for employees

CE-NM: Industry's First & Only Router-Integrated Content Engine

- ✓ Content Engine Network Modules for 26XX, 36XX, 37XX with ACNS 4.2.3 and 5.0.3 (April 2003)

Cisco Content Networking Products *The Systems that Unleash the Services*

Cisco.com

- Cisco Content Distribution Manager
- Cisco IP/TV
- Cisco Content Transformation Engine
- Cisco Hosting Solution Engine
- Cisco Content Routers
- Cisco 11000 Series Content Services Switches
- Cisco Content Switching Module for Catalyst 6500
- Cisco 11000 Secure Content Accelerator
- Cisco Content Services Gateway



- Cisco Content Engines
- CE-NM in FSB Router

Branch

Cisco: Lots of Rich Content, All the Time

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On-Demand



- Video On-Demand
- Audio On-Demand
- MediaBar
- Screen CAMs



Live



- CiscoTV
- Placeware
- Live CMT



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CISCO SYSTEMS

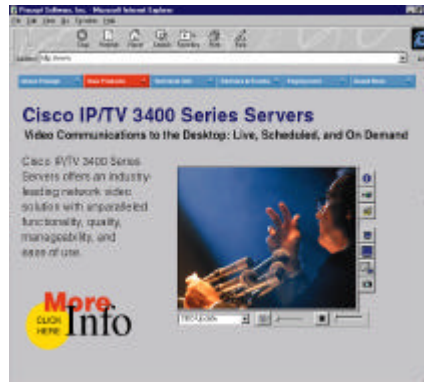


EMPOWERING THE
INTERNET GENERATION

Cisco IP/TV Plug-In

Cisco.com

- **Browser-based Plug-In**
- **Embeds into Web Page**
 - Can author HTML on page
- **Launches when user clicks URL on Web-based Program Listing**
- **Prompts user to download if not installed**
- **Microsoft IE & Netscape browsers**



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Using Live and On-demand Content Delivery Networks

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- **IP/TV: Live events**
 - Easy live & scheduled multicast
 - Turnkey “event” features
 - Synchronized media
 - Question Manager
 - Standard Formats
 - High quality streaming
 - RTP delivery
 - StreamWatch
- **ECDN: On-demand**
 - Multi-format (WMT,Real,...)
 - Easy, central management of many edge devices
 - Sophisticated content distribution
 - General topologies
 - All file types: streaming & static files
 - Stream splitting, caching & pre-positioning of content

Both are part of Cisco Content Networking family

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Increase Wallet Share

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- **Manage and deliver customer education**
- **Manage selected marketing messages based on:**
 - Branch customer demographics
 - Local branch market dynamics

You have mail!

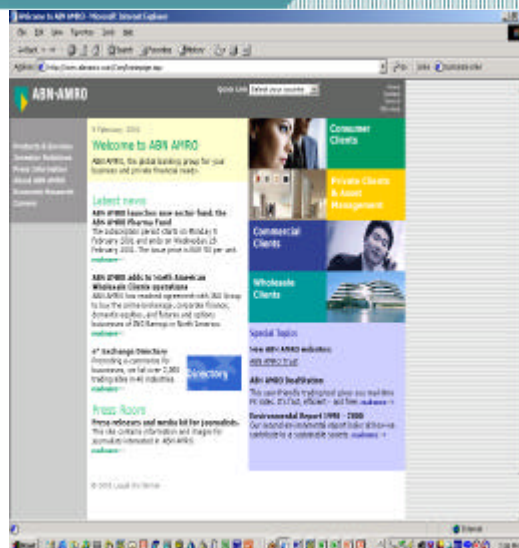
Alexander, I received your home equity application. You are qualified for a lower 6.5% APR with no points and no fees. Come in and see me.

S. Wheeler, Mgr. SF Main Of



The New Branch Team: E-Learning

Cisco.com



- **Rolling out learning management systems for 25,000 staff expanding to 110,000**
- **Personal training plan for each employee, anytime, anywhere learning**
- **New product, orientation, compliance training**

Improve Operating Efficiency

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- **Distributed e-learning to branch employees provides:**
 - Faster upgrade time for new products & services
 - Faster, and more consistent, to the field with new operating and regulatory changes
 - More effective leveraging of “best practices” in the field
 - Reduced travel and development costs of training
 - Better and more consistently trained staff
- **More effective internal communications:**
 - HR and admin communication
 - Self service applications more easily adopted
 - Video corporate communication broadcast
- **Local software storage and management**



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UBS Paine Webber: Content Caching & Acceleration



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Who:

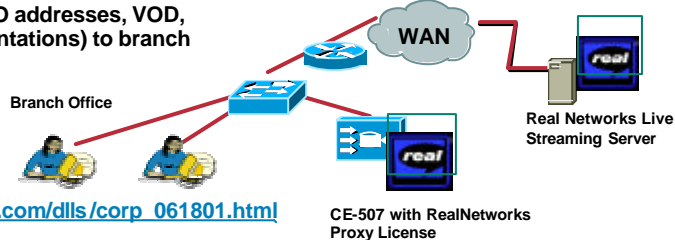
- UBS|PaineWebber: leading global financial services firm
- Over 400 branches

Challenge:

- Reduce high-bandwidth usage
- Accelerate delivery of bandwidth-intensive files to increase productivity in retail branch offices
- Push content (CEO addresses, VOD, PowerPoint presentations) to branch offices

Solution:

- Content Engines CE-507s w/ RealNetworks proxy licenses and SmartNet for over 400 branches
- CEs pre-populated with VOD, PDF and PowerPoints for use by branch personnel to reduce bandwidth needs
- Cisco CDN increases broker and analyst productivity in the retail branch offices



http://newsroom.cisco.com/dlls/corp_061801.html

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