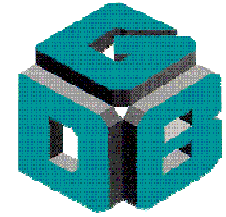


ΑΛΛΑΞΕΤΕ ΤΟΝ ΤΡΟΠΟ ΕΠΙΚΟΙΝΩΝΙΑΣ ΜΕ
ΤΟΥΣ ΠΕΛΑΤΕΣ ΣΑΣ!

ΠΡΟΒΛΗΘΕΙΤΕ ΨΗΦΙΑΚΑ! – Cisco DMS Solution

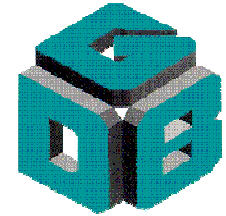
Menelaos Makrigiannis
Business Development Manager
General Data Business



Agenda

- ▶ Company's Profile
- ▶ Cisco Digital Media System Solution
 - ▶ Overview
 - ▶ Solution Suite
 - ▶ Business Challenges
 - ▶ Deep-Dive into Business Drive Applications
 - ▶ Customers' Solutions
 - ▶ Business Benefits
 - ▶ Recommendations

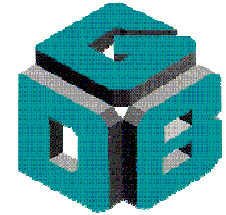




Company's Profile



General Data
Business S.A.



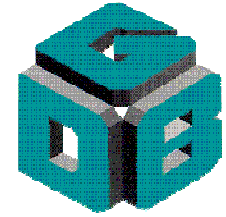
Services-Oriented
approach

Customer-Oriented
approach

Focuses on
Innovative
Technologies

Provides
integrated
solutions & high
quality services





Areas of Expertise

Data Management

- Storage Networking
- Backup
- Business Continuity
- Archiving
- De-duplication

Communication & Networking

- Routing
- Switching
- Wireless
- Security
- IP Telephony
- DMS
- Video Conferencing

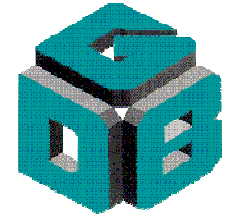
Business Applications

- Identity Management
- Content Management
- B2B E-commerce

Services

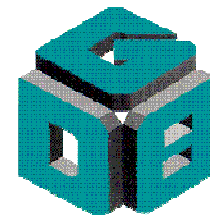
- Pre-Sales
- Design
- Implementation
- After-Sales Support
- Support Contracts





Cisco Digital Media System





Cisco DMS Solution Suite

Create

For Desktop Video



Digital Media Encoders

For Digital Signage
& Enterprise TV



Scientific Atlanta Encoders

For Other
Applications



Video Content

Manage & Adapt



Digital Media Manager

Edit

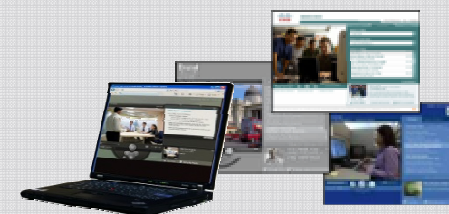
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Media Experience Engine 3000

A
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Display & Access



Video Portal



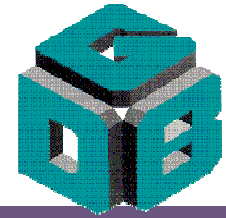
Digital Media Players &
Cisco LCD Displays



Multiple Devices

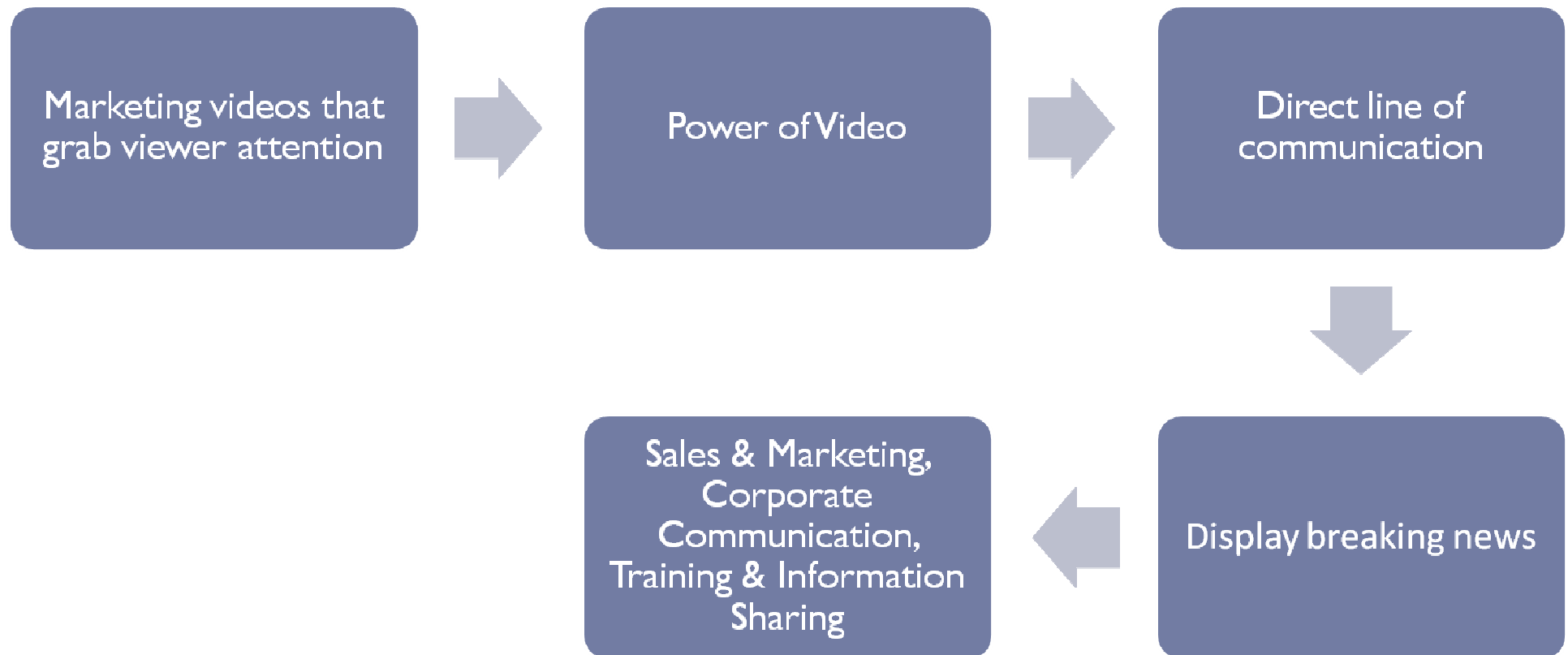
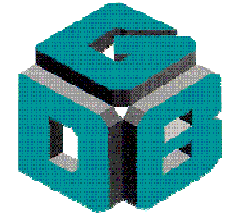
Network as the Platform

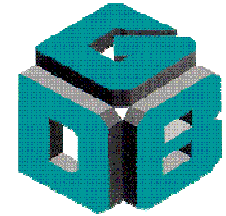
Digital Media: Now More Important Than Ever!



Business Challenges	Solution with DMS
Communicate critical information	<ul style="list-style-type: none">- Inform employees & customers with real-time, targeted information- Communicate change management
Reduce operational	<ul style="list-style-type: none">- Reduce travel expense- Leverage an energy efficient architecture & reduce shipping, printing costs and labor costs
Drive revenue	<ul style="list-style-type: none">- Promote, cross-sell, up-sell- Communicate targeted, localized, relevant offers & programs
Customer intimacy	<ul style="list-style-type: none">- Personalize experience for customers- Enhance in store experience

Deep Dive into DMS – Business Driver Applications



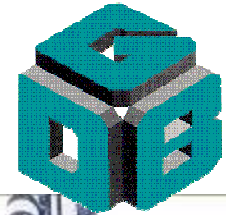


Cisco Digital Media System Customers



Lloyd's of London

DMS helps broker new contracts and deals



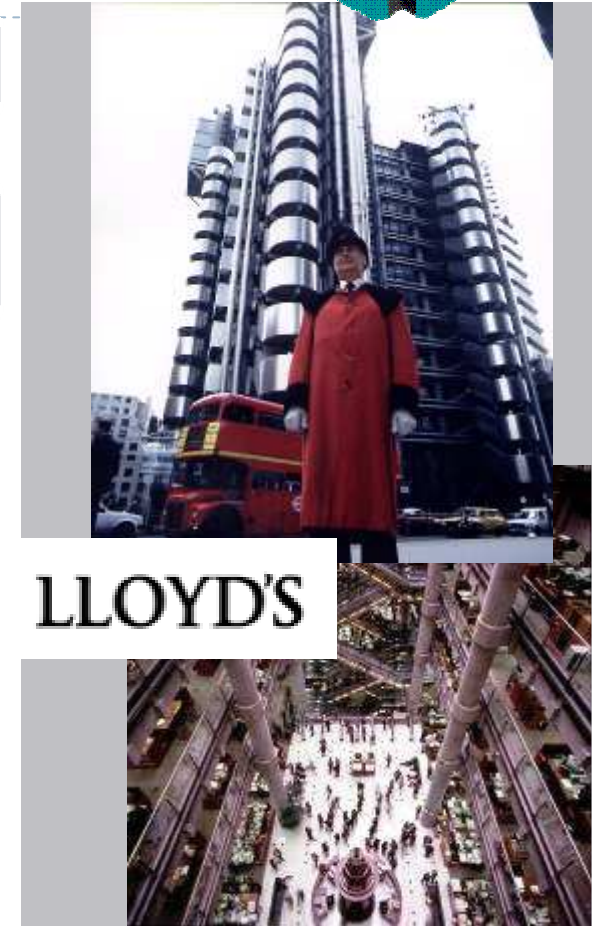
Challenge: The need to modernize the look of Lloyd's

Implemented DMS with the goal to modernize Lloyd's and received much more:

- Informs brokers while they wait to see an underwriter
- Opens new opportunities for communicating with its members through rich, dynamic content

Business Benefits:

- **Broker new contracts and deals**
- Ability to switch screens on and off automatically **reduces energy costs**
- **Increase revenue** by improving member experience

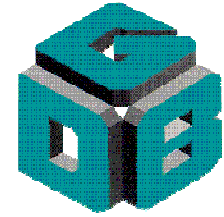


“Our original goal was to modernize the look of Lloyd's. Not only has the new system done this brilliantly, it has opened up so many more opportunities for communicating with our members.”

– Craig Carter, IT Architect, Lloyd's of London

College of Southern Nevada

Instant Communication with Cisco Digital Signage



Challenges:

- Need to communicate to remote offices
- Provide training
- Distribute executive communication



Benefits of DMS implementation:

- **Critical component of safety strategy** for communication during emergencies
- **Lowered printing costs** by reducing the number of posters necessary to promote events



"Video technology is everywhere. If you don't have it, you're behind. With DMS you're not only keeping pace, you're ahead of the curve. DMS has helped our college communicate better."

- Josh Feudi, Interim CIO, College of Southern Nevada

Dominos Pizza - Hellas

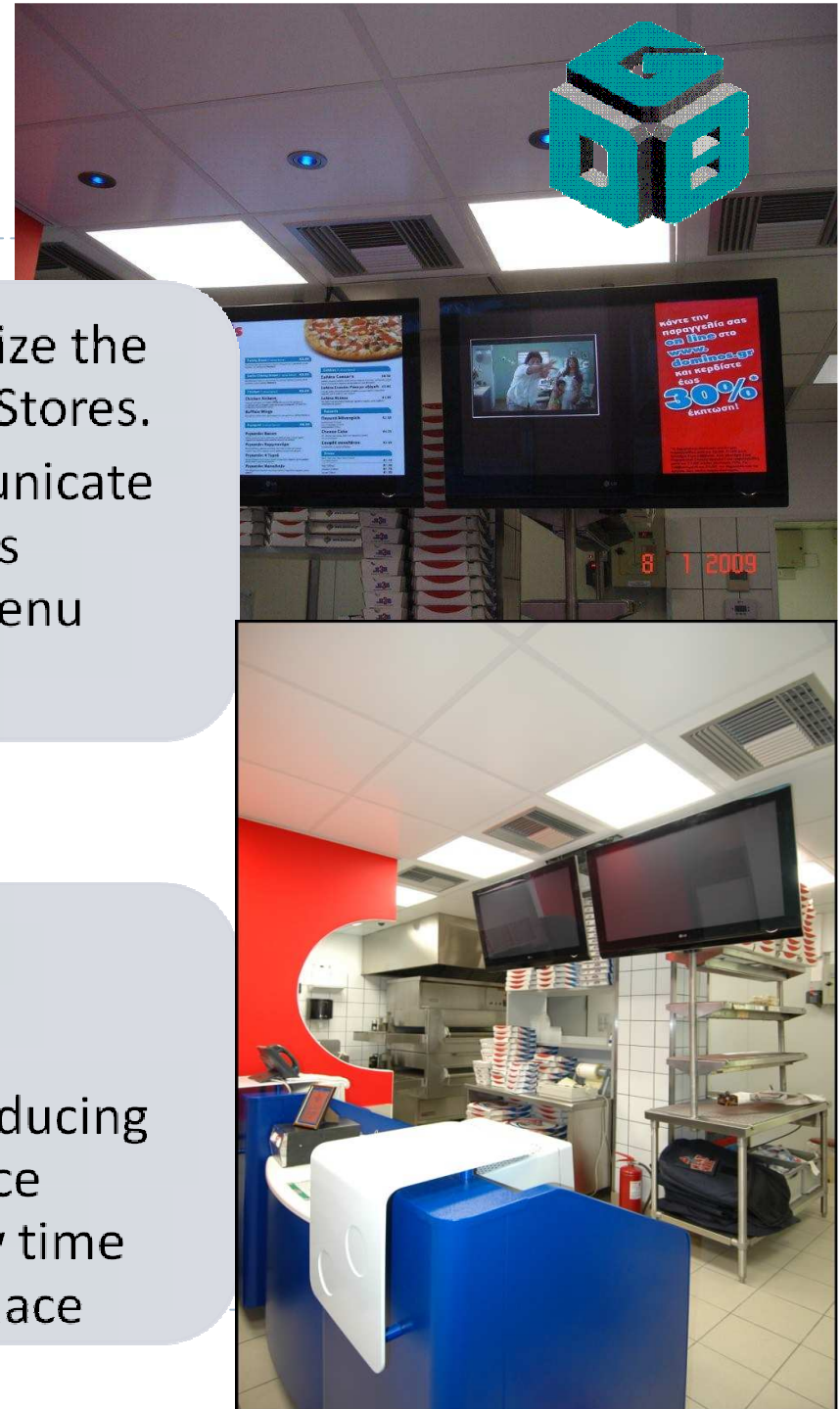
Challenges

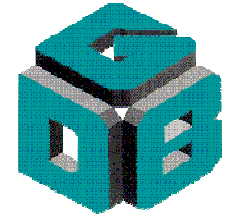


Benefits

- The need to modernize the 'image' of Domino's Stores.
- To effectively communicate remotely to Domino's customers the full menu and available offers

- Instant and prompt communication with customers
- Eliminate costs by reducing the need to print price catalogs/menu every time price changes take place





Cisco DMS Business Benefits

Why Video



A picture says a thousand words,
a video says it all

“In person” experience

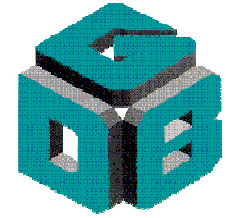
64% of communication is non-verbal¹

One third of the human cortex is dedicated to vision²

¹ Kandola, Peam "The Psychology of Effective Business Communications in Geographically Dispersed Teams", Cisco Systems, September 2006

² Vision Group Research, FMRI, University of Oxford, UK

Cisco Digital Media System Business Benefits



Facilitate Learning

- Increase internal productivity
- Deliver training/lessons through Desktop Video Digital Signage and/or Enterprise TV

Increase Sales

- Advertising, promotion, cross-sell/up-sell
- Accelerate time to market

Enhance Customer Experience

- Entertain/ decrease perceived wait time
- Provide directional information

Scalable Solution

- Allows for deployment growth over time
- Broad Partner Ecosystem to scale your digital media deployment

Green Solution

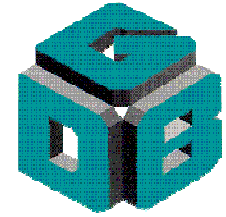
- Reduce printing, shipping and documentation costs
- Reduce travel emissions
- Energy efficient products

Cisco is a Trusted Source

- Established leader in video applications and infrastructure
- 24 hour access to technical support



Summary- DMS Technology Evolution



Yesterday:

High Operational Costs, Low Flexibility

Today:

High Reliability and Flexibility, Easy Deployment and Operations

Tomorrow:

Video Surveillance, RFID, Cisco TelePresence, etc.

Technology Evolution

New Opportunities

Phase 1:

Standalone
PC-Based



Phase 2:

Networked
PC-Based



Phase 3:

Networked Media
Player-Based

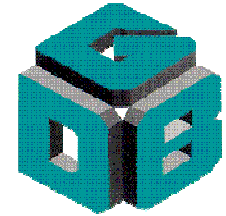


Phase 4:

"Smart" Signage

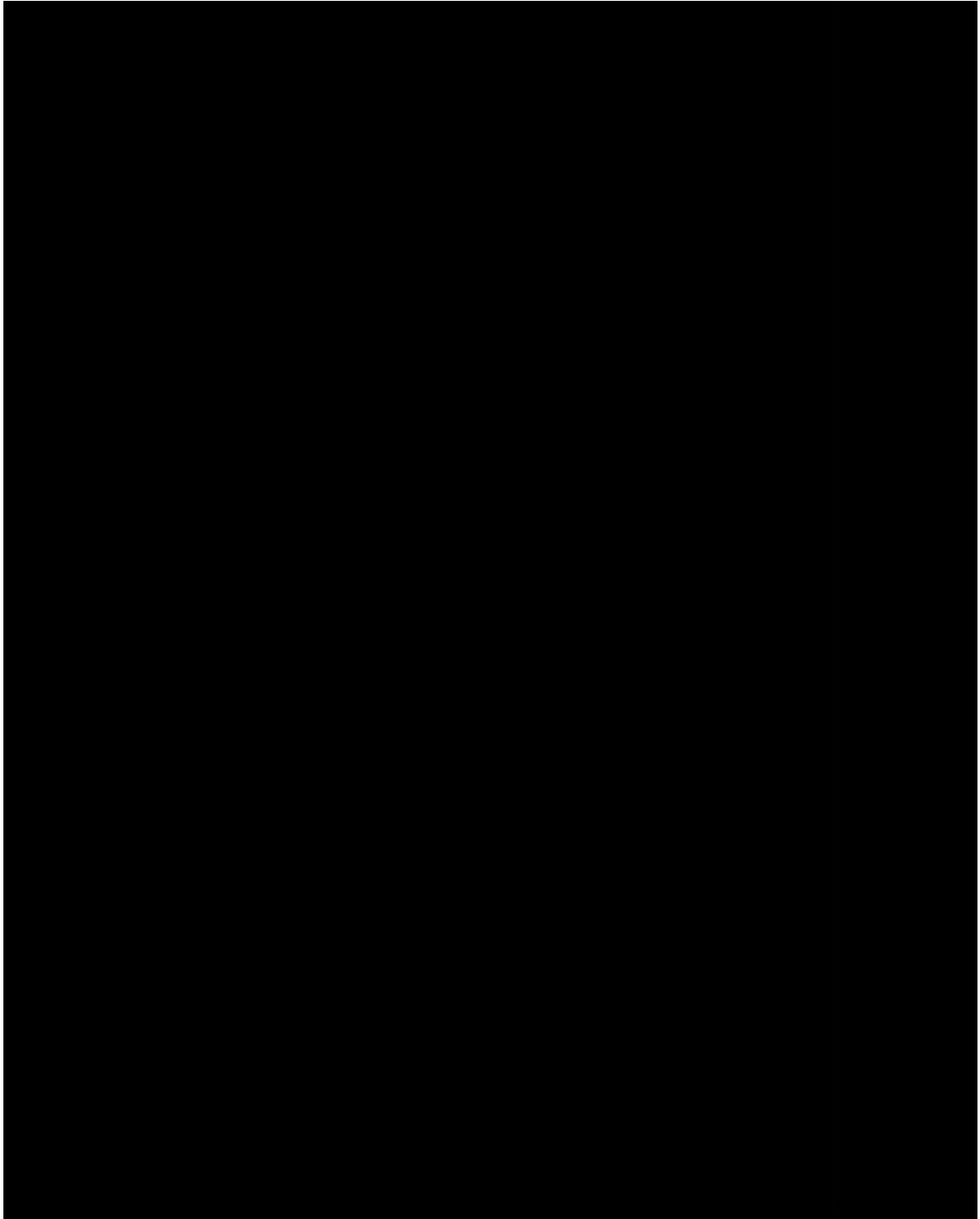


Digital Signage Market

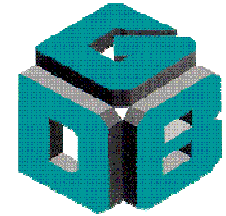


Leading the Way...





Leading the Way...



Questions ???

