

# **Affecting Organizational Readiness**

***Cisco Business Video Solution Overview***

# Agenda

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- **Internet Business Solutions and Cisco Implementation Experiences**
- **Cisco Business Video Solution**
- **Potential Applications**
- **Pricing and Ordering Information**

# The Cisco Challenge

- **Provide technical training to 5,000 account managers and 7,000 system engineers**
- **Provide training to 40,000 channel partners**
- **Manage content from across the company**
- **Provide rich media delivery system for corporate communications**
- **Distribute via Web portals**

# Cisco Deployment Experience

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	<b>Wave 1</b> (1997-1999)	<b>Wave 2</b> (2000-2001)	<b>Wave 3</b> (2002+)
<b>Financial Benefit</b>	\$24 million annual benefit	\$31 million annual benefit	\$133 million annual benefit
<b>Business Benefit (Competitive Adv.)</b>	<ul style="list-style-type: none"> <li>• Reduced T&amp;E</li> <li>• Faster time to competency</li> </ul>	<ul style="list-style-type: none"> <li>• Competitive advantage with reseller partners</li> <li>• Greater accountability</li> </ul>	<ul style="list-style-type: none"> <li>• Improved reporting and skill mgmt</li> <li>• Higher productivity</li> </ul>
<b>Applications (Scope of Capabilities)</b>	<ul style="list-style-type: none"> <li>• Video on demand</li> <li>• Learning mgmt. system</li> </ul>	<ul style="list-style-type: none"> <li>• Virtual classroom</li> <li>• Content portal by role</li> <li>• Global streaming Network</li> </ul>	<ul style="list-style-type: none"> <li>• Learning objects</li> <li>• Global E-Learning Platform</li> <li>• CDN deployment</li> </ul>
<b>Impact on People (Breadth of Capabilities)</b>	Sales and manufacturing	Channel partners and engineering	Customers and other groups (Legal, Finance, etc.)

**Data Voice Multimedia**  
**Data Voice Multimedia**  
**Data Voice Multimedia**  
**Data Voice Multimedia**

# Video Solutions

- **High impact live broadcasts or on-demand streaming media for executive communications, product introductions, market updates**
- **Provides clear, consistent, accessible communications**



# Cisco Deployment

- **50 to 55 live broadcasts per month**
  - 250 viewers per broadcast
- **More than 500 video on demand (VoD) created per month**
  - 70,000+ internal viewers
  - 50,000+ external viewers
- **Production studios**
  - San Jose
  - London
- **Numerous self-serve video on demand production stations**



# Deployment Costs

- **Standalone VoD**  
\$16 per module
- **Live Event**  
\$2000 to 8000 per event  
~ \$8 to 32 per viewer
- **Fully burdened estimates for FY'04**
  - Staff
  - Infrastructure
  - Applications
  - Studio facility

# Commonly Asked Questions

- **What did you deploy and how?**
- **What content authoring and management tools do you use?**
- **Is video communications effective?**
- **How do you ensure quality?**
- **Who can support this?**
- **How do you get cross-organizational usage?**
- **How can we do it?**

# Cisco Business Video Solution

Cisco.com

CEC || CCO || SEARCH || INDEX || SUPPORT || FEEDBACK || DIRECTORY:  Go

Cisco Media Network **Video on Demand** CISCO SYSTEMS

Home End User Presenter Content Owner Multimedia Producer Requests

Overview Cisco Media Template (CMT):

ing with Corporate Marketing, a business owners has developed dia Template (CMT).  
developed to work with Cisco ally and externally. Whether you d offerings internally or through a

Flash based Slides)  
ash based slides.

Show: ISO 9001 - ISO 9001 - Introduction  
Clip: ISO 9001 - Introduction  
Author: Dina Gant  
Copyright: 1333

**An end-to-end solution that reduces time to operational effectiveness and ROI**

- Holistic, integrated solution
- Easily create, manage, and share *live events* and *video on demand* communications
- Based on Cisco® operational experience, ACNS products
- Combined with Cisco AVVID partner program application vendors

# Cisco Business Video Solution

## Live Events



**VPN/WAN Security**

E-Mail Help

**Changing the Way**  
Our Customers Do Business

**Table of Contents**

- VPN Router QoS config
- VPN Router IDS config
- VPN Router CBAC FW
- PIP Router QOS Config
- What we Learned
- What it Meant to Legato
- Changing the way...
- Cisco Systems

**Transcript**

Search

So what we learned in this opportunity. You know, it was a long process. A lot of competitive situations. One of the big things was we really had a track record with this customer as I stated earlier. We had done one competitive displacement already. They trusted us. I think they view me as basically another member of their network engineering staff with hookups within Cisco. And that's what really helped me in this case. So I was able to spend some time with the engineer. They gave me competitive information from the competitors that were competing with us on this deal, and I was really able to dig into some of the headaches and nightmares that they were

## Video on Demand

# Uses

## Live Events

### Time-Sensitive Information

Executive announcements

All-hands organization meetings

Sales and training events

Product announcements

### Audience participation

Question and answer

Polling

# Uses

## Video on Demand

### Audience Reach

Accessible anytime, anywhere

Overcome time zone barriers

Additional information can be embedded

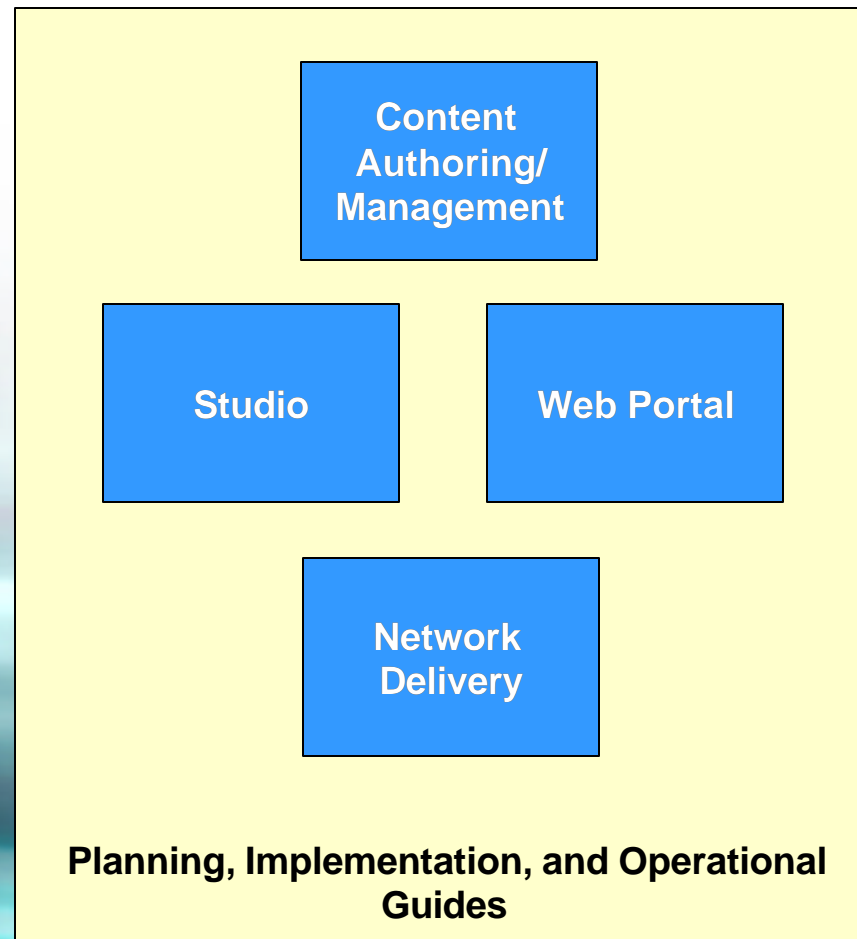
Audience control over playback

### Content Availability

Content is searchable

Can be used within formal training curriculum

# Solution Components



# Content Authoring/Management

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- **IVT MediaPlatform Enterprise**

**Create and edit VoDs via MP Studio application**

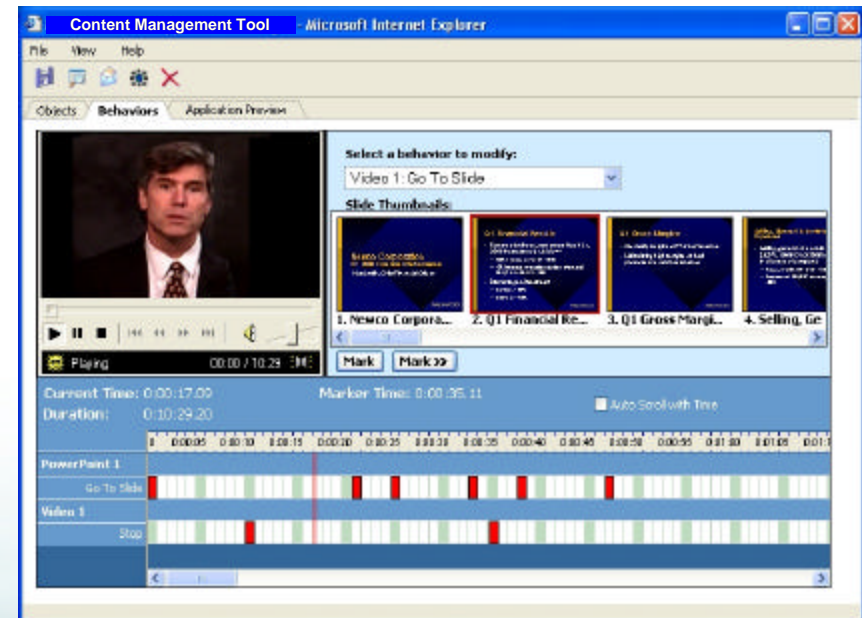
**Manage live events via MP Live Editor Console**

**Combine various media with standard viewer Web templates**

**Enable tight integration with Microsoft PowerPoint**

**Associate, manage, and synchronize assets**

**Track and measure viewer statistics**



# Web Portal

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The screenshot displays the Cisco Video Solutions web portal. At the top, the header includes the 'Cisco Video Solutions' logo, a 'Media Locator' icon, and the 'CISCO SYSTEMS' logo. Below the header is a navigation menu with tabs for 'Home', 'Viewer', 'Presenter', 'Content Organizer', 'Multimedia Producer', and 'Requests/Support'. The main content area is titled 'Mediaplatform™ Library' and features a 'Library Search' section with a search input field, a dropdown for 'Target Theater', and a date range selector for 'Release Dates'. A 'Search' button is located below these fields. To the left of the search area, there is a 'Stats for January '03' table and a notice about Adobe Acrobat Reader. The table shows zero counts for 'New Video', 'VoD Internal Viewers', and 'VoD External Viewers'. At the bottom of the page, there is a footer with contact information: 'For your comments, questions and suggestions, send your email to webmaster@vds.local'.

Stats for January '03	
New Video	0
VoD Internal Viewers	0
VoD External Viewers	0

- Intuitive user interface
- Content search capabilities
- Content package catalogue/viewer guide
- Online help and support
- Task-specific functionality through workflow wizards
- Workflow management and system scheduling
- Can be implemented as is or customized

# Network Delivery

- **Cisco® Application and Content Networking System (ACNS)**

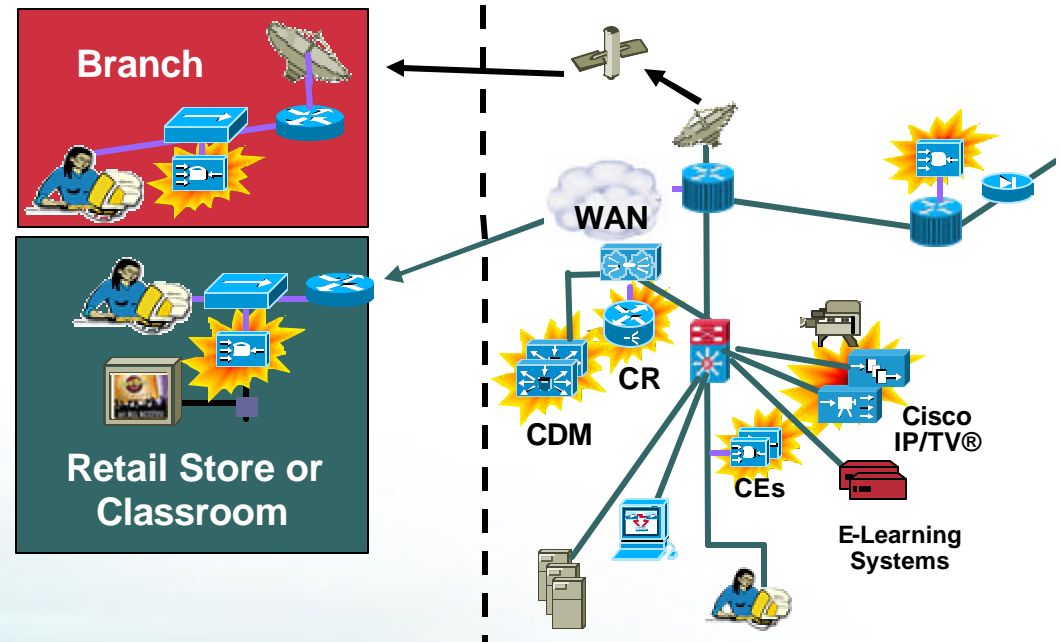
Cisco content engines

Cisco Content Distribution Manager

Cisco Content Router (optional)

- **Efficient use of backbone bandwidth**

- **Dynamically serve content from most efficient server for best availability and quality**



# Cisco Business Video Solution Documents

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- **Cisco® Business Video Solution Installation, Configuration, and Operation**

**Production Handbook**

**Installation and Configuration Guide**

**Operations and Maintenance Guide**

# Production Handbook

- **Video producer best practices and guiding principles**
- **Four content areas**

**Potential organizational use of live events and VoD**

**Type of events and modules**

**Production staff requirements**

**Workflow processes**

# Configuration and Installation Guide

- **Studio design and setup specifications**
- **Network architecture pre-implementation checklist**
- **IVT MediaPlatform installation and setup documentation**
- **Cisco® ACNS installation guides**
- **Component testing procedures**

# Operations and Maintenance Guide

- **Operations and maintenance information and processes**
  - Detailed regular maintenance activities
  - VoD production procedures
  - Content and network management processes
  - Web portal customization instructions
- **Intended for the personnel assigned to support and maintain the Cisco® Business Video Solution**

# Web Portal

- **Process descriptions and workflows needed to author, distribute, and view live events and VoD content**
- **Content derived from the three guides**
- **Audiences include**
  - Viewers (end users)**
  - Presenters**
  - Content organizers**
  - Producers**
- **Web portal source code and interfaces provided for customization**

# Optional Studios

- **Recommended video/audio capture components**
  - Cameras
  - Microphones
  - Lighting
  - Prompter
  - Encoding PC
- **Recommendation for both standalone VoD authoring and live event studio components**
- **Designed by professional video and audio integrator**



# Target Applications

- **Executive communications**
- **Regulatory compliance training**
- **Salesforce readiness**
- **Product announcements and training**

# Executive Communications

- **Company executives can communicate directly to their employees**
  - Faster and more convenient communications**
  - Employees hear directly from company executives**
  - Better employee reach than traditional methods**

# Regulatory and Compliance Training

- **Safety training, environmental management, and other company/industry regulatory training**

**More economical, faster to deploy, and easier to access versus traditional video-based training**

**Viewer statistics can be collected to measure access**

**Content can be combined with assessment testing to measure compliance**

# Salesforce Readiness

- **Deliver current product information, competitive positioning, and skills development training**

**Cut training-related travel costs**

**Increase training options and access**

**Reduce time away from customers**

**Increase product knowledge retention**

# Product Announcements and Training

- **Reduce the time to market for new product launches and updates and increase audience reach**

**Reduce or remove need for multiple-city road shows**

**Deliver information and training to more employees**

**Provide more frequent updates**

**Reduce cost of product launch activities**

# Calculating Return on Investment (ROI)

Application	Tangible	Intangible
Executive Communications	Travel avoidance Facilities	Organizational agility Employee productivity Employee reach
Regulatory and Compliance Training	Production and materials costs Compliance readiness	Employee productivity Time efficiencies Employee reach
Salesforce Readiness	Travel avoidance Facilities Increased sales	Time efficiencies Employee reach
Product Announcement and Training	Travel avoidance Facilities	Increased customer satisfaction Time efficiencies Employee reach

# Core Technologies–VoD Authoring

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## Authoring



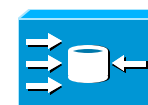
- **IVT MediaPlatform Studio**  
PC-based Encoding System  
Windows Media, v.9  
Appropriate camera,  
microphone, lighting
- **Cisco® Video Solution**  
Web portal, Best  
practices, Operations  
support

## Asset Management



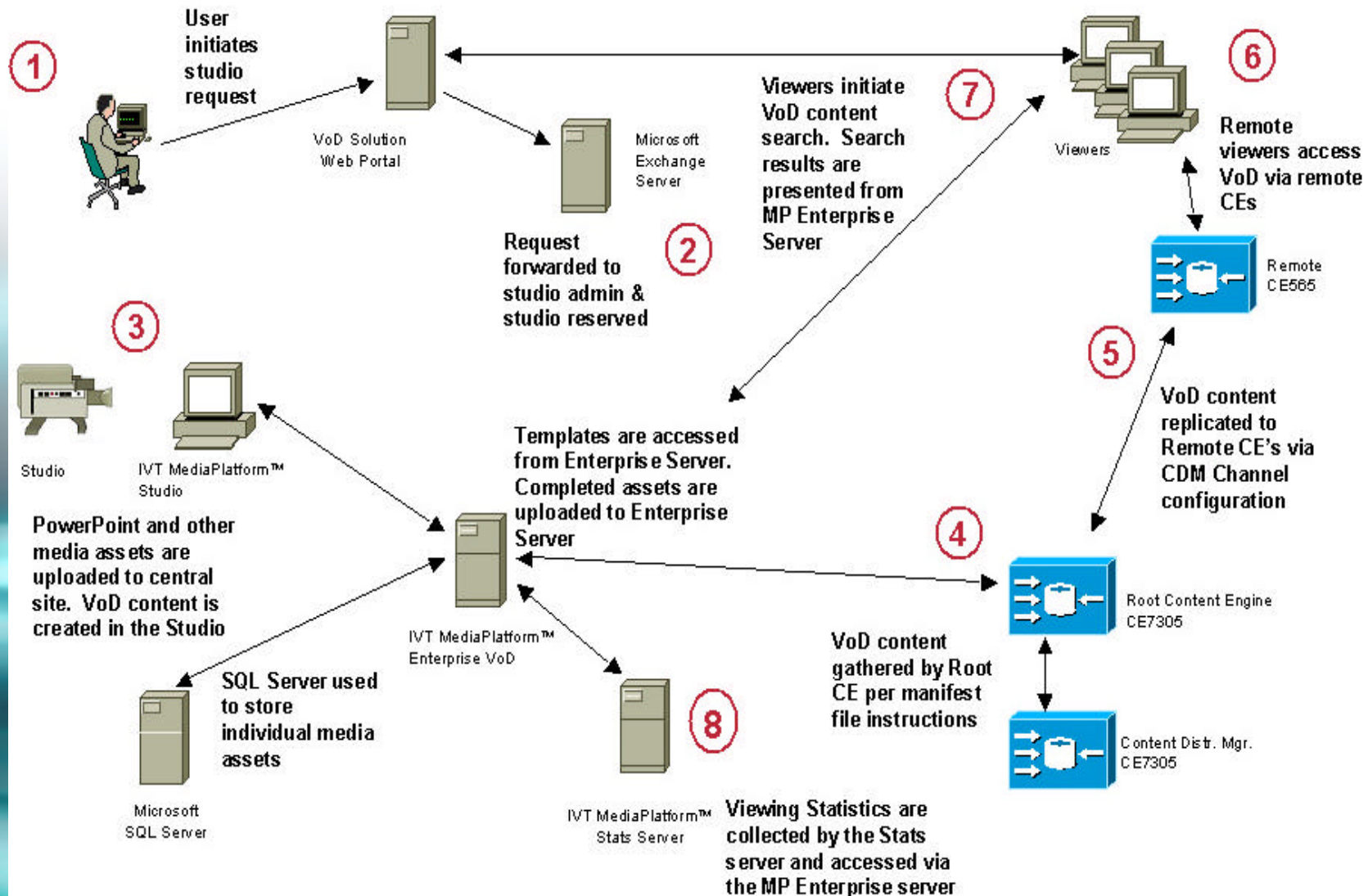
- **IVT MediaPlatform Enterprise**  
Web template creation  
Asset management and  
storage  
Multiple servers
- **Integration with Enterprise authentication systems**

## Distribution



- **Cisco ACNS v.5.X**  
Position rich media  
at network edge  
Live stream  
proxy/splitting

# Sample Deployment–Video on Demand



# Core Technologies–Live Event

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## Authoring



### Live Studio (managed)

- Windows Media Encoder, v.9
- Windows Streaming Server, v.4.1
- Appropriate camera, microphone, lighting

### Cisco® Business Video

#### Solution Web portal

- Best practices
- Operations support

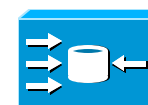
## Asset Management



### IVT MediaPlatform Enterprise

- Web template creation
- Asset management and storage
- Multiple servers
- Potential integration with enterprise authentication systems

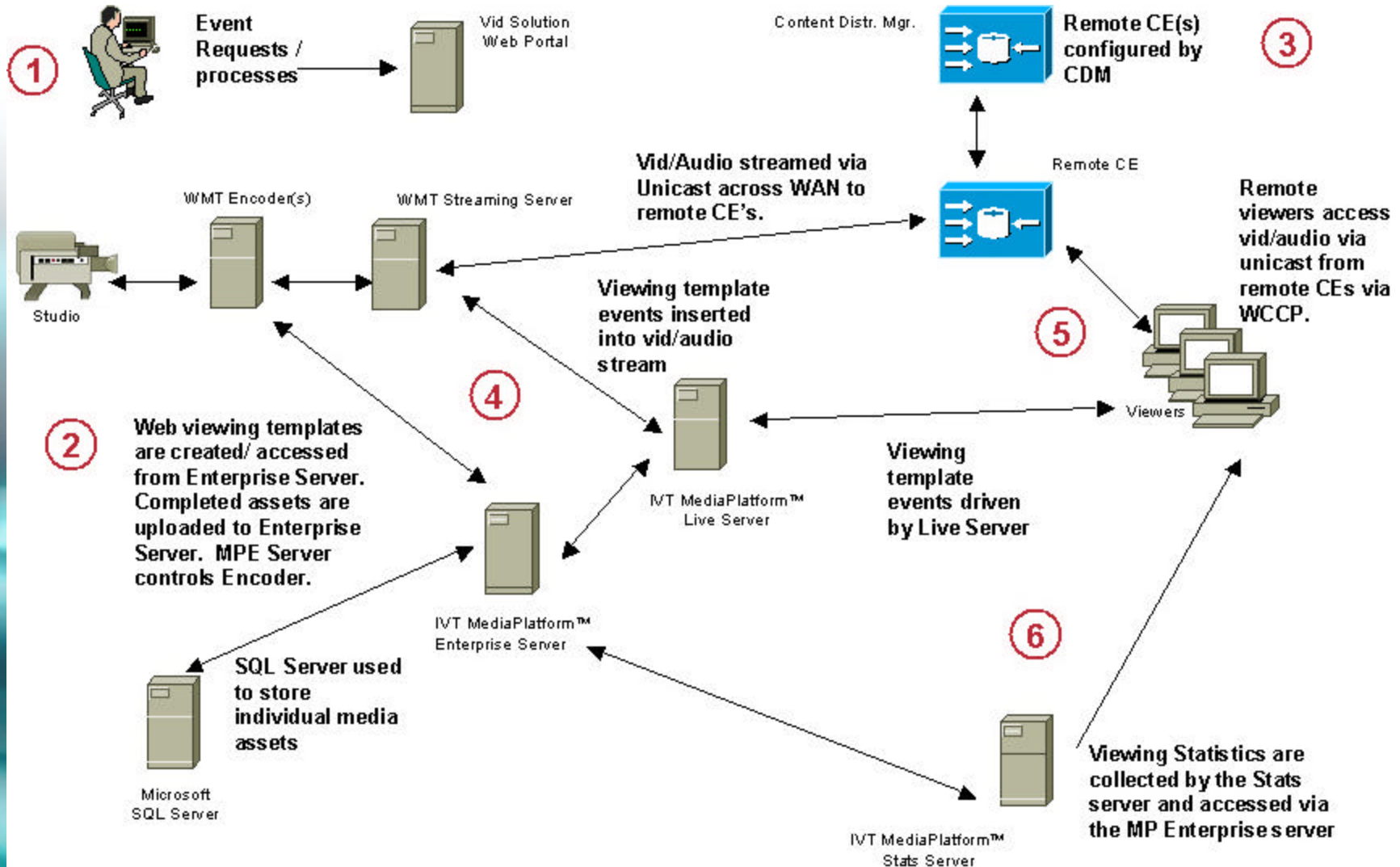
## Distribution



### Cisco ACNS v.5.1

- Position rich media at network edge
- Live stream proxy/splitting

# Sample Deployment–Live Events



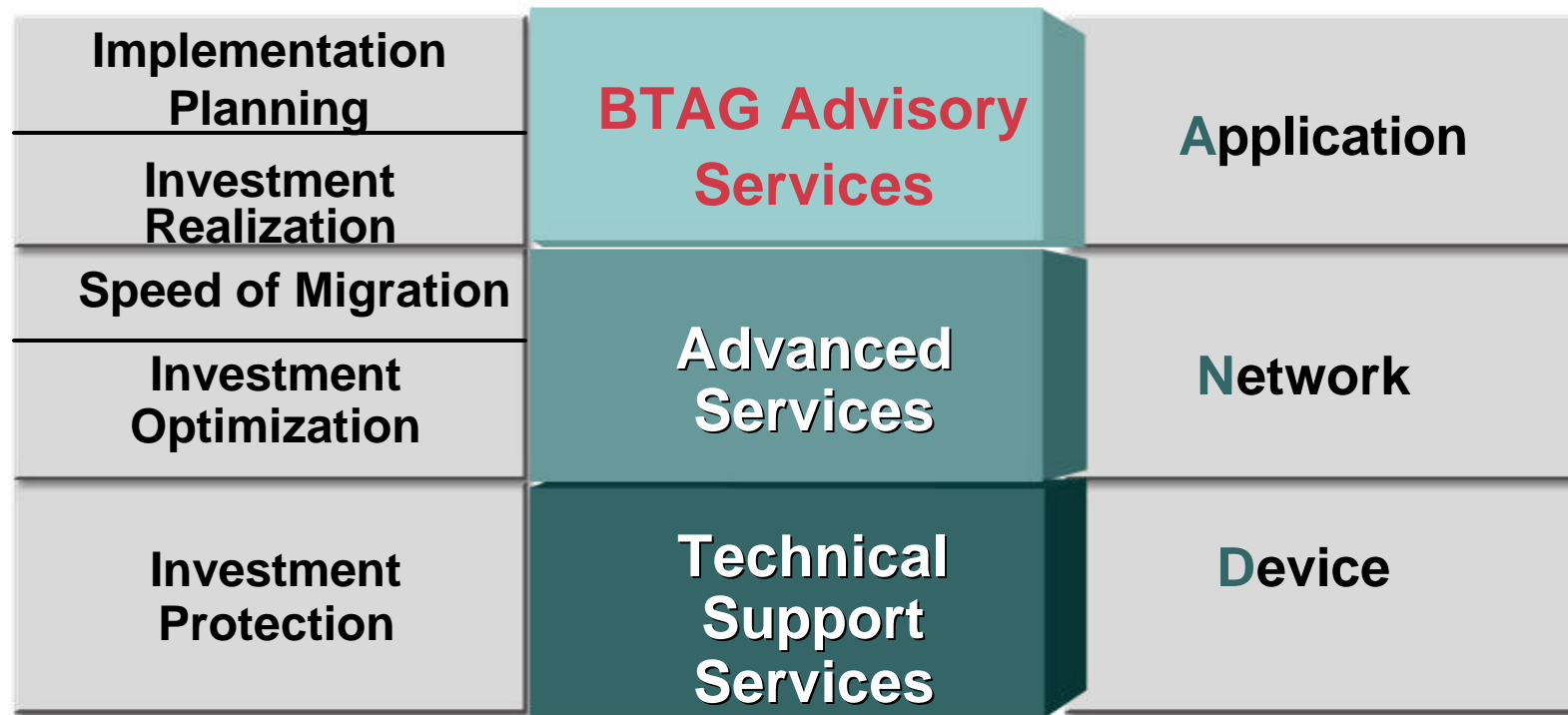
# Accelerating Customer Success

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- **Cisco Systems® is dedicated to helping its strategic customers successfully implement Internet-enabled solutions**
- **Cisco BTAG can help accelerate your success with live and VoD deployment by:**
  - Assessing readiness for streaming video and creating a business value case**
  - Leading the video implementation in complex environments, addressing integrations, customizations, unique requirements, etc.**
  - Addressing organizational, cultural and process change necessary for enterprise video adoption and success**
  - Customizing Cisco best practices, methodologies, and architectures to your environment**
- **BTAG is a fee-based service organization**
- **Contact your Cisco® account manager for details**

# Accelerating Customer Success

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# Ordering Information

## ***Cisco® Business Video Solution Available Now!***

- **Cisco ACNS 10-Site Pilot Deployment Bundle**  
(2) CE7305 and (10) CE565  
Part number: Video-Sol-Bun-565
- **Cisco Enterprise Video Solutions**  
Part number: SF-Video-Solution
- **IVT MediaPlatform™ Enterprise VoD**  
<http://www.ivtweb.com/vodsolution>
- **Studio components (US-only)**  
<http://www.dstech.com>
- **More information contact: [vodsolution@cisco.com](mailto:vodsolution@cisco.com)**

# Summary of Benefits

- **Increase and directly influence organizational agility and culture with effective and timely executive communications**
- **Gain competitive advantages by deploying new applications that decrease employee time to competency and increase return on investment**
- **Lower implementation risks and time to deployment by using Cisco best practices and network infrastructure**
- **Develop a foundation for additional learning and communication applications**

# CISCO SYSTEMS

