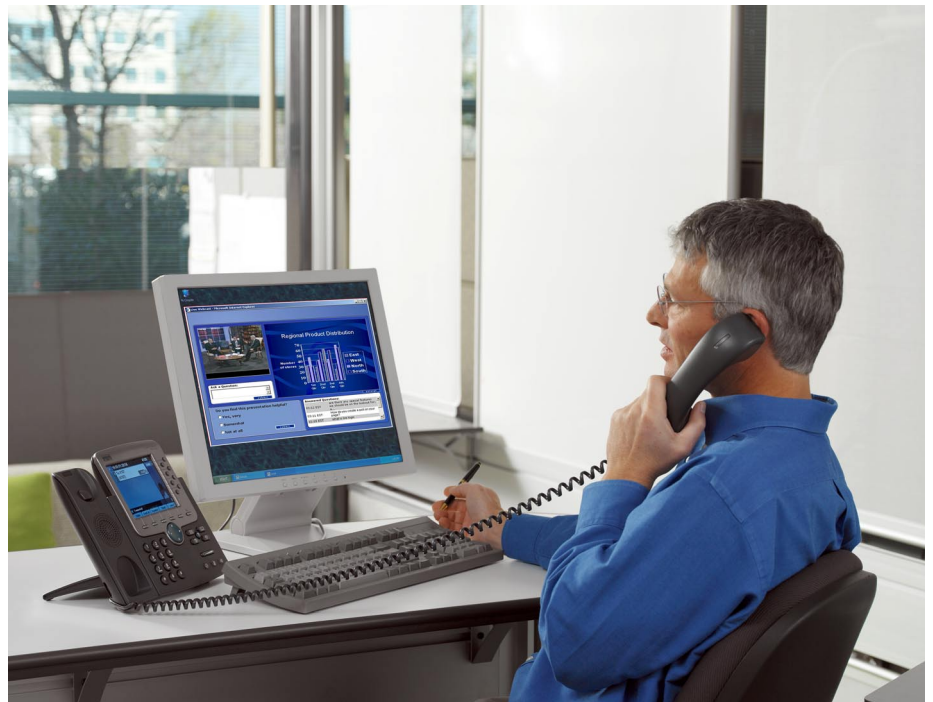


CISCO BUSINESS VIDEO SOLUTION

Improving Organizational Readiness

Effective communications is a key to success for organizations of all sizes. The ability to quickly disseminate and share strategic information better aligns resources, saves time, reduces costs, and brings skills of specialized talent to the entire organization, regardless of location.

As Cisco Systems® and other industry leaders have proven, IP video is one of the most powerful ways to deliver quality communications and education. The virtual intimacy and proximity created through the reach of the Internet combined with the impact of video helps headquarters-based and remote employees create a sense of connectedness in mission, purpose, and strategy.

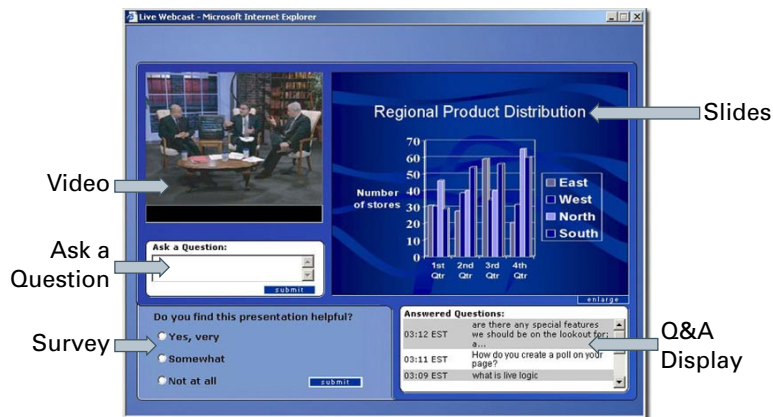


Now, customers can take advantage of the same suite of IP-based streaming audio and video tools that Cisco® uses to deliver live and on-demand video for high quality, “anytime, anywhere” communications for employees, partners and customers.

High Impact, Cost Effective Communication—Anytime, Anywhere

Equipped with the right set of tools, marketing, sales, communications, and staff development managers can quickly and easily create and share information with anyone in the organization using the web. Subject matter experts can build rich live and on-demand IP video programs that include Microsoft PowerPoint presentations, animations, supporting text, Flash and Web pages to improve time-to-competency, salesforce readiness, employee performance, and education.

Cisco Business Video Solution



Educators can greatly enhance classroom learning for kindergarten through grade 12 students, while universities and colleges can extend distance learning, VOD, and Web-based courses to reach a wider student population for increased brand presence and revenues.

In addition to enabling greater impact and ease of reach, IP video offers a more cost-effective alternative to physical media and traditional classroom environments. There are no tapes to duplicate and mail, no VCRs to maintain. And, Web delivery provides the added flexibility of anytime, anywhere viewing to accommodate the hectic schedules of 21st-century employees.

CISCO BUSINESS VIDEO SOLUTION

Based on more than eight years of Cisco deployment experience, the Cisco Business Video Solution is a comprehensive approach for designing, implementing, and managing an integrated live event and VoD solution. The Cisco Business Video Solution provides customers with a prescriptive architecture, best practices, and IP infrastructure tuned to deliver high-performance training and communications.

Major features of the Cisco Business Video Solution include:

- *Access from any desktop*—Employees, students, customers, and partners can access rich media content from desktop personal computers through an intuitive Web interface.
- *Ease of content creation*—Allows anyone to create rich media content courses using a simple Web-based authoring tool.
- *High-quality video capture*—Enables creation of studio-quality presentations by subject matter experts.
- *Integration and synchronization of video and rich-media*—Using advanced indexing and encoding schemes, streaming audio and video content can be integrated effectively and synchronized with conventional teaching and communications documents, making the traditional tools come alive.
- *Advanced encoding*—Video and audio can be accepted from various sources including: cameras, videocassette recorders (VCRs), digital video discs (DVDs), satellite feeds, and digital video files, and then encoded at multiple bit rates using Windows Media Player.
- *Advanced indexing*—During encoding, audio and video content is indexed with metadata tags that contain unique information for each content package, ensuring that the resulting content is easily found.
- *Ease of content distribution*—Content is uploaded from the production studio to the Cisco Application and Content Networking System (ACNS) Solution quickly and easily.
- *Ease of content management*—Programs are managed by a central asset management system.
- *Intuitive Web portal*—The Cisco Business Video Solution is based on a Web portal that provides access to a content catalog and access to the processes and applications for authoring and producing both live event and VoD content.

Cisco Business Video Solution



Solution Components

Component	Description
Content Authoring and Management	Content Authoring and Management is delivered through MediaPlatform Enterprise, an integrated software platform from Interactive Video Technologies (IVT) for creating, managing, distributing, and measuring live and on-demand video content. This platform features a Web-based interface that includes video and audio capture, synchronization with Microsoft PowerPoint slides and other graphics, HTML editing, page layout and implementation using standard templates, asset management, and project navigation functions.
Studio	Studio is a suggested bill of materials, implementation, and deployment guide needed to install and easily operate an audio and video capture studio, including lights and camera.
Web Portal	Web Portal provides a Web interface that includes all the tools and process information needed for viewing, creating, and producing streaming audio and video content.
Network Delivery	Network Delivery is a properly structured and provisioned network that is essential to successful deployment and high-quality delivery of streaming audio and video content modules. Cisco ACNS makes it possible to increase the use of high-bandwidth streaming audio and video content, while lessening bandwidth constraints.
Planning, Implementation, and Operational Guides	Planning, Implementation, and Operational Guides are based on Cisco deployment and best practice experience that provide planning, implementation, and operational directions for successfully creating, deploying, and managing streaming audio and video content.

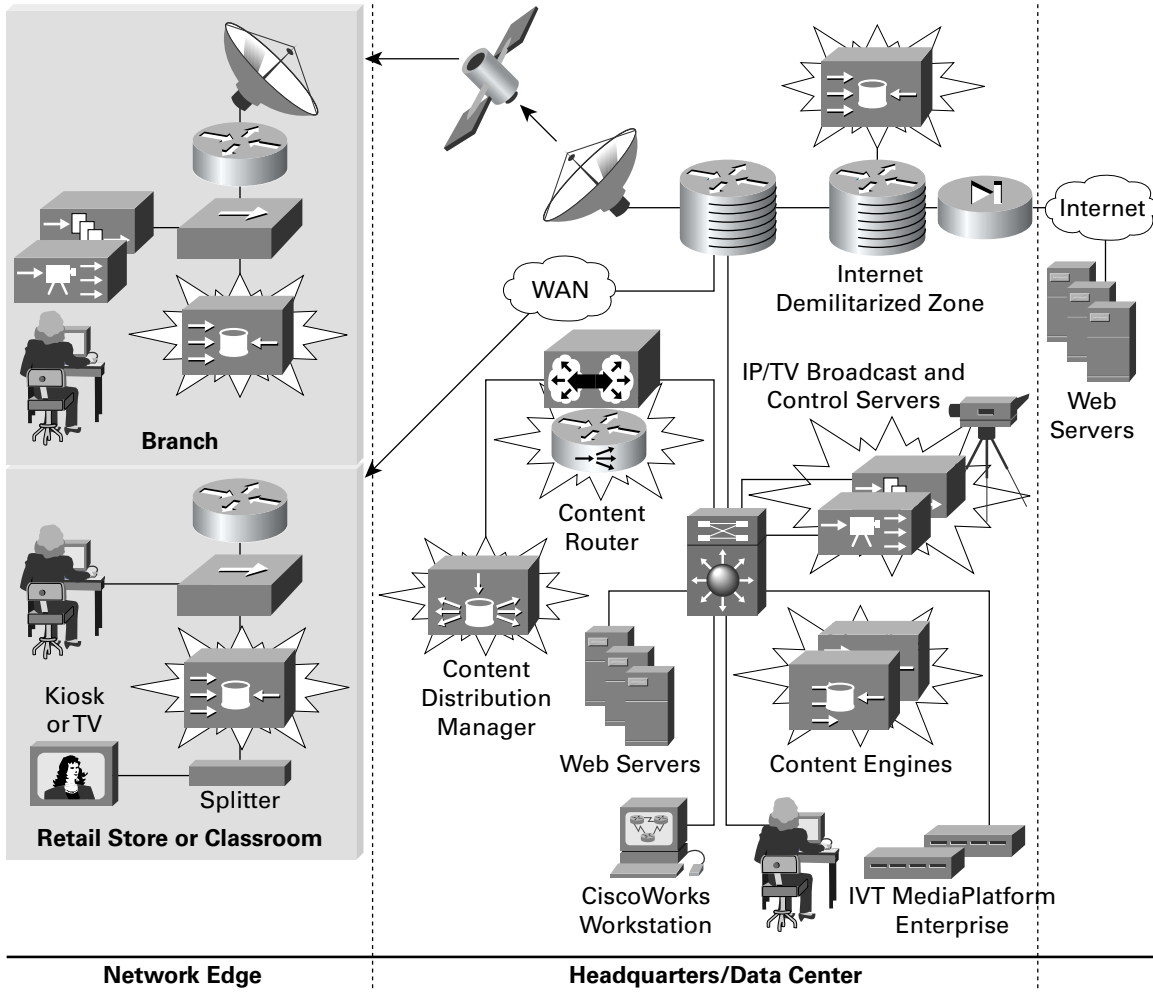
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Benefits of Cisco Business Video Solution

Sample Business Video Deployment, Featuring Cisco ACNS



Benefits of Cisco Business Video Solution

Cisco Business Video Solution provides tangible benefits to an organization, including:

- *More effective communications*—Streaming audio and video viewers see and hear directly from company executives and subject matter experts, ensuring that messages and information are delivered correctly. The combination of audio, video, and supporting text and graphics ensures that different learning styles are addressed, and network access provides access and viewing by as many people as possible.
- *Improved decision making and faster time to market*—Information about business strategies and executive messages, new product information, compliance procedures, and other critical organization communications are quickly created and deployed to target audiences with streaming audio and video content.

Applications of Cisco Business Video Solution

- *Reduced travel costs and general cost savings*—The creation and viewing of appropriate streaming audio and video content reduces travel costs for alternative communication and training events, such as company meetings and instructor-led classroom programs.
- *Worker productivity*—The ease of creation and deployment of streaming audio and video content provides additional learning opportunities for employees, leading to greater worker productivity.
- *Safe, high-quality network delivery*—Cisco ACNS infrastructure allows business managers to safely publish video to branch and small offices using intelligent and transparent content engines and bandwidth rules configured by IT, ensuring that the network is reliable and resilient at all times.
- *Sales force readiness*—For companies with large, geographically separated sales forces and high turnover product lines that have ineffective and expensive approaches to training their global sales force on new products and advanced sales processes, Cisco Business Video Solution delivers an easily deployed e-learning solution. This cuts training-related travel costs, reduces sales account manager training time, increases product knowledge retention, and decreases product launch times.
- *Product announcements and training*—For organizations such as high-tech, financial services, pharmaceutical, and other companies with a large product portfolio and frequent employee turnover, providing product announcement and update information and ensuring that everyone has access to this information is daunting. Cisco Business Video Solution addresses many of the challenges confronted by traditional communication methods by reducing and even removing the need for multicity product “road shows.” High-impact content is created and quickly deployed in an organized and accessible format, so that not only can frequent updates be offered, but also delivered to employees faster and less expensively than traditional methods.

Applications of Cisco Business Video Solution

Live and VoD content can be created and deployed in a variety of organizational activities and applications, including:

- *Executive communications*—A variety of organizations worldwide—multinational corporations, universities, and government agencies—create and deploy streaming audio and video content for executive messages and organizational communications to reach employees directly and quickly.
- *Employee regulatory and compliance training*—Appropriate streaming audio and video content can be created and can use statistics collected to ensure that employees access and complete regulatory compliance training.

Tangible Benefits	Intangible Benefits
Elimination of unnecessary travel and out-of-the office time	Positive impact on corporate culture and employee morale
Reduced learning and communications expenses	Consistent and timely communication
Decreased WAN costs, better use of network resources	Higher end-user satisfaction via faster Web delivery response times and a better end-user experience
Reduction in servers and lower IT overhead	More integrated and less complex architecture
Improved employee productivity and corporate alignment	Better customer service and satisfaction

For More Information

FOR MORE INFORMATION

To learn more about the Cisco Business Video Solution, go to:

<http://www.cisco.com/go/video>

<http://www.cisco.com/go/content>

<http://www.cisco.com/go/fsb>



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