

Cisco Enterprise Video on Demand Solution For High Impact Organizational Readiness





Impacting Organizational Readiness

A key to success for any organization is the ability to effectively communicate strategies and information in a timely and impactful format. Cisco Systems® uses the power of the Internet to keep employees, partners, and customers informed about company strategies, products and technologies, and a wide variety of other information utilizing cost-effective and high impact video-based communications. While Cisco has a full suite of video solutions, perhaps the most widely used video-based communications is Video on Demand (VoD).

High Impact Access Anytime, Anywhere

With the right tools, VoD content can be quickly created and delivered via the IP network directly to the audience's desktop. Content can be authored by subject matter experts such as company executives, product managers, and H.R. managers; and can include Microsoft PowerPoint presentations, animations, supporting text and web pages. The resulting multimedia presentation provides an engaging method of relaying information and knowledge to employees no matter where they may be located.

Cost-Effective Communication Solution

Video on Demand offers a more cost-effective alternative than sending thousands of employees to instructor-led courses or flying a team of presenters to multiple sites for a product launch. Video on Demand provides the added flexibility of anytime, anywhere viewing to accommodate the hectic schedules of 21st-century employees.





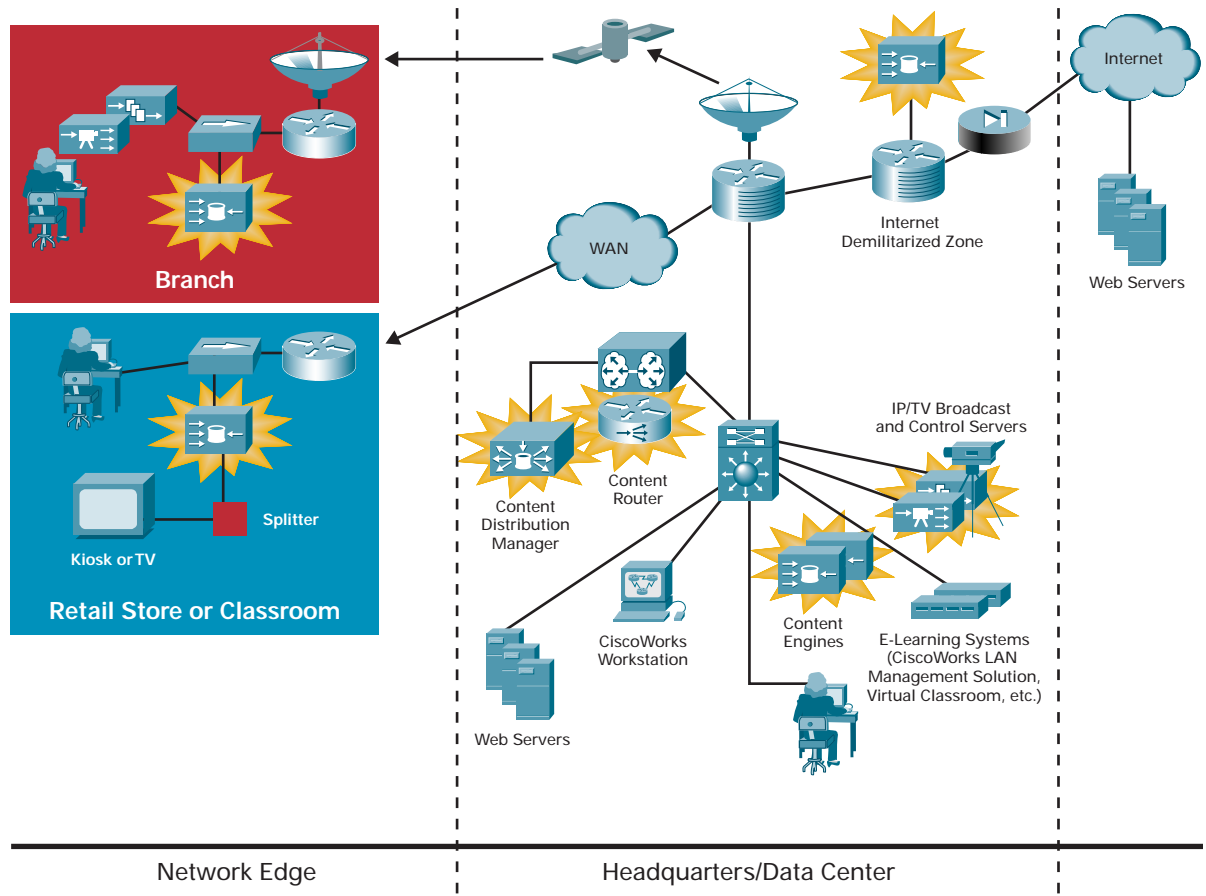
Cisco Enterprise Video on Demand Solution

Based on more than eight years of Cisco Systems deployment experience, the Cisco Enterprise Video on Demand Solution is a holistic approach for designing, implementing and managing an integrated Enterprise Video on Demand Solution. The Cisco Enterprise Video on Demand Solution provides the prescriptive architecture, best practices, training tools and IP infrastructure an organization needs to deliver high-performance training and communications. Major features of the Cisco Enterprise Video on Demand Solution include:

- Access from any desktop—Employees, students, customers, and partners can access rich media content from their desktop personal computer through an intuitive Web interface.
- Ease of Content Creation—Video on Demand allows anyone to create rich-media content courses using a simple Web based authoring tool.
 - High Quality Video Capture—Video on Demand enables creation of studio-quality presentations by subject matter experts.
 - Integration and synchronization of video and rich-media—Using advanced indexing and encoding schemes Video on Demand content can be effectively integrated and synchronized with traditional teaching and communications documents, making the traditional tools come alive.
 - Advanced Encoding—Video can be accepted from a number of various sources including; cameras, VCRs, DVDs, satellite feeds, and digital video files and then encoded at multiple bit rates using either Windows Media.
 - Advanced Indexing—Video is indexed with metadata tags during the encoding process that contain unique information for each content package, ensuring that Video on Demand content can be easily found.
- Ease of Content Distribution—Video on Demand content is uploaded from the production studio to the Cisco Application and Content Networking System (ACNS) with a click of a button.
- Ease of Content Management—Programs are managed by a central asset management system.
- Intuitive Web Portal—The Enterprise Video on Demand Solution is based around a Web Portal that provides access to a content catalogue and access to the processes and applications for authoring and producing Video on Demand content.

Solution Components	
Content Authoring and Management	An integrated platform featuring the IVT MediaPlatform Enterprise VOD application for creating, managing, and deploying Video on Demand 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 via standard templates, asset management and project navigation functions.
Studio	A suggested bill of materials, implementation, and deployment guide needed to install and easily operate a video and audio capture studio, including lights and camera.
Web Portal	Provides a web interface including all of the tools and process information for viewing, creating, and producing Video on Demand content.
Network Delivery	A properly architected and provisioned network is key to successful deployment and high quality delivery of Video on Demand modules. Cisco ACNS makes it possible for organizations to increase the use of high-bandwidth Video on Demand content while alleviating bandwidth constraints.
Planning, Implementation, and Operational Guides	A set of guides based on Cisco deployment and best practice experience that provide prescriptive planning, implementation, and operational directions for successfully creating, deploying and managing Video on Demand content.

Figure 1. Sample ACNS Deployment



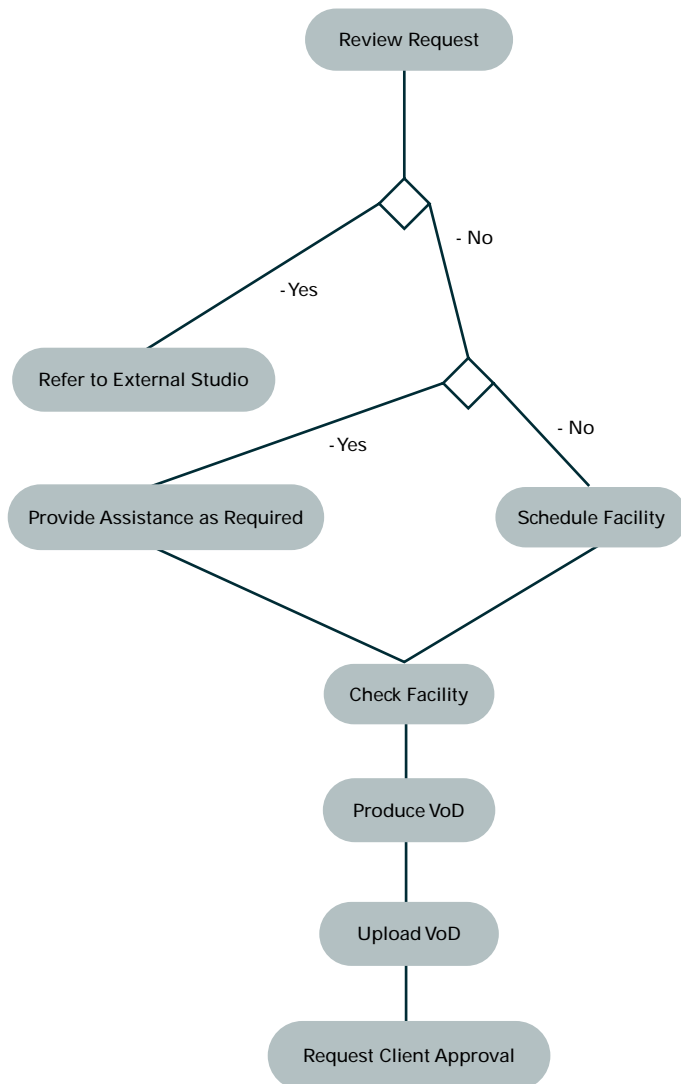


Benefits of the Cisco Enterprise Video on Demand Solution

The Cisco Enterprise Video on Demand Solution can provide a number of tangible benefits to an organization including:

- More effective communications—Video on Demand viewers see and hear directly from company executives and subject matter experts, thus ensuring that messages and information are not misinterpreted. The combination of video, audio, and supporting text and graphics ensures that different learning styles can be addressed and network access provides access and viewing by a potentially larger audience.
- Improved decision making and faster time lines—Information on business strategies and executive messages, new product information, compliance procedure and other critical organization communications can be quickly created and deployed to target audiences with Video on Demand content.
- Reduction in travel costs and general cost savings—The creation and viewing of appropriate Video on Demand content can help reduce travel costs for alternative communication and training events such as company meetings and instructor-led classroom offerings.
- Worker productivity—The ease of creation and deployment of Video on Demand content can lead to more learning opportunities for employees thus leading to greater worker productivity.

Figure 2. Sample Workflow Process





Applications of the Cisco Enterprise Video on Demand Solution

Video on Demand content can be created and deployed in a variety of organizational activities and applications including:

- Executive communications—A variety of organizations around the world—multinational corporations, universities, and government agencies—are creating and deploying Video on Demand content for executive messages and organizational communications that enables these organizations to reach employees directly and in a more timely manner.
- Employee regulatory and compliance training—Appropriate Video on Demand content can be created and usage statistics collected to ensure that employees are accessing and completing regulatory compliance training.
- Sales force readiness—For companies with large, geographically sales forces and high turn-over product lines who have ineffective and expensive approaches to training their global sales force on new products and advanced sales processes, The Cisco Enterprise Video on Demand Solution delivers a turn-key e-learning solution. This solution can cut training-related travels costs, reduce sales account manager ramp-up time, increase product knowledge retention, and decrease product launch times.
- Product announcements and training—For organizations such as high-tech, financial services, pharmaceutical and other companies that have a large product portfolio and frequent turnover, providing product announcement and update information and ensuring that everyone has access to this information can be a daunting task. The Enterprise Video on Demand Solution can address many of the challenges confronted by traditional communication methods by reducing and even removing the need for multi-city product “road shows.” High-impact content can be created and quickly deployed in an organized and easily accessible format so that not only can more frequent updates be offered but also delivered to more employees faster and less expensive than traditional methods.



For More Information

To learn more about the Cisco Enterprise VoD offering, visit:

http://www.cisco.com/en/US/netsol/ns110/ns156/net_solution_home.html



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