

## How Cisco Designed and Deployed IPTV for Global Communications

IPTV architecture reduces travel expenses, improves employee communication, and uses WAN to transport video efficiently.

### BUSINESS BENEFITS

- Productivity gains
- Maintenance of corporate culture
- Travel avoidance
- More frequent training
- Cost savings

“Using Cisco IP/TV broadcasts, Cisco can disseminate consistent information to its employees, on a timely basis, across the enterprise.”

– **Mike Mitchell, Director of Cisco Media Network**

**After years of enduring the high cost of instructor-led courses, flying teams of presenters and students to training locations, and not getting the message across as effectively as possible, Cisco Systems® decided it was time to implement a broadcast solution that would provide high-quality, live, or prerecorded information to large assembled audiences and desktops anywhere in the world.**

**But in delivering live broadcasts across its diverse global network, the company faced several technical challenges.** One was finding the best way to deliver the video stream at the highest bit rate without overwhelming lower-bandwidth WAN links in the enterprise. This challenge was especially daunting outside North America, where high-bandwidth connections are often costly for customers, partners, and teleworkers.

**Another challenge was to automate the process of configuring thousands of Cisco® routers across the enterprise for live broadcasts, a time-consuming task if performed manually.**

**Cisco solved the technical challenges of live broadcasts through a combination of multicast and unicast technologies.** Using Cisco IP/TV® products and the Cisco Application and Content Networking System (ACNS) Software, Cisco simultaneously produces IP Multicast video streams for employees connected to the Cisco network and unicast video streams for telecommuters and external audiences.

**On average, Cisco hosts 50 live streaming broadcasts per month for some 11,250 viewers.** Generally, the number of viewers per broadcast is 250; the largest audience to date has been approximately 5000 employees during a companywide meeting. The productivity gains have been especially apparent for the sales force, as the travel time to see customers has been significantly reduced.

**For global companies such as Cisco, maintaining a consistent corporate culture presents a challenge.** By using IP/TV broadcasts, Cisco can disseminate consistent information, on a timely basis, across the enterprise. Since switching to an IP-based video system, the cost per broadcast has dropped from approximately US\$200,000 to \$8000.

Employees can find programming information any time they like using the Cisco IP/TV desktop viewer.

## FOR MORE INFORMATION

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT [www.cisco.com/go/ciscoit](http://www.cisco.com/go/ciscoit)

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