

How Cisco IT Uses IP Multicasting Globally

Scalable IP Multicast technologies simplify network-based video broadcasts.

BUSINESS BENEFITS

- Improved communications with employees
- Reduced travel time and expenses
- Broadcast corporate events and meetings
- More effective trainings
- Enable global team meetings
- Supports next generation telephony applications

“Ten, 100, or 1000 people can get content from a single source across the network, enabling scalable and global content delivery.”

– Mike Anderson, Cisco Multicast Engineer

Like many global corporations, one of Cisco’s many challenges is to communicate effectively with employees around the globe by delivering timely and rich company videos, trainings, executive broadcasts and video transcripts of meetings. This case study describes Cisco IT’s internal deployment of IP Multicast within the Cisco global network, a leading-edge enterprise environment, and one of the largest and most complex in the world.

The right solution had to be scalable and support hundreds or thousands of users simultaneously – delivering video, graphics, and large-scale Web content without burdening enterprise networks that also handled mission critical business applications. The Cisco IT team needed to implement a scalable and cost-effective transport that would allow applications such as a Cisco IP/TV solution, and eventually, Cisco ACNS, to deliver content.

The solution was IP Multicast – a network technology that enables multiple receivers to get identical copies of the same data stream at the same time, without putting more than one copy of the stream on any single network link. IP Multicast promised a scalable solution by delivering smart distribution trees for streams of information across the network.

Today Cisco employees enjoy rich media broadcasts, sometimes daily. With dedicated video studios in San Jose, London, and Sydney, Cisco produces global and region-specific content for live Cisco IP/TV broadcasts or VoD presentations. This approach to communications saves travel time, resources, and still delivers consistent messages—from product training to business information—to all the Cisco employees who need to know.

“High-capacity networks are capable of delivering high-quality audio, video and data to the desktop using software-only solutions. IP multicast is the next step in the intranet revolution.” – Network Computing Magazine

IP Multicast provides Cisco with a fast and cost-effective way to scale communications. In the future this will include one-to-many messages delivered to IP telephones worldwide.

Enhanced, training, productivity and communications through multimedia broadcasts.

Case Study: http://www.cisco.com/web/about/ciscoitwork/case_studies/routing_dl1.html

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

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