

## Business Video Transforms Cisco Business Processes

Employees use tools for collaboration, customer intimacy, technology innovation, and physical safety and security.

### BUSINESS BENEFITS

- Enhanced collaboration
- Increased customer intimacy
- Accelerated sales cycle by 9.7 percent

“We have a new culture of wanting to see people when we talk to them.”

**Suresha Bhat, Senior IT Manager**

**Communication and collaboration have always been central to the Cisco business strategy.** Recently, business video has become a signature part of Cisco corporate culture. A major factor is that different business video tools now interoperate. For example, Cisco employees can view live video of executives captured in one Cisco TelePresence™ room in other Cisco® TelePresence rooms, or on digital signs in common areas, on video portals, over IPTV, and even on their smartphones.

Other factors contributing to burgeoning growth of video at Cisco include a global workforce, faster pace of innovation, commitment to environmental sustainability, and employee and customer expectations for video.

**To get the most value from business video, Cisco faced two challenges.** The *business challenge* was clearly understanding the value of the different types of business video to communicate, collaborate, educate, and protect people and assets. The *IT challenge* was building a network that could support growing video volume.

**Cisco IT introduced a variety of easy-to-use tools to create, distribute, search, and use video.** These tools include Cisco TelePresence, Cisco WebEx™, and video conferencing, Cisco Show and Share, Cisco Digital Signs, and Cisco IP Video Surveillance. The tools interoperate. For example, employees can join Cisco TelePresence sessions using video conferencing systems and Cisco WebEx. Employees in a pilot can press a button in a Cisco TelePresence room to record and press another button to publish on the Cisco Show and Share portal. In some unstaffed lobbies, a motion detector on a Cisco Video Surveillance Camera detects visitors and sends an alert to an agent in the concierge room, who greets the visitor “in person” from a Cisco TelePresence display.

**Cisco IT also fine-tuned the company’s existing media-optimized network (medianet) to handle growing traffic volume.** Supporting high-bandwidth traffic from Cisco TelePresence, in particular, required a combination of Quality of Service (QoS) and targeted bandwidth upgrades.

**More frequent collaboration provides a competitive advantage.** Business video makes it practical for Cisco employees to meet more frequently with customers to increase intimacy, with partners to respond more quickly to market opportunities, and with team members to accelerate decision making.

**Sales close sooner.** From 2007 through 2009, the average sales cycle for all Cisco products decreased by 9.7 percent when account teams used Cisco TelePresence. This decrease in sales cycles translates to 30 to 32 days for large data center sales. The main reason for the faster sales cycle is that salespeople can gather multiple subject-matter experts at the same time to answer outstanding issues delaying the sale.

### FOR MORE INFORMATION

To read the entire case study or 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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Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV  
Amsterdam, The Netherlands

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