Financial Services Company Prepares for Videoconferencing Services

Cisco Medianet Readiness Assessment enables company to help ensure plug-and-play experience for users in 750 locations.

EXECUTIVE SUMMARY
COMPANY   • **Industry:** Financial Services   • **Location:** United States
CHALLENGE   • Prepare to deliver videoconferencing services to 750 locations   • Help ensure high performance for business-critical applications and video   • Identify potential network barriers to successful video delivery
SOLUTION   • Cisco Medianet Readiness Assessment Service
RESULTS   • Validated engineers' expectations   • Provided data for implementing global quality of service (QoS) strategy   • Will help ensure successful launch of videoconferencing

Challenge

A leading provider of real estate transaction services is looking forward and anticipating the needs of its users in 750 locations across the United States and in Asia. Over the past few years, the company has built two data centers and an MPLS-Based wide-area network to deliver business-critical applications to its agents and to provide Cisco® Unified Communications voice over IP (VoIP) telephony to it users. Now the company is planning to deploy videoconferencing solutions as users begin to request them.

Several Cisco Telepresence videoconferencing systems already have been implemented to support the needs of the company's IT team, which is located in a number of areas, as well as help improve executive productivity between business units in the United States and Asia. In addition, several Cisco Telepresence Movi software clients have been deployed throughout the company. However, the IT team expects demand to accelerate rapidly as agents begin to realize significant time savings and be able to collaborate more efficiently with an ecosystem of partners, such as real estate agents, lenders, attorneys, and others.

The network occasionally experienced congestion and reduced application performance for users during large backup operations or mass software deployments. The IT team is highly knowledgeable, and although the network was sound, the team knew that adding videoconferencing services on a broad scale could significantly affect overall user satisfaction. In preparation for introducing video-conferencing services, the team wanted to be sure that the network could deliver video, data, voice, and high-priority applications with the end-to-end quality of service and performance that users expect. To help ensure that the network was ready to launch bandwidth-intensive video-conferencing services, the company engaged with Cisco Services to perform a Medianet Readiness Assessment.

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>
> **—Network Engineering Manager**

Solution

The Cisco Medianet Readiness Assessment Service helps organizations accelerate smooth deployments of media-rich applications and helps ensure that customers maximize their technology investments. Medianet is the architecture for video and collaboration across enterprise, service provider, and consumer networks. Enterprises can face several challenges as they prepare their networks for video adoption. Unlike voice, video is bursty and bandwidth-intensive and is more sensitive to delay, jitter, and packet loss. Furthermore, different video applications have different characteristics with respect to their tolerance of delay, jitter, and packet loss. As the benefits of video are realized and different video applications are deployed in a converged network, different pressures are placed on enterprise networks.

The Cisco Medianet Readiness Assessment provides in-depth assessment of network infrastructure application details associated with telepresence, video collaboration, digital media and signage, and video surveillance. Cisco Services worked with the company to gather user input through interviews and an innovative software tool that mimics video traffic streams on the company's existing network. For example, the company distributed USB flash drives with the software to eight locations in the United States and Asia. Over the next few days, Cisco and the IT team worked together to perform approximately 70 tests to gather data over the network and to identify potential issues.

Once data was gathered, Cisco Services analyzed the data and created a detailed gap analysis, together with remediation recommendations.

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PRODUCT LIST

Unified Communications and Collaboration
- Cisco Telepresence System Ex 90
- Cisco Telepresence System Ex 60
- Cisco Telepresence Movi

Services
- Cisco Medianet Readiness Assessment

The Cisco Medianet Readiness Assessment enables the IT team to identify the areas where reconfiguration or other forms of remediation are needed. The end result will provide a video and collaboration Architecture where voice, video, data, and high-priority traffic can run over a single, secure IP network rather than overlay networks.

Results

The assessment validated the IT team's expectations in most areas. It affirmed that the company's network architecture was designed to support video traffic and that most of the network's equipment was compliant, with only a few line cards that supported medium- or low-rate video applications needing to be replaced. The assessment also determined the need for overall, end-to-end, QoS policies to be applied. The primary recommendation was to align the video strategy with network requirements and develop a comprehensive QoS policy for consistent global implementation.

"By knowing exactly what is needed, we can be proactive in preparing sites for video," says the network engineering manager. "We can pre-test our network configurations in advance and deliver a plug-and-play solution for our users when they are ready."

The company is developing a global QoS plan for all traffic types and giving priority to the company's most critical applications. The team has implemented QoS policies at several locations and is finalizing the details before a global deployment planned for 2011.

For More Information

To find out more about Cisco Medianet Readiness Assessment visit: www.cisco.com/go/mra

To find out more about Cisco Services, visit: www.cisco.com/go/services

To find out more about Medianet for enterprise, visit: www.cisco.com/go/medianet

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