



Partner Deploys Digital Media System for Government Customer

World Wide Technology, Inc. engaged Cisco Advanced Services to assist in installing a Digital Media System for U.S. Air Force Base.

Partner Case Study

Customer Name: **U.S. Air Force Base**
Industry: **Federal Government**
Location: **Idaho**
Company Size: **5000 to 6000 personnel**

Business Impact

Benefits delivered by the Cisco solution include:

- **WWT now has the expertise to deploy Cisco DMS solutions without assistance**
- **Customer will save up to US\$48,000 annually on cable TV**
- **Customer will reduce the time and costs of training and meetings**



Challenge

This U.S. Air Force base's primary mission is to provide combat airpower and combat support capabilities to respond to and sustain worldwide contingency operations.

In 2006, the U.S. Air Force Base began investigating IPTV as a way to reduce ongoing costs. "The customer estimated that cable bills for offices and common areas exceeded \$60K annually," says Chris Hendee, federal account manager with World Wide Technology (WWT), Inc., a Cisco Gold Certified Partner. The U.S. Air Force Base wanted to retain cable TV in lodgings, but replace it with IPTV for news broadcasts in common areas such as hospital waiting rooms, break rooms, and commanders' offices.

WWT had built a trusted relationship with the U.S. Air Force Base by planning and deploying its Cisco® wired and wireless networks. When Hendee heard about the plans for IPTV, he realized that the Cisco Digital Media System (DMS) would meet the immediate requirement for cable cost reduction while also addressing other critical business challenges:

- **Training:** The U.S. Air Force Base personnel attend 15 to 20 training sessions each year on topics ranging from fire extinguisher use to information assurance. The base produced web videos that personnel viewed on their PCs, but the videos were scattered across multiple servers, which complicated management. What's more, trainers could not verify that people had actually watched the training.
- **Commander's calls:** Twice a year, 5000 to 6000 base personnel convene in the theater to hear updates from the commander. Personnel have to meet in shifts, so the process takes two full days of the commander's time and creates traffic congestion.

Solutions

WWT sold the Cisco DMS solution, including digital signage, Enterprise TV, and desktop video. WWT's engineers had limited experience with Cisco DMS. Therefore, the partner engaged Cisco Advanced Services to provide a Mentored Install Service. Cisco's objective for the Mentored Install Service is to give partners the experience and support that they need to successfully perform installations without assistance.

"The Mentored Install Service gave our engineers the experience to perform the next installation on their own. We now understand how the Cisco DMS components work together and are comfortable explaining the solution to our customers. This service was very useful for helping us develop in-house expertise on the Cisco DMS."

Chris Hendee

Federal Account Manager, World Wide Technology



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Two Cisco engineers helped with the deployment, working side by side with WWT's engineers. The installation proceeded smoothly and was completed two days ahead of schedule. "The Mentored Install Service gave our engineers the experience to perform the next installation on their own," Hendee says. "We now understand how the Cisco DMS components work together and are comfortable explaining the solution to our customers. This service was very useful for helping us develop in-house expertise on the Cisco DMS."

The U.S. Air Force Base will use the Cisco Enterprise TV solution streams to stream live cable feeds across the base's IP network, eliminating the need for cable drops for standalone TVs. Later the U.S. Air Force Base will begin using the Cisco Desktop Video application for training and commander's calls.

Results

Cable Cost Savings

Hendee performed a simple return on investment analysis that showed that Cisco DMS would pay for itself in 1.5 years by reducing cable drops. "Each cable drop costs \$40 monthly," Hendee says. "We estimated that the Cisco DMS could eliminate the need for 100 cable drops, saving \$48,000 annually."

The base will save more by not having to lay coaxial cable to new buildings. Although the Cisco DMS costs more than an IPTV-only solution, it provides more flexibility. The U.S. Air Force Base will soon make up the difference by saving time for training and commander's calls.

Time Savings for Commander

With the Cisco DMS, the commander will present calls just once. A staff member will capture the call on video and distribute live to the desktop video portal. Personnel will be instructed to watch the commander's call live on their desktops at a certain time. Anyone who misses the live session will be able to watch the recorded video later.

Reduced Training Costs

Personnel can watch training videos on network-connected digital signs, their own desktops, or any other desktop with a secure VPN connection. "Now military trainers can centrally manage all training videos, which saves time," says Hendee. "And they can use the built-in auditing tools in the Cisco DMS to track who has watched which video."

Situational Awareness During Emergencies

After WWT explained the value of the Cisco DMS for training, the customer came up with another idea: increasing the commander's situational awareness during on-base incidents. A soldier can bring a portable Cisco Digital Media Encoder 1000 to the incident scene to stream live video over the wireless network to the commander's desktop. "The commander can effectively be in two places at once," Hendee says.

Emergency Notification

The U.S. Air Force Base currently uses loudspeakers to broadcast alerts during training exercises or real-world emergencies. The base plans to also display the alerts on networked digital signs, helping to ensure that all personnel receive the alerts in timely fashion. The Cisco DMS can display notification on the full screen of digital signs in designated zones, or scroll alerts across the bottom of the screen while a video continues to play.

Next Steps

WWT is in the planning phases of integrating a Cisco Video Surveillance solution with the Cisco DMS. Security forces will be able to monitor video feeds from all video surveillance cameras on their desktops or on networked digital signs. The integrated video surveillance solution will provide earlier awareness of significant events than the current system, which requires them to log on and off of several different systems.

"We can do much, much more with Cisco DMS than with IPTV," Hendee says. "The customer sees it as a comprehensive solution to improve communications throughout the base."

Product List

Services

- Cisco DMS Planning, Design, and Implementation Services
- Cisco Mentored Install Service

Routing and Switching

- Cisco Catalyst Switches 6500, 4500, 3750, and 3560

Cisco Digital Media System

- Digital Signage, Enterprise TV, and Desktop Video
- Cisco Digital Media Manager
- Cisco Digital Media Players 4305
- Cisco Digital Media Encoder 2000 and 1000
- Scientific Atlanta Encoders 9022

For more information about Cisco DMS solutions, please [click here](#).

For more information about Cisco Services for DMS, please [click here](#).

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