Cisco Business Video Architecture Strategy and Planning Service

Turn your business video vision into an actionable strategy and architecture that achieve the full organizational results and ROI that you expect.

Challenge

Successful companies understand the potential for business video to transform how their organizations work and prosper. Your vision probably includes building a medianet – an end-to-end IP video architecture – in order to realize the benefits of enhanced video and application experiences. You might already be seeing some effects in your company with existing or in-progress business video initiatives.

However, often the larger vision for business video falls short of the reality. The obstacles to growth might be technical, such as unacceptable quality of service (QoS), scalability constraints, and integration or interoperability issues. Or the barriers might be less tangible, such as an inability to achieve the cultural shifts necessary to realize wide-scale adoption by users.

Delivered by the Cisco Services team, the Cisco® Business Video Architecture Strategy and Planning Service can help close the gap between your vision and the promise of a high-quality business video experience. The Cisco Services team is made up of solution architects, network and application engineers, and experts in change management. Our experts and our broad partner ecosystem support your team with a complete, yet flexible set of services to prepare, plan, and optimize your business video initiatives and help enable your company to realize the full value of your video technology investments more quickly.

Solution

The Cisco Business Video Architecture Strategy and Planning Service provides a holistic and also modular approach to support your specific business needs. The service can help you create a vision, if you have not yet formulated one; or we can help you target your vision in areas that will have the greatest results. You can take advantage of one, two, or all three areas covered by a Cisco Business Video Architecture Strategy and Planning Service engagement:

- Business Video Strategy and Business Justification
- Business Video Architecture
- Business Video Planning

Business Video Strategy and Business Justification

A well-defined strategy is the essential first step to developing a video portfolio to achieve your business transformation goals. Cisco solution architects will work with you to develop a strategy or validate your strategy against Cisco best practices and use cases for your industry that will deliver the greatest value to your company. In the strategy engagement, we generally recommend targeting use cases that will achieve business transformation in specific areas of your business. We will work with you to prioritize the use cases that will help maximize your return on investment and also serve to build excitement and momentum for additional use cases.

There are many different types of use cases for video such as business meetings, training, advertising and customer care. The example in Figure 1 shows how adding capabilities for business meetings using a planned roadmap and phased approach can continue to increase business value and accelerate decision making, illustrating how you can take a planned, predictable approach to build upon whatever foundation exists to reach your company's vision for business video. These use cases have been compiled from thousands of actual customer projects that have followed tested and proven roadmaps. With each phase, you bring progressively greater value to your organization. Your Cisco team can also create ROI business models for the use case at each phase.

Figure 1.   Use Case for Business Meetings and Impromptu Communications
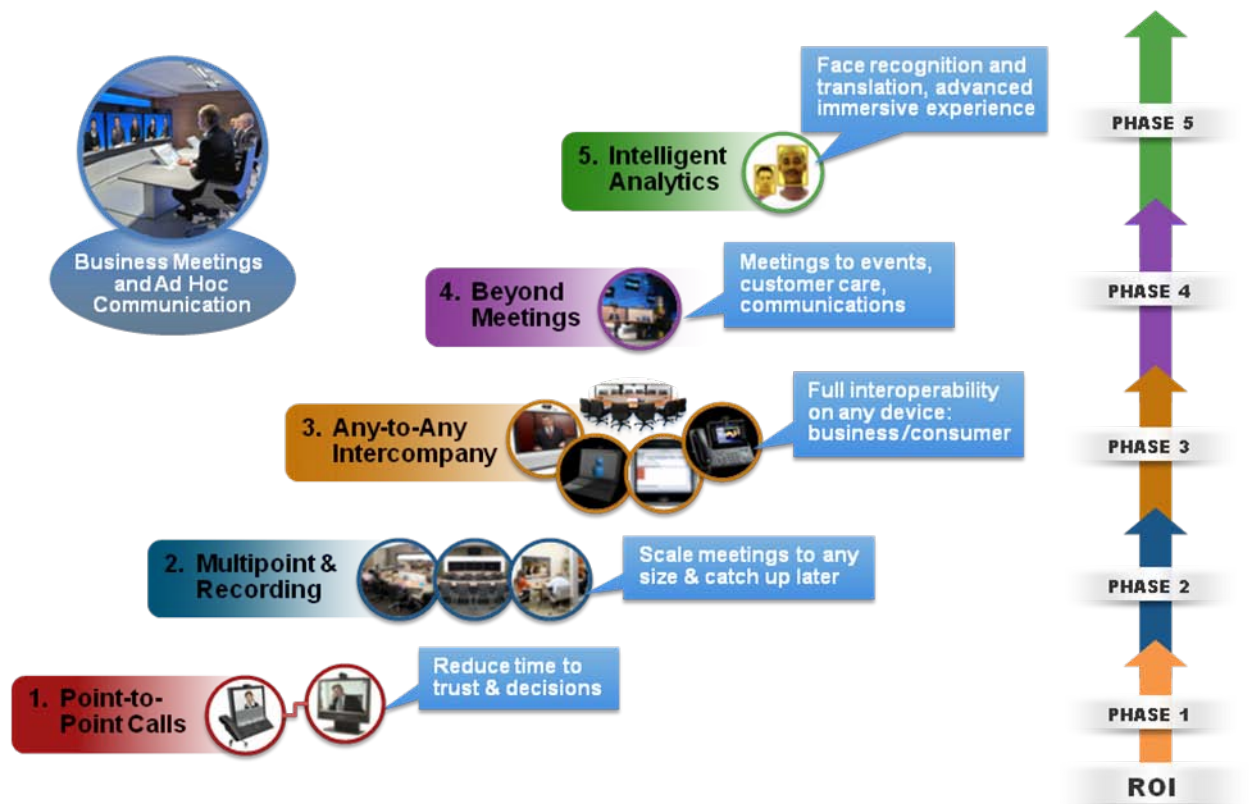
Business Video Architecture

The development of a business video architectural design might include some or all of the following activities (see Table 1):

- Complete review and baseline analysis of your current network and video infrastructure
- Review of in-progress and upcoming video projects
- Review of the technical and business requirements for all use cases targeted in the strategy phase
- Development of a business video governance framework

Table 1.   Cisco Services Activities, Sample Tasks, and Deliverables

Activities	Sample Tasks and Deliverables

Business requirements validation	• Determine any requirements for endpoint integration and interoperability, and intercompany communication and collaboration
	• Future plans, such as:
	  – Video and voice integration
	  – Video on demand
	  – Live streaming for tablets and handheld mobile devices

Architecture considerations	• High availability • Location strategy • Projected immersive video and nonimmersive video (including desktop) endpoint growth
Baseline analysis of current network infrastructure	• Network design • VLANs • Security • Routing and switching • Bandwidth utilization and requirements (sites, time of day, application type) • QoS
Baseline analysis of current video infrastructure	• Internally managed and off-presence video endpoints (inventory, location) • High-level topology • Manageability • Endpoint control and capabilities • Architecture and component gap analysis

Review of in-progress and upcoming video projects	• Based on existing plans and targeted use cases, identify planned video use cases such as:
	  – Immersive video conferencing
	  – Unified communications (video and web conferencing interoperability)
	  – Desktop video streaming (distance learning and tutorials)
	  – Digital signage and enterprise TV
	  – Video surveillance

Development of a business video governance framework	• Review and confirm your plan to centralize management and roll out video network • Develop governance model and framework • Consider and incorporate the possible effects of social media

Business Video Planning

After your company has established and begun the phased implementation of your business video architecture, it is very important to take the time to look at any impediments in user expectations or motivation that might affect absorption and adoption.

A Cisco Business Video Planning engagement takes a programmatic approach to addressing the wide range of cultural, behavioral, and organizational barriers that often interfere with people's usage and adoption of business video and collaboration technologies. Cisco experts will work with your team to develop a customized plan that fits your organization's needs and goals through a change management methodology proven with large enterprise and public sector customers. Once the plan is completed, you have an option to implement the plan yourself or have Cisco or a partner lead the business video usage and adoption plan.

Benefits

The Cisco Business Video Architecture Strategy and Planning Service helps you:

- Realize faster time to value from technology investments by developing a business video vision and strategic roadmap
- Accelerate growth and business transformation by identifying and prioritizing use cases that have the greatest business transformational value and ROI for your company
- Improve operational efficiency to lower costs by applying highly relevant video use cases to business process flows
- Provide better service to external customers by overcoming cultural and behavioral barriers to the adoption of business video technologies

Why Cisco Services?

Realize the full business value of your technology investments with smart, personalized services from Cisco and our partners. Backed by deep networking expertise and a broad ecosystem of partners, Cisco Services enable you to successfully plan, build, and run your network as a powerful business platform. Whether you are looking to quickly seize new opportunities to meet rising customer expectations, improve operational efficiency to lower costs, mitigate risk, or accelerate growth, we have a service that can help you.

Availability and Ordering Information

The Cisco Business Video Architecture Strategy and Planning Service is subject to regional availability. Details might vary by region.

For More Information

For more information about the Cisco Business Video Architecture Strategy and Planning Service or other Cisco Services, visit www.cisco.com/go/services/businessvideo or contact your Cisco account manager.

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