



# Cisco Services for Business Video

Transforming Your Business with Video





# Realize New Possibilities with Video Applications

## Cisco Builds Media-Ready Networks

Cisco helps you overcome the complexities and technical challenges of video applications. Together with our partners, we offer a series of Services for Business Video to deliver the expertise you require to build a “medianet,” a media-ready network capable of supporting the multimedia needs of your business.

Cisco and our partners provide a broad portfolio of services to assess network readiness, help you realize the full value of your video investment, and increase business agility and network availability.

## Cisco TelePresence Services

Cisco TelePresence™ conferencing creates live, face-to-face communication experiences over the network. Cisco TelePresence Services are an integral part of creating and maintaining your Cisco TelePresence experience. Cisco TelePresence Services help accelerate deployment, increase business benefits, and protect all elements of the solution with comprehensive support.

## Cisco Video Surveillance Services

The Cisco® Video Surveillance platform is a flexible way to replace traditional analog or digital video recorders for recording and playback. Cisco Video Surveillance Services help you identify solution requirements, build flexibility into the design, and address all aspects of the deployment to achieve maximum value.

## Cisco Media Transformation Services

Cisco Media Transformation solutions extend the reach of video to help businesses communicate critical information, facilitate training, and reduce costs. Cisco Media Transformation Services help equip and empower you to perform any-to-any media transformation and use advanced media adaptation to enhance business communications.

## Cisco Digital Media Suite Services

Cisco Digital Media Suite is a comprehensive offering of social video, digital signage, and IPTV applications. Cisco Digital Media Suite Services help align technology with your business requirements, accelerate deployment, and improve return on investment.

## Collaborate and Communicate More Productively

Video delivers a platform for new processes and richer real-time communications, which can profoundly affect your business. When video applications are strategically aligned with your business initiatives, you can:

- Increase sales
- Enhance the customer experience
- Maximize business efficiencies
- Facilitate learning
- Foster more effective collaboration

With a robust portfolio of business video services, Cisco can help you realize new possibilities with video applications and greater ROI from your investments in video solutions.

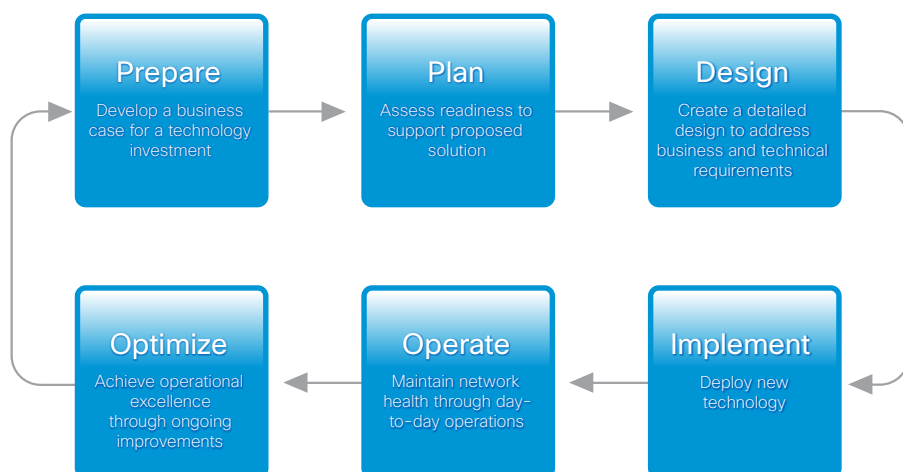
## Video Proliferation

Over 91 percent of all consumer IP traffic in 2013 will be video. Global IP traffic by 2013 will be more than five times greater than in 2008.

Source: Cisco Visual Network Index Study, June 2009



# Cisco Lifecycle Services



Cisco Services for Business Video are based on the Cisco Lifecycle Services framework, which defines the requisite activities at each phase to help ensure service excellence.

## Cisco Is Your Media Readiness Expert

Cisco and its partners are uniquely qualified to address rich media from an end-to-end perspective by taking advantage of deep expertise in IP networking, video, and consumer premises solutions. When you are ready to examine whether your network is ready to support video applications, Cisco will provide valuable assistance with the Cisco Collaboration Assessment Service for Medianet, formerly known as Medianet Readiness Assessment Services.

## Get Started Today

Explore the possibilities of video with Cisco Services for Business Video.

Learn more at [cisco.com/go/services/businessvideo](http://cisco.com/go/services/businessvideo).



## Video Collaboration at Procter & Gamble

Procter & Gamble deployed Cisco TelePresence conferencing to create Video Collaboration Studios. Cisco planning and design services prepared the network infrastructure for delivering high-quality video and remote management services to help ensure high performance and reliability. In addition to accelerating its decision making from days to minutes, P&G estimates that it has achieved \$4 in benefits for every \$1 spent on Video Collaboration Studios.



## Video Surveillance at Cabela's

Cabela's, a leading retailer of hunting, fishing, and camping merchandise, deployed Cisco Video Surveillance Manager, which includes store operations analytics, to deliver unprecedented insight into traffic flow and how customers are being served. Cabela's now uses the information to continuously improve the customer experience.



## Cisco Services for Business Video

With Services for Business Video, Cisco helps businesses converge data, voice, and IP video so employees, customers, and partners can collaborate more efficiently and effectively with real-time communications applications.

For more information, visit [cisco.com/go/services/businessvideo](http://cisco.com/go/services/businessvideo).



Cisco and the Cisco Logo are trademarks of Cisco Systems, Inc. and/or its affiliates in the U.S. and other countries. A listing of Cisco's trademarks can be found at [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1007R)