



# Capture, Transform, and Share: The Power of Video Everywhere



# Capture, Transform, and Share: The Power of Video Everywhere



“Video communications solutions solve the challenge of scaling across distance: enterprise video content solutions solve the challenges of reach, time, and relevance.”

## Human Engagement on a Global Scale

The value of your organization is more than a product of your supply-chain efficiency, brand-building prowess, or state-of-the-art technology. It is the sum of your people: their creativity, their knowledge, their intuitions and insights.

With this shift, the source of competitive advantage is rapidly evolving away from “systems of record”, such as documents, processes, and databases, toward “systems of engagement” that enable people to share knowledge and engage at scale, across time and space.

Video is the key to creating systems of engagement between people, within and beyond your organization. Video re-creates the richness and nuance of human interaction, making it ideally suited to transcend physical distance and time, helping create business value and achieve your business objectives.

## Two-Way, One-Way, Every Way

Cisco supercharged the video conferencing market with the introduction of Cisco TelePresence®, a breakthrough category that combined high-definition video and audio with incredibly simple ease of use. Cisco TelePresence made two-way, real-time collaboration effective, shrinking the distance between branch offices, suppliers, partners, and customers.

One-way video—once the sole province of consumer sites like YouTube—is now emerging within the enterprise as a powerful force for promoting alignment, distributing training and education, and creating new customer engagement models across far-flung organizations. Adapting one-way video to the unique needs of enterprises has given rise to a market category called enterprise video content.

Organizations around the world are rapidly adopting enterprise video content solutions to capture valuable meeting insights, more frequent, impactful organizational communications and faster training and knowledge sharing.



## An Architectural Approach

The enterprise video content market comprises numerous previously discrete categories, including:

- enterprise recording and streaming
- transcoding and transrating
- post-production capabilities
- digital signage
- enterprise video sharing portals
- video content management
- video webcasting capabilities
- video content distribution

Cisco is singular in its ability to offer “whole” video content solutions, from video capture devices and endpoints to multiple ways to share video to audiences of 10 or 10,000. Many organizations have developed video capabilities department-by-department, creating a patchwork of applications that cannot scale, do not integrate, and lead to cost inefficiencies. Cisco is the first and only vendor to offer an architectural approach, from medianet at the core for ease of configuring video endpoints and precision troubleshooting, to integrated, automated workflows between solutions.

## Capture, Transform, and Share

The fundamental workflow for enterprise video content is simply “capture, transform, and share.”

- **Capture** is the ability to use any video endpoint, such as a video conferencing unit or a video-enabled smartphone, to create a video. **Transform** is the process of adding intelligence and information to video, such as using voice recognition technology to automatically identify keywords and speakers. It is also the ability to convert from any format to any format—without requiring an understanding of different video types—and add company branding, such as watermarks, speaker names and titles, bumpers and trailers to employee-produced videos.
- **Share** is the ability to provide the video in any format that the audience may need, no matter the device they are using to watch. And it is the ability to bookmark, rate, and comment on videos, making them valuable to the people in your organization.

## Creating and Deploying a Video Strategy

Cisco offers you a wide range of enterprise video content solutions, but just as importantly, we work with a robust group of partners, so you can quickly and cost-effectively deploy an enterprisewide video strategy. Cisco-certified Advanced Technology Partners (ATPs) deliver a full range of deployment and lifecycle services, and can help you implement, operate, and scale the solution.



# Capture, Transform, and Share: The Power of Video Everywhere

## The Journey to Pervasive Video

Cisco has been leading the way in video, delivering rich, interpersonal interactions over the network and creating more value out of those interactions. With enterprise video content, Cisco continues to innovate on the network, integrating applications that empower users to collaborate with video like never before.

[www.cisco.com/go/videocontent](http://www.cisco.com/go/videocontent)




**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

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

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

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

 Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [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. (1110R)