How Cisco Implemented Digital Signage Across the Enterprise

Cisco teams collaborate to deliver fresh, useful, corporate-branded global and regional content.

BUSINESS BENEFITS

- Provides timely employee communications
- Reinforces Cisco brand
- Improves visitor services
- Requires little IT support

"We created Cisco Now as a new way to reach and engage employees worldwide. Employees can conveniently view communications in employee areas such as cafeterias, company fitness centers, break rooms, or elevator waiting areas."

Deena Delville, Program Manager for Collaboration Business Technologies,

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Cisco regards digital signage as a valuable medium to reach more than 67,000 global employees. While the Cisco intranet provides in-depth articles, digital signs provide short, eye-catching messages with global, regional, or site-specific news.

Although most Cisco offices have digital signage, Cisco initially did not have a formal content strategy. Content left up too long, became outdated and did not comply with Cisco branding guidelines. In some locations, screens were blank for part of the day.

Cisco Now is an enterprise digital signage program that includes infrastructure as well as a content strategy. Content is either created by Cisco Employee Communications or submitted by employees.

Now employees can conveniently view news. The digital signs appear in employee areas, such as cafeterias, fitness centers, and elevator waiting areas. Employees no longer need to manually tape up posters throughout campus buildings. Thirty-nine percent of employees surveyed said they learned something new on Cisco Now.

Fresh content is always available, engaging, and compliant with the Cisco brand. Cisco Digital Media Creative Services collaborated with the Cisco Now team to develop a content strategy. The strategy included recommendations for the optimal mix of text, static images, and animation, as well as use of external information sources such as Really Simple Syndication (RSS) feeds and news sites.

Visitors receive information immediately on digital displays without having to request a printed brochure. They get answers more quickly than if they had to wait for a lobby ambassador to finish a phone call. And Cisco saves paper.

Cisco IT can support all digital signs in the global enterprise with only two full-time employees. Digital signs operate over the same network used for other enterprise applications. Cisco security solutions protect the network to help ensure reliable operations. A single Cisco® Digital Media System supports up to 1000 Digital Media Players and signs.

FOR MORE INFORMATION

To read the entire case study or additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT www.cisco.com/go/ciscoit

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NOTE

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