

Cisco Smart+Connected Meeting Spaces: A New Paradigm in Reserving, Locating and Experiencing Meetings



Introduction

Globalization, distributed work force and collaboration are key themes in every large organization today. Meeting rooms – the key enablers of collaboration – are strategic resources that need to be managed efficiently. However, most organizations face challenges in utilizing their rooms effectively due to systemic inefficiencies and user behavior. Traditional calendar-based tools are inadequate to meet demands of end users and administrators alike. That's where Cisco Smart+Connected™ Meeting Spaces can help.

Strategic Value

Cisco Smart+Connected™ Meeting Spaces helps to improve the collaboration process by simplifying the meeting-room reservation and resource management process. In doing so, it delivers strategic value to:

- **End users** by simplifying room scheduling, improving visibility of the room occupancy, and enhancing the in-room collaboration experience. Users can choose from a range of devices to manage the rooms, such as, web clients, kiosks and signage, room panels, or IP phones.
- **Administrators** by providing an insight into room utilization (real-time, historical, or forecast) with detailed reports on rooms, locations, users, and departments. The solution also can be integrated with building management systems (BMSs) to optimize energy consumption and waste reduction.

Solution Overview

Smart+Connected Meeting Spaces offers a variety of ways to schedule, locate, and collaborate with colleagues. Those who are scheduling meetings in advance can take advantage of the rich functionality offered by the web client. For unplanned meetings, the interactive kiosk, room panel, or IP phone in the meeting room can serve as the booking tool.

The solution makes it easy for users to locate meeting rooms, either by meeting or by room. Users who don't know their meeting rooms or room locations can quickly consult the interactive signage, which includes a floor plan, to find their meetings or rooms and quickly navigate to their meetings. After in the room, users can personalize their meeting experiences through various menus on the IP phone.

Smart+Connected Meeting Spaces can be integrated with existing IT and facility infrastructures to minimize new investment while delivering high ROI. Table 1 shows the simplicity of using Smart+Connected Meeting Spaces and Figure 2 gives examples of where the solution can be deployed.

Table 1. Smart+Connected Meeting Spaces Process

Schedule	Locate	Collaborate
<ul style="list-style-type: none"> • Select most convenient reservation channel • Choose appropriate meeting time and the system chooses best-fit rooms, automatically • Configure the room as per your meeting needs • Add Cisco TelePresence® or WebEx® solution for distant participants 	<ul style="list-style-type: none"> • View your meetings on touchscreens or nontouchscreen signage and room panels • Easy authentication • View ongoing meetings on digital wall signage • Wayfinding to room from current location 	<ul style="list-style-type: none"> • Confirm, cancel, or extend the meeting reservation • Control audio-video systems, temperature, lights, and blinds • Launch Cisco WebEx and TelePresence meetings • Raise trouble tickets • Request additional services

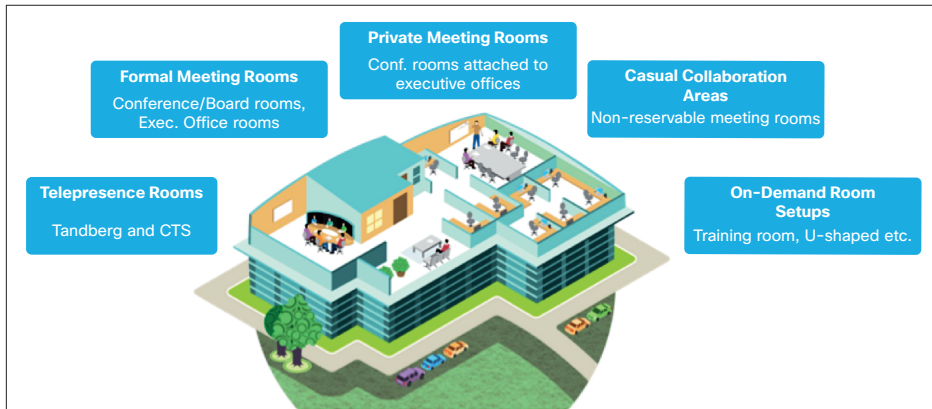
Digital Signage Content Management

An important feature of Smart+Connected Meeting Spaces is Digital Signage Content Management (DSCM). This feature provides a single-content creation, sequencing, publishing, and management interface across a variety of digital signage and media players. Content can be sourced from an internal or external feed, such as SharePoint elements, local transportation schedules, and so on. The content is displayed in a targeted manner on the signage and locations of choice. DSCM comes with role-based access, so, it's easy to manage permissions for content creators by role and/or location. Use cases include:

- **Emergency notifications:** Display emergency alerts, evacuation plans, emergency exit, and critical resource locations on digital displays and IP phones.
- **Information signage:** Display announcements, news, videos, transport schedules, and notice boards with digital signage.
- **Green advisor:** Display utility and carbon emission data from meters or data sources, green awareness tips, and comparison of consumption across multiple locations.



Figure 2. Smart+Connected Meeting Spaces Catering to a Variety of Collaboration Spaces in an Organization



Solution Components

Cisco Smart+Connected Meeting Spaces combines a variety of Cisco® and third-party systems in unique technology architecture, built on a cloud-ready platform that enables flexibility and scalability. Major components include:

- **Cisco Smart+Connected Meeting Spaces application:** The core application enables integration of kiosks, IP phones, smartphones, and signage with the enterprise calendaring system. User interfaces can be customized to the enterprises' needs
- **Cisco Unified Communication:** Central to the in-room experience, end users can confirm meeting room usage through Cisco IP Phones. Users can also control the room environment (audio-visual, HVAC, lights, blinds) from the convenience of IP phones.
- **Cisco Digital Media Players and signage:** Robust, configurable, and remotely manageable, the Digital Media Player displays content, such as, meeting room schedules, floor plans, general news, environmental information, and emergency notifications. Interactive signage and kiosks allow users to reserve rooms and office spaces in a simple way.
- **Cisco Unified Computing Server™ (Cisco UCS®):** All Cisco and third-party software components in the solution run on Cisco UCS (and similar third-party server platforms).

- **Third-party systems (not sold by Cisco):** Software including enterprise calendar, application server, and database, Building mediation gateways, audio-visual controllers, BMS, etc.

Read the [Smart+Connected Meeting Spaces Data Sheet](#) for details about product features and supported technology integrations.

Cloud Ready and Scalable

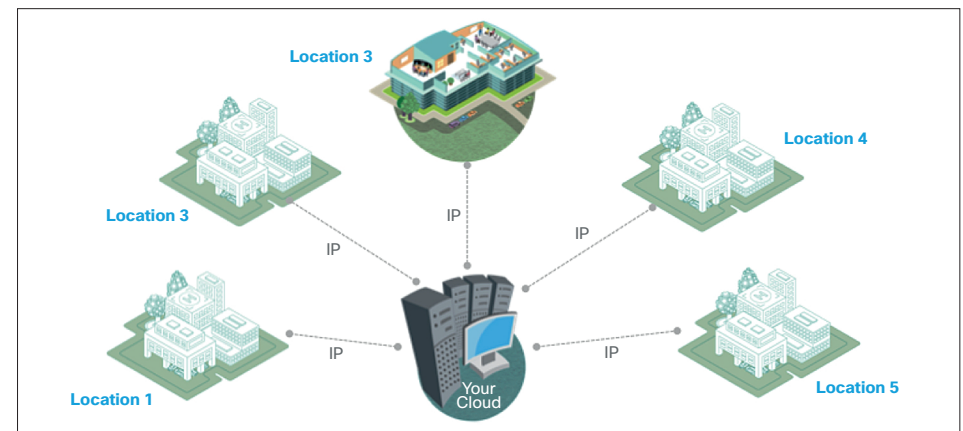
Cisco Smart+Connected Meeting Spaces can be deployed on Cisco UCS servers in a virtualized environment to allow easy scaling of the number of instances (virtual machines) based on the number of meeting rooms and performance requirements. Meeting Spaces supports both commercial environments (for example, Oracle WebLogic, Oracle Database) as well as open source environments (for example, JBoss and PostgreSQL), which allows it to adapt and integrate easily into the enterprise infrastructure.

Figure 3 illustrates how Smart+Connected Meeting Spaces can be deployed in a single data center to address multiple locations, local or global. The solution also supports high availability and clustered modes to suit specific BCP/DR needs.

Summary

Cisco Smart+Connected Meeting Spaces is a must-have solution for corporate real estate and IT managers who are looking to enhance the employee productivity and collaboration while improving visibility and utilization of meeting resources.

Figure 3. Smart+Connected Meeting Spaces in a Virtualized Environment





IT Manager Benefits	Facilities Manager Benefits	End User Benefits
<ul style="list-style-type: none">• Increased utilization of existing ICT infrastructure• Reduced capital expenditure on conference room audio-visual equipment• Simplified management of ICT and building infrastructure	<ul style="list-style-type: none">• Reduction in energy wastage – translates to reduction in the overall energy bill (3 – 5 percent).• Visibility into meeting space utilization enables better decision making.	<ul style="list-style-type: none">• Enhanced experience• Improved productivity by increasing room visibility and therefore reservation and usage

Cisco Services

Cisco offers a wide range of service and support programs to accelerate customer success. These innovative programs are delivered through a unique combination of people, processes, tools, and partners, resulting in high levels of customer satisfaction.

Why Cisco

Cisco, a world leader in networking, also brings leadership in collaboration technologies, along with end-to-end solutions for the future workplace, all delivered on secure converged network architecture. Cisco also brings a world-class services and support network along with extensive technology and solution partners that offer diverse capabilities.

For More Information

For further information, contact your local Cisco account representative or authorized Cisco partner, or visit: www.cisco.com/web/strategy/smart_connected_communities/overview.html.