

How Content Networking Delivers Executive Messaging in Europe

Cisco ACNS enables executives in Europe and Africa to deliver timely video messages to employees without WAN overload.

BUSINESS BENEFITS

- Effective and timely rich media and delivery
- Ease of media, application, and security deployment
- Reduced operating costs
- Negligible WAN bandwidth load
- Scalability

“Next-generation enterprise content delivery networks enable CIOs to add new IP services while cutting costs by reducing bandwidth consumption, consolidating applications.”

– IDC REPORT

Exchanging information is critical in keeping an organization like Cisco Systems® at the forefront of a fast-moving, competitive market. Two aspects of rich media information exchange demand special attention: the speed of information delivery, and the efficiency of the message. Cisco addressed both of these concerns with the internal deployment of a video messaging service using Cisco Application and Content Networking System (ACNS) Software within the Cisco network bridging Europe, the Middle East, and Africa (EMEA).

The EMEA executive team sends weekly messages to specific clients. These are video messages, either live or on-demand, that incorporate audio and often include slides and other information, such as summaries and links to more in-depth information. The challenge was to create and deliver the messages in the shortest possible time

while having a high level of control over information distribution—allowing targeted messaging to reach specific audiences without spillover to other groups.

The Cisco EMEA IT infrastructure team met these challenges by deploying a video messaging service using Cisco ACNS Software within the Cisco EMEA network. Cisco IT EMEA installed content engines in each of the 68 office locations throughout EMEA. These engines support intelligent multicasts of live streaming video and provide video files to laptops quickly from a local device, saving employees the time of downloading large files over the WAN. Cisco ACNS Software enables the delivery of messages with an average size of 4–5 MB to a potential population of more than 5000 clients. If these files were streamed or downloaded, they would consume unacceptable amounts of bandwidth on the EMEA WAN.

The Cisco ACNS-based content network also provides a foundation for corporate software file distribution, HTTP worm and virus filtering, and caching of static and streaming media. With the use of streaming media and video growing worldwide, the Cisco ACNS solution has been integral to helping Cisco establish safe, effective, and efficient communications between the company and all of its internal and external constituents.

Timely, accurate rich content delivered to individual desktops without WAN overload.

Case Study: http://www.cisco.com/en/US/about/ciscoitwork/case_studies/content_networking_dl1.html

FOR MORE INFORMATION

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

NOTE

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