Enterprise Content Networking in Europe

How Content Networking Delivers Executive Messaging in Europe

A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

  To quickly and efficiently deliver media-rich executive messages to a large, targeted audience.

- Solution

  Cisco® IT Infrastructure delivered a Cisco Application & Content Networking System (ACNS) Software network architecture supporting the distribution of video content in various formats, and partnered with a local application service provider (ASP) to provide content security.

- Results

  Executive messages reach targeted audiences with measurable speed and efficiency and at the same time reduce operating expense and improve productivity.

Overview (Contd.)

- Next Steps

  An upgrade of the client application will make content changes easier and an improvement in reporting will result in more accurate tracking of each message.

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Challenge: Effective Executive Messages

- The Cisco® Europe, Middle East, Africa (EMEA) Internal Communications team was tasked with setting up and maintaining a model for distribution of executive messages to the distributed team.

  Requirements:

    Targeted fast-turnaround rich media executive messages that combine video, summaries of important information, and links to more resources.

    The speed of delivery is crucial to ensure the right message gets to the right audience in the shortest time possible.

Challenge: Unsolicited Rich Media Distribution

- **Specific IT challenges**

    Transparency – deliver video objects to all Cisco® employees at an equal service level without degrading the overall network infrastructure.

    Scalability – reach thousands of clients in a short time

    Security – integrate with a separate ASP

    Cost efficiency – minimize hardware and software requirements
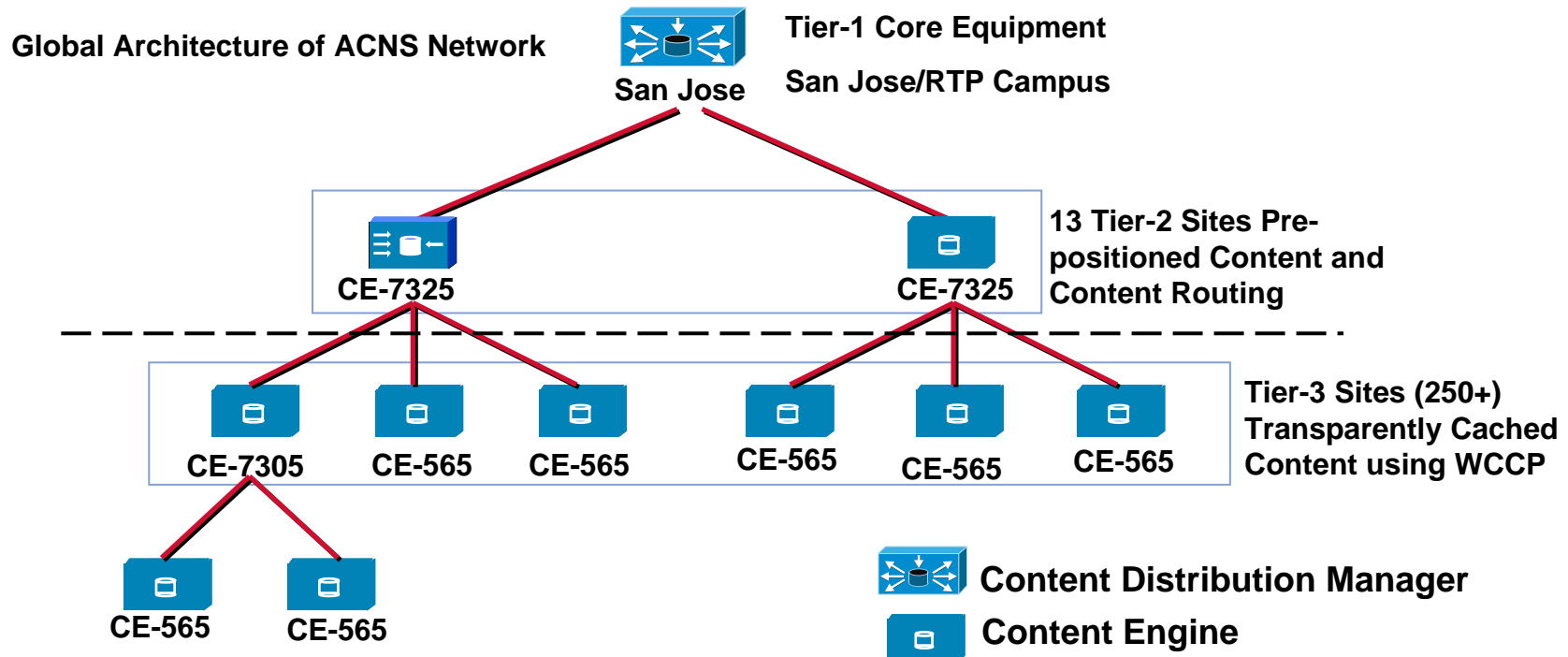
    Flexibility – avoid stop-gap solutions

    Manageability and supportability – converge with the intelligent network

    **Specifically for the EMEA Infrastructure, remote sites are on links as slow as 256 kbps, whereas the average video file is about 5 MB in size.

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Solution: Cisco IT ACNS Network

- The global deployment of a Cisco IT ACNS network supports the distribution of video content, live streaming video, on-demand streaming video and video files pushed to the desktop.

Global Architecture of ACNS Network

Tier-1 Core Equipment

San Jose

San Jose/RTP Campus

CE-7325

CE-7325

13 Tier-2 Sites Pre-positioned Content and Content Routing

CE-7305

CE-565

CE-565

CE-565

CE-565

CE-565

Tier-3 Sites (250+) Transparently Cached Content using WCCP

CE-565

CE-565

Content Distribution Manager

Content Engine

Solution: Cisco IT ACNS Network

- Content engines are installed in each of the 68 office locations throughout EMEA. These installations allow content to be accessed from a local device, saving employees download time and also easing the load on the WAN.

European Deployment of Cisco® ACNS Network

Tier 1

Tier 2

Tier 3
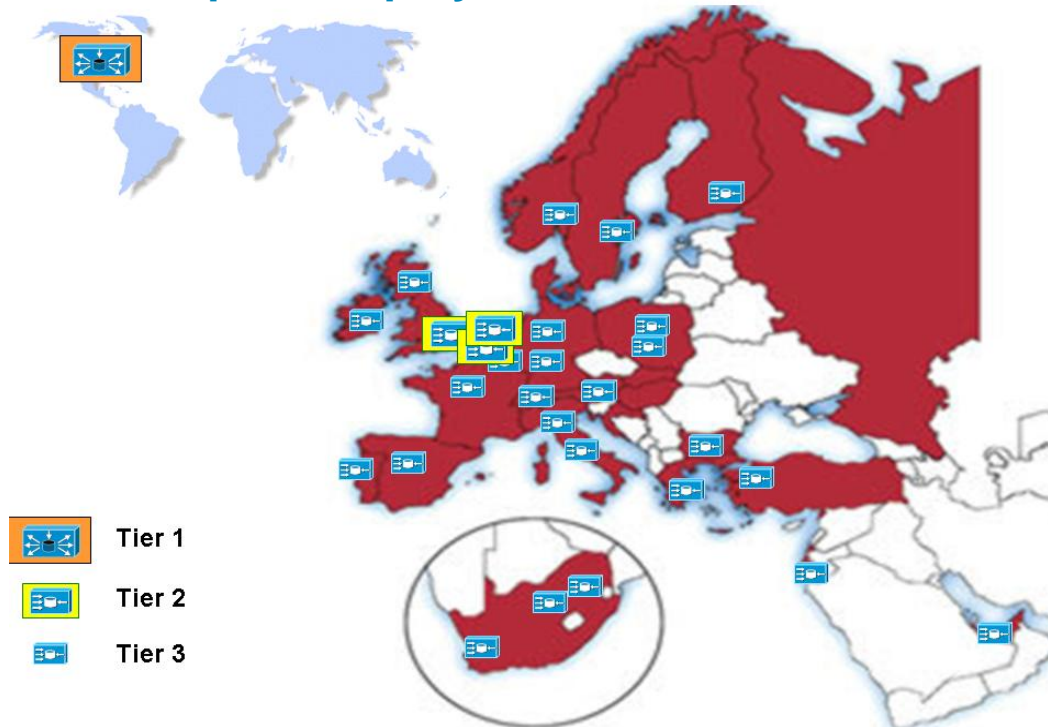
Solution: Performance Improvement

- Current Cisco® IT ACNS meets the challenges of the Executive Communications and IT teams.

  Delivering messages with an average size of 4 to 5 MB, to a potential population of more than 5000 clients.

  Distributing the load so that no content engine ever serves more than 1000 clients.

  The Cisco ACNS-based content network supports IT's goal to converge all content-related network services onto a single infrastructure.

  Also forms the basis for corporate software distribution, antivirus update file distribution, HTTP worm and virus filtering, and caching of static and streaming media.

Solution: Cisco ACNS and Value-Added ASP

- **Highlights of the working agreement between Cisco® IT and a local ASP:**

  Cisco IT records the video and provides related presentation or document files and links, and the ASP provides the packaging and service management.

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Solution: Cisco ACNS and Value-Added ASP (Contd.)

The Cisco ACNS network acquires both the textual and the graphical objects and distributes all objects over the internal network, avoiding content security risks.

The ASP is required to provide all message services, such as surveys, feedback, and tracking.
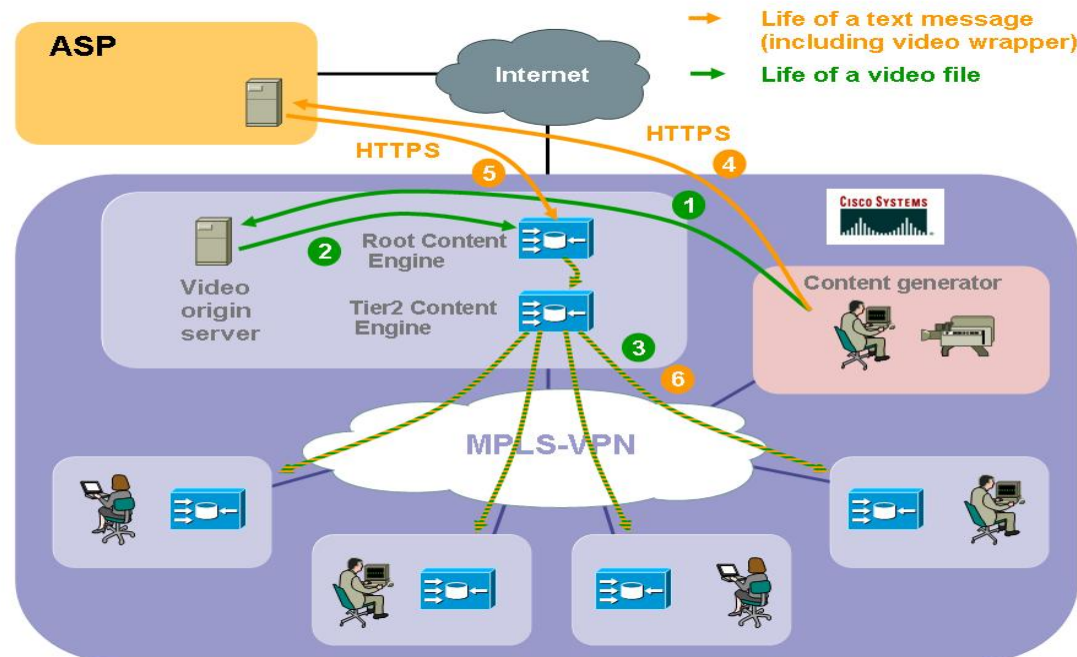
Results: Metrics, Speed, and Quality

- Enhanced effectiveness of the delivery of communication

  Video communications from Cisco® EMEA's Executive team are delivered within agreed-upon service levels across EMEA.

  Timely, accurate, and informative content, based on a user's region, job, preferences, and individual selections is delivered to the individual's desktop.

  Overall feedback also is measured, which leads to better quality messages going out.

Results: Metrics, Speed, and Quality

- Metrics for quality are collected to make sure service quality remains high; examples:

  Rob Lloyd's company meeting reached more than 3000 PCs in one morning.

  An executive message was delivered to 2000 users in less than four hours.

  Fifteen messages sent within one month, more than 50,000 individual messages, average size of 5 MB, have reached users.

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Results: IT Infrastructure

- Cisco® ACNS architecture eliminates the need for additional hardware to host video content, resulting in cost savings for equipment and resources

- The effect on the WAN is negligible

Next Steps: Upgrading the Client Application

- Cisco IT plans to upgrade the client application in late 2004.

  Changes to published content will become much easier by eliminating the need to build a new message each time there is a change.

Next Steps: Improved Reporting

- Improved metric reporting; in addition to tracking the number of users from the initial pop-up who select OK, Cisco® ACNS will track those who dismiss the message by selecting Go Away

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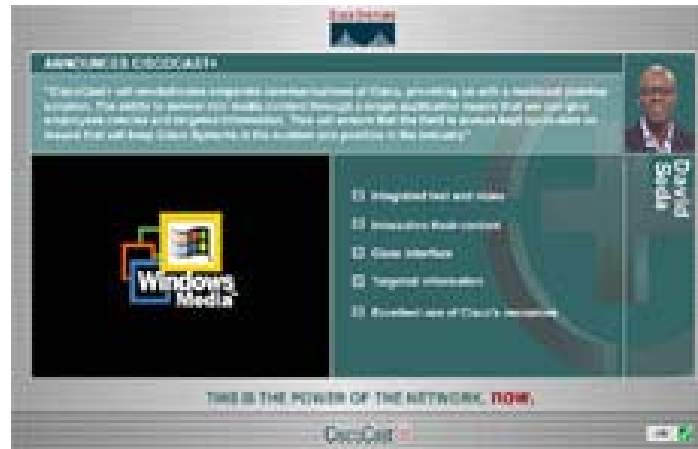
Cisco ACNS: Optimizing Network Content Handling

- Cisco® ACNS provides employees in branch offices with reliable, fast access to mission-critical applications and information. ACNS also offers immediate ROI through cost avoidance, new operating efficiencies, and improved employee productivity.

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