



Video Content: Unlocking the Power of Video

Cisco Video Content Solutions

Video content solutions enable organizations to easily capture, transform, and share video-based knowledge and information in meaningful and relevant ways.

Video Content Helps You Do More with Video

Organizations are seeking to do more with video beyond live communications to address a variety of challenges:

- Making communications more effective and timely
- Making meetings productive and meaningful, both during and after
- Creating memorable training and education sessions
- Increasing the reach and effectiveness of all types of events

The challenge has been around making complex video content products—often designed for highly technical specialists—easy to use, easy to manage, and automatically integrated with existing video and collaboration applications.

Cisco Video Content Solutions

Cisco® Video Content solutions help you make the most of your current telepresence and other video communications deployments and augment them strategically. If your organization has already deployed video to connect, conference, and collaborate, you now can extend those use cases to capture, transform, and share valuable content.

Adding video content solutions enables you to:

- Harness the richness of video to reach thousands or more
- Record and watch video content on any video-enabled device, including mobile devices and digital signs

- Make video available whenever your audience is ready, live or on demand
- Analyze the contents of video so that employees can easily find the specific video clips most relevant to them—and receive automatic recommendations
- Enable the option of a “shelf-life” for video content

Video content solutions help you use video in new ways, such as for organizational communications and training, while enhancing the value of the meetings you already engage in. With video content solutions, you can capture video through any device, transform the content so you can view it on any device, and then share it securely across the organization or beyond.

Benefits of Cisco Video Content Solutions

Cisco’s approach to the video content market benefits both end users and IT administrators:

- Video is easy for anyone to produce and share.
- Video is more valuable and searchable and efficient to consume.
- Integrated workflows are easy to customize by use case.
- Video content is secure and easy for IT to manage and distribute.

Why Cisco?

Cisco takes what was previously manual and complex and turns it into something that is automated and simple, meaning that anyone— not just executives—can capture, transform, and share video. This simplicity means that video moves from being an occasional method of sharing knowledge and information to a commonplace, frequently used method. It means that video becomes pervasive.

Entering the video content market is the natural extension of video communication, where Cisco is the market leader today with Cisco TelePresence® conferencing applications, video-enabled IP communications applications, and Cisco WebEx® meeting applications.

In this new video content market, Cisco already demonstrates leadership in areas such as video infrastructure, digital signage, and enterprise video sharing.

Cisco is the networking leader with comprehensive expertise in solutions and strategies for optimizing networks for video:

- **Simple, intuitive workflows:** Cisco mitigates one of the critical challenges—usability. With smooth workflows across collaboration, video communications, unified communications, and video content products, pervasive video becomes a reality.
- **Video analytics:** Video analytics are critical to making videos useful. By automatically identifying keywords and speakers, videos are easier to search, navigate, share, and recommend.
- **Medianet:** Medianet is a network architecture that enhances video and application experiences and eases the deployment and configuration of a video-enabled network. Cisco is the pioneer of medianet.
- **Any-to-any device agnosticism:** With the diversity of video-enabled devices, any enterprise video architecture must be able to accommodate video from any device, to any device.
- **End-to-end management:** By taking an architectural approach, Cisco customers gain simpler deployments, easier management, greater visibility, and more effective use of bandwidth.

Cisco and our partners also provide a broad portfolio of services to assess network readiness, help you realize the full value of your video investment, and increase business agility and network availability.