

Cisco Digital Media System: Comprehensive. Scalable. Network-Centric.

Executive Summary

The Cisco® Digital Media System (DMS) is a comprehensive suite of digital signage, Enterprise TV, and desktop video applications that allows companies to use digital media to increase sales, enhance customer experience, and facilitate learning. Support from Cisco's broad partner ecosystem of deployment, solution development, and content creation partners helps ensure a successful digital media implementation.

Digital Media for Compelling Communications

Today, digital media is the most compelling platform to effectively reach customers, employees, partners, and students with important information, news, training, and events; it is effective because it brings both intimacy and immediacy to communications.

Studies show that people are far more likely to engage and retain information they can both see and hear. With digital media, it is possible to absorb and easily remember large amounts of often complicated information. And digital media is versatile; it draws viewers in whether the content is marketing, internal communications, training, advertising, or entertainment materials. More and more organizations are using digital media to deliver timely and targeted communications—it is creating a new kind of customer experience and facilitating business transformation.

The Challenge

Organizations of all sizes increasingly strive to improve external and internal communications in order to retain customers, compete, and grow the business globally.

With digital media, organizations can provide direct, relevant communications, and create richer and more satisfying experiences for both customers and end users—ultimately accelerating business transformation across many aspects of the business.

However, until now, deploying digital media has typically required complex integrations of individual components from multiple, often small vendors, resulting in high total cost of ownership and limited scalability. Additionally, organizations have faced challenges with content management, network integration and content distribution, and tools that are too difficult for business users to operate.

These concerns point to the need for an integrated offering that can handle creation, management, and publishing content to digital displays and the desktop, while also flexibly supporting standard formats for live and on-demand content publishing.

The Solution: The Cisco Digital Media System

The Cisco Digital Media System is a highlight of Cisco innovation, building on the company's history and expertise in video and networking. It allows organizations to use high-quality, dynamic digital media to easily connect customers, employees, partners, and students anywhere, anytime.

The Cisco Digital Media System extends digital media to new, compelling applications for real-time and on-demand communications with flexible digital media creation, management, and publishing of content in various formats to multiple devices.

With the Cisco Digital Media System, organizations across all industries can increase sales, enhance customer experience, and facilitate learning.

For example, financial services organizations can improve customer experience by providing relevant marketing content, news, and information to customers waiting in branch-office locations; use the network to full advantage to accelerate product and services introductions; use digital signs for before- and after-hours training to improve sales productivity and efficiency; and enhance and extend the effect of executive and corporate communications on influencing culture.

Retailers can use digital media to reach customers with targeted marketing and promotions on digital signs at point-of-purchase locations to accelerate sales, throughout the store to improve in-store customer experience and satisfaction, and through the web. In addition, the cost of marketing programs can be reduced compared to traditional signage based on physical media.

Educational institutions can extend the learning environment by delivering on-demand lectures and materials to desktops and live broadcasts to classrooms and dorm rooms. They also can provide schedules, news, emergency messaging, and relevant information on digital signs around campus.

Other industries that are also rapidly adopting the Cisco Digital Media System include government, healthcare, sports and entertainment, safety and security, and transportation.

Cisco Digital Media System Business Benefits

With the Cisco Digital Media System, organizations have:

- A single solution to deliver compelling digital media content to audiences both on site—in the branch, in the store, on campus, and in other locations—and at the desktop
- Scalability to reach thousands of customers and users
- Integration with the underlying network for easy and rapid deployment and management, and optimal content delivery
- Ability to stream live broadcast feeds over IP to digital displays, allowing a television-like experience where end users can interact through remote control

A Comprehensive Suite of Applications

The Cisco Digital Media System is a comprehensive suite of applications that uses a single, centralized management platform to full advantage:

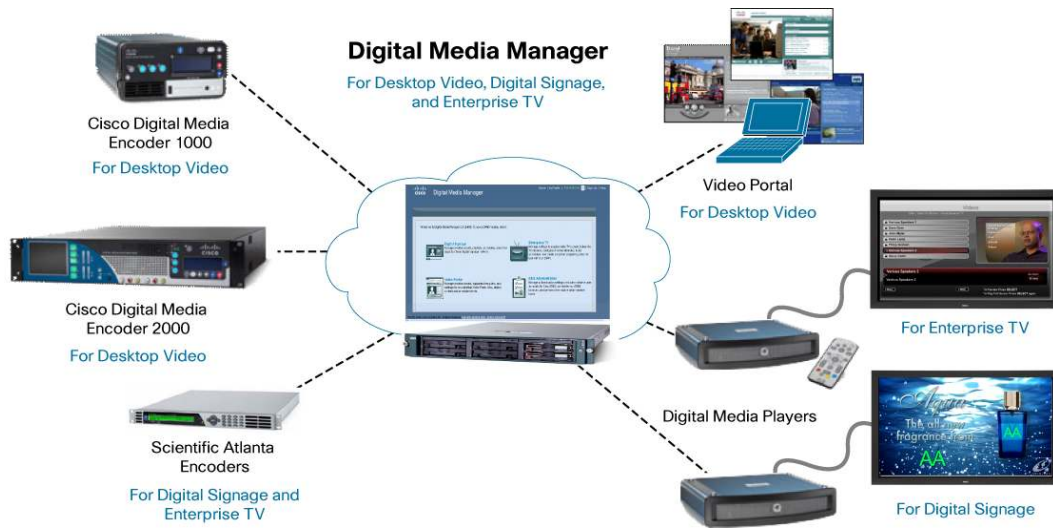
- **Cisco Digital Signage:** This application is for scalable, centralized management and publishing of high-quality content to networked, on-premise digital signage displays. You can easily add Cisco Enterprise TV without additional hardware.
- **Cisco Enterprise TV:** With this interactive application you can deliver on-demand video and live TV channels and broadcasts over an IP network to digital displays, taking advantage of the same hardware used for Cisco Digital Signage. You can navigate through channel menus and select content with a remote control.
- **Cisco Desktop Video:** This application gives you access to on-demand videos and live webcasts at the desktop; you can browse, search, and view digital media over the web anywhere, anytime through a unique, easy-to-use Cisco Video Portal experience.

An Integrated Product Portfolio

The Cisco Digital Media System product portfolio (Figure 1) allows you to create, manage, and access content for these applications from a single platform:

- **Creation with Cisco Digital Media Encoders (DMEs):** The Cisco Digital Media Encoders capture and digitize media from a variety of inputs into a variety of digital formats for live and on-demand delivery across an IP network, along with monitoring functions. The Cisco DME 2000 is a dual-input studio-level encoder, whereas the Cisco DME 1000 is single-channel portable encoder that allows organizations to capture and stream video outside of the studio.
- **Management with the Cisco Digital Media Manager (DMM):** This web-based centralized media management application allows both business and IT users to remotely perform management tasks based on roles for digital signage, Enterprise TV, and desktop video. The Cisco DMM provides flexible tools for content managers to manage content assets and approval flows, create playlists, and schedule instant and future content playback. Content managers also can manage Q&A sessions for live desktop video broadcasts and synchronize slides for both live events and video on demand (VoD). The DMM allows content designers to customize signage screen layouts and brand the desktop Cisco Video Portal interface. IT users can remotely configure, manage, and monitor the digital signage network of digital signage displays.
- **Publishing to Cisco Digital Media Players (DMPs):** The Cisco Digital Media Manager publishes content to and manages networked Cisco DMPs. Cisco DMPs are highly reliable IP-based hardware endpoints that enable digital signage and Enterprise TV by playing high-definition live and on-demand video, motion graphics, web, and dynamic content on digital displays for digital signage and Enterprise TV. The DMP hardware options include support for standard- and high-definition (SD and HD, respectively), MPEG2 and MPEG4/H.264, Flash, Really Simple Syndication (RSS), and other web content formats and dynamic data.
- **Access through the Cisco Video Portal:** The web-based Cisco Video Portal allows you to browse, search, and view digital media interactively at your desktop. Features include secure login and access to user-specific content, video playlists, keyword search and program guide, full-screen video playback, slide synchronization alongside video, question submission with live webcasts, video sharing, and detailed content and user access reporting. It supports established video formats such as Windows Media, Flash, and MPEG4/H.264.

Figure 1. Cisco Digital Media System



Architecture

The Cisco Digital Media System employs the underlying network as a platform in combination with Cisco Wide Area Application Engines (WAEs) to automatically and reliably distribute and stream digital media content. Running the Cisco Digital Media System with Cisco Application and Content Networking System (ACNS) Software on Cisco WAEs provides optimal, secure performance. The Cisco Digital Media System complements the inherent performance, quality-of-service, and traffic-management capabilities of the underlying network to:

- Support both live unicast and multicast streaming services
- Provide on-demand access to video and audio files cached locally for viewing at LAN speeds
- Reduce video bandwidth to minimize its effect on network traffic
- Prioritize, secure, and separate video traffic over the network to help ensure optimized viewing
- Efficiently distribute video to a large and dispersed user base
- Manage and protect video assets on the network

A Broad Partner Ecosystem

The Cisco Digital Media System offers a broad partner ecosystem that provides deployment, solution development, and content creation partners to support a successful digital media implementation.

- **Focused partner community:** These trained channel partners and systems integrators are specialized in Cisco Digital Media System deployments.
- **Solution development partners:** These partners continue to develop integrated solutions to further extend the capabilities of the Cisco Digital Media System solution for applications such as meeting room, interactive, and event-based signage.

- Content development partners: A global qualification program, the Cisco Academy of Digital Signage (<http://www.cisco.com/go/dms/ads>) trains media professionals how to plan, create, design, and optimize content for digital signage networks—creating a pool of Cisco qualified content development partners.

Service and Support

Cisco and our partners provide a broad portfolio of end-to-end services and support that can help you lower network total cost of ownership and increase business agility and network availability. This portfolio is based on the Cisco Lifecycle Services approach, which defines activities needed, by technology and network complexity, throughout the six phases of the network lifecycle: prepare, plan, design, implement, operate, and optimize. For more information about these services, visit: http://www.cisco.com/en/US/products/svcs/ps3034/ps2827/ps2993/serv_group_home.html and http://www.cisco.com/en/US/products/svcs/ps3034/ps2827/ps2978/serv_group_home.html.

For More Information

For more information about the Cisco Digital Media System, visit <http://www.cisco.com/go/dms> or contact your local Cisco account representative.



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