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Cisco

Exterity Helps Cisco France "Sip Their Own Champagne"

AvediaStream® TVgateways and Encoders integrate with Cisco Digital Media Suite (DMS) in Cisco France office building to help keep employees informed and increase their productivity by supplying live TV and as well as camera feeds for internal events and communication.

Cisco Systems, International, is the worldwide leader in networking for the Internet. Its office in Issy-les-Moulineaux just outside Paris, France, houses some 600 employees responsible for the company's activities in France, as well as some pan-European operations.med and increase their productivity by supplying live TV and as well as camera feeds for internal events and communication

IP Video & Digital Signage Solutions

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The challenge

Like all of Cisco locations throughout the world, the Issy-les-Moulineaux office emphasises what the company calls "Cisco on Cisco:" a dedication to using its own technology to demonstrate commitment, better understanding of Cisco product benefits and to share its own experiences with customers to spark ideas for their own applications. "When I worked for a time in America I heard it called 'eating our own dog food,'" says Frédéric Groussolles, a global account manager based at Issy-les-Moulineaux. "Here, we prefer to say 'sipping our own champagne.'"

As one part of its Cisco-on-Cisco efforts, the office rolled out a Cisco Digital Media Suite (DMS) system focused on corporate signage to boost their on-site customer-facing communications, and to harness new media for employee communications and entertainment. The system displays a variety of information—Cisco corporate videos, product presentations, weather and traffic reports, live TV and internal camera feeds—through a number of flat screen displays in various rooms on each of the seven floors of the facility.

To help with the employee-facing part of the deployment, Cisco turned to its partner Exterity to supply live TV and camera feeds as part of the system head end. "Exterity is a valued part of the Cisco ecosystem," says Mr. Groussolles. "We have a long experience with their products, know their reliability and the ease with which they integrate into Cisco deployments."

As part of the office's DMS system, Cisco installed two AvediaStream TVgateways and two AvediaStream Encoders. The TVgateways supply live TV from both satellite and terrestrial sources, including entertainment (such as sporting events) and news.
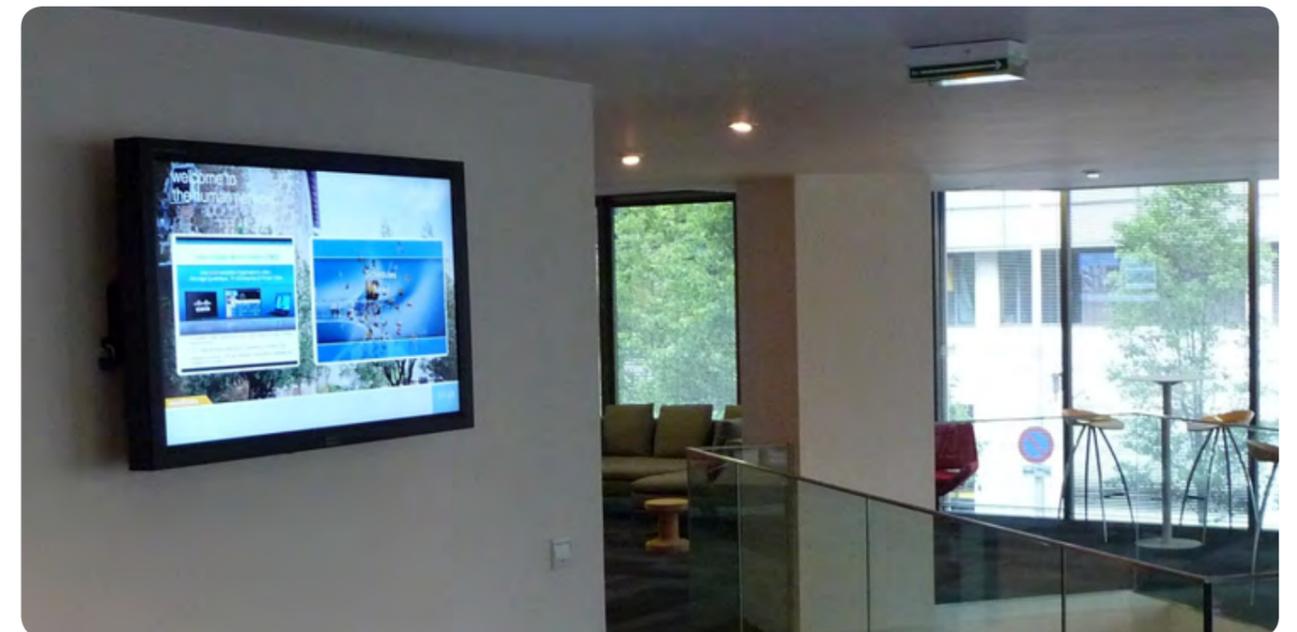
The solution

One of the Encoders is used to stream the output of a video camera focused on the queue in the facility restaurant on the first floor. "This was almost an afterthought," says Mr. Groussolles, "but it has proved to be one of the most popular parts of the deployment. Employees like it because they can check the status of the queue between noon and 2 PM to avoid long waits. Management also appreciates the greater productivity that results from people not wasting time standing in line." He adds that customers who visit the facility find this application an innovative and interesting use of technology.

The other encoder serves to supply live coverage for "all-hands" meetings that are too large to fit into the facility meeting room. "We have two meeting rooms that can be combined into one to hold about 100 people," says Mr. Groussolles. "Last year, the General Manager wanted to address the entire office, so we set up a video projector in the cafeteria and streamed his address to employees there as well using a camera and the Exterity decoder."

He notes that the facility manager was especially impressed by the ease of set up this provided. "He commented that it eliminated most of the cabling and set up he would have had to do before the DMS system was available."

The result

"The Exterity products have worked just as we expected they would from other projects we've done together," says Mr. Groussolles. "Integration was quick and easy, and the devices have been very reliable. In the past year and a half there's only been one service interruption, and that was caused by someone accidentally pulling out a cable."

Colin Farquhar, CEO, Exterity, says: "We're very pleased to be part of the Cisco ecosystem, and to have played a part of this Cisco-on-Cisco effort. The Cisco France deployment shows how enterprise IPTV can be used, often in quite simple ways, to increase employee productivity and improve morale."Both Focus 21 and Exterity provided us with a faultless service throughout."

About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video over an IP network to some of the leading organizations across the globe.

Enabling distribution of HD quality TV, video and digital signage over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

Highlights

- Deployed in over 40 countries
- Scalable IP video and digital signage solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Melbourne, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.