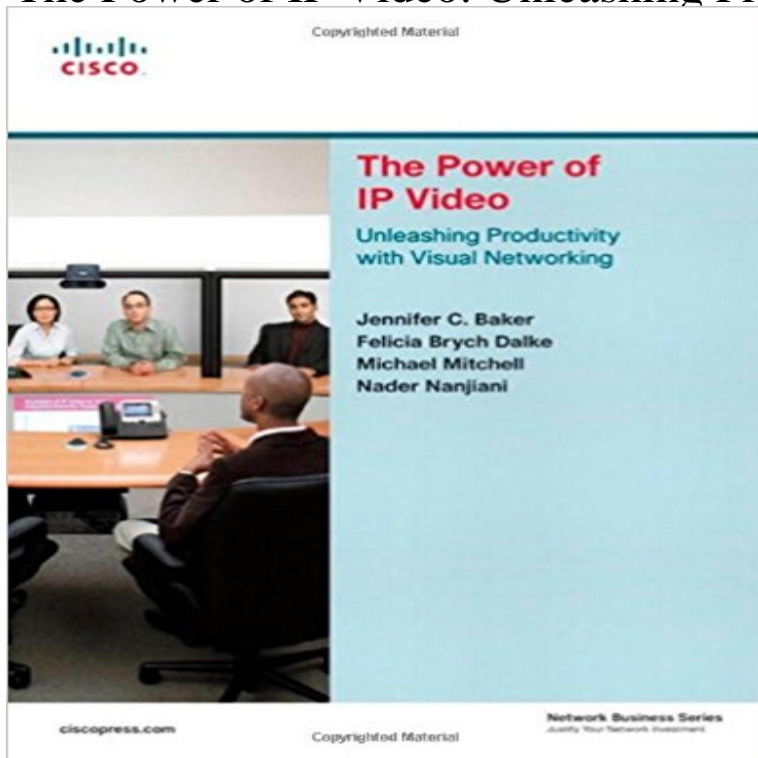


The Power of IP Video: Unleashing Productivity with Visual Networking



The Power of IP Video Unleashing Productivity with Visual Networking Jennifer C. Baker Felicia Brych Dalke Michael Mitchell Nader Nanjiani The definitive guide to deriving business value from IP video solutions Using today's rich new IP-based technologies for video, voice, and web collaboration, businesses can streamline and accelerate processes, increase productivity, and improve both top and bottom lines. In *The Power of IP Video*, a team of Cisco experts shows you exactly how to make the most of these powerful new IP video solutions. Writing for both business and technical decision makers, the authors present new best practices for optimizing virtually any program or process and for improving collaboration between virtually every employee, customer, supplier, and stakeholder. Drawing on their pioneering experience working with IP video internally and supporting the top Cisco customers, the authors show you how to make the business case for IP video and offer practical guidance for successful implementation. To demonstrate IP video at work, they also present an extensive set of case studies from large, medium-size, and small companies in many leading industries. Along the way, they demonstrate the real-world application and value of several key Cisco solutions, including Cisco Unified MeetingPlace, Cisco Unified Video Advantage, Cisco Unified Communications Manager, Cisco TelePresence, Cisco Digital Media Management, video surveillance, and WebEx. Use IP video to meet the needs of knowledge workers while reducing travel and other costs. Extend IP video from the office to anywhere work takes you. Identify opportunities to leverage IP video in finance, marketing, sales, manufacturing, and R&D. Apply IP video in financial services, healthcare, e-learning, high tech, sports and entertainment, and

other industries Use IP video to scale the impact of your senior executives Use rich media to systematically eliminate barriers to global collaboration while saving money

Estimate the business value of visual networking applications Jennifer Baker, senior manager in the Worldwide Technology Practice group at Cisco, leads marketing efforts around TelePresence, Digital Media Management, and related solutions.

Felicia Brych Dalke is marketing operations manager for Collaboration Business Services. Mike Mitchell is currently director of the Collaboration Business Solutions team at Cisco, responsible for connecting business processes with visual networking tools.

Nader Nanjiani is marketing manager for Unified IP Communications at Cisco, and co-author of The Business Case for E-learning (Cisco Press). This volume is in the Network Business Series offered by Cisco Press. Books in this series provide IT executives, decision makers, and networking professionals with pertinent information about today's most important technologies and business strategies.

Category: Networking: IP Communications
Covers: IP Video

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