



Cisco Meeting Solutions

Make Connecting Simple for Smoother Meetings



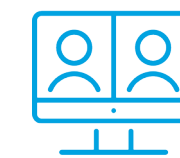
100% of those who use video in meetings say it supports new ideas and new ways to innovate.¹



It's All About Relationships

We all know that strong business starts with strong relationships. Innovation, productivity, and growth depend on the durable bonds we form with our teams, business partners, and customers.

Before the age of tech connectedness, in-person meetings were the vehicle for developing working relationships. But in today's world of remote teams and dispersed partners, they aren't always possible.



That's why Cisco created meeting solutions. Simple, reliable virtual meetings

connect everyone for more engaged collaboration. And video makes meetings smooth, so you can focus on sharing ideas and getting things done. **It's just a meeting.**

¹Techaisle

Meetings With Video

Are Where It's At: Don't Get Left Behind

When you meet, it's not about where you work – it's about how you work. Make your meetings more effective with video. Seventy-five percent of high-growth companies already meet with video because they know it makes for smart business.²

Why? Because with video, you inspire innovation: better collaboration, improved productivity, and increased revenues. In fact, a recent survey found that companies that adopted video in meetings outgrew those that did not by 300%.³

Don't get left behind.



²Techaisle
³Techaisle

“With video, problems are solved faster, so installers can complete more work. Our clients are happier. So they’re more likely to buy from us again.”

Massimiliano Tesser
CIO, Came Group



Better Collaboration

Better communication leads to better collaboration. With video, you can meet with partners, customers, and your team face-to-face. 75% of businesses that meet with video report that it improves collaboration and increases productivity across dispersed teams.⁴

The result: better, faster decision-making.



At Moffitt Cancer Center, researchers needed a more efficient and reliable way to collaborate with global experts. Meeting logistics were a hassle: Disconnected systems made sharing medical diagrams difficult, and the human resources team struggled with unstable video connections in remote candidate interviews.



Doctors and HR professionals at Moffitt Cancer Center simplified meetings with Cisco. Now, collaborating across different systems and sharing documents is easy, and everyone has the same quality experience. With video, Moffitt improved its decision-making and saw results across the business:



Reduced number of IT team members needed to set up video conferences **by more than 80%**



Streamlined as many as 24 interviews per month, **saving IT three days of work and testing**



Eliminated the need to provide capital outlay for outfitting conference rooms to accommodate **up to 50 people**



“This new way of meeting has revolutionized how we practice medicine. Now we want to share it with all our partner affiliates.”

*John Maass
Manager of Conferencing Technology, Moffitt Cancer Center*



Improved Productivity

Effective communication powers meeting productivity.

With video, 73% of meetings end faster and with better results, and 94% of people who use it say it increases meeting efficiency and productivity.^{5,6}



Global irrigation and wastewater machinery manufacturer BAUER valued the in-person experience. But hours of travel time added up to weeks of waste – on top of costly international travel.



⁵ ZK Research
⁶ Wainhouse



BAUER used Cisco meeting solutions to cut down on travel. But the benefits of video have gone beyond time and cost savings. Teams have become more productive and agile, and that's great for business. With Cisco, BAUER has:



Accelerated
GTM time
by 10%



Increased overall
productivity
by 30%



Reduced travel-
associated costs
by 50%



“Getting to market 10% faster is a huge advantage over our competitors.”

Andreas Schitter
Chief Finance Officer, BAUER



Increased Revenues

Connecting people with video supports business success – and that can impact the top line. 94% of those who use video in meetings say it contributes to business growth.⁷

If you're considering using video for meetings, **you're already ahead of your competitors.**



To get ahead of the competition, NterOne needed to innovate on its online IT training classes. The team had to tear down and rebuild complex training modules weekly – sometimes daily. But innovation can be complicated, especially for global businesses.



NterOne needed a completely automated, anytime solution. To better conduct trainings, the company turned to Cisco. Now, NterOne has the ideal solution to engage its tech-savvy audience, and that puts them ahead of the competition:



Expanded top-line revenue **by 20%**



Capital expenditures cost savings was **80%**



Private training session development increased **50%**

“We were able to enter new markets and expand our top-line revenue by 20%.”

*Anthony Hamilton
Chairman and Executive Vice President, NterOne Corporation*



“Video collaboration changes the attitude of the business. People are more engaged, efficient, and accountable.”

*Rene Isip
COO, John Eagle Auto Group*



With Cisco, It's Just a Meeting

Everyone's welcome when you collaborate using Cisco. Connect in the way that works best for your partners and customers, no matter the workspace or device. Integrated video and audio means everyone can see, hear, and share with each other in one place. Seamless technology lets you focus on what counts: the meeting. **With Cisco, it really is just a meeting.**

“With our distributed workforce, video has been a vital and natural way to keep people connected and productive.”

Jay Moran
VP Technical Operations, Cimpress



Cisco delivers an amazingly seamless user experience.

Our meeting solutions are software based to support on-premise or cloud based service models and offer everyone choices in the way they join the meeting - whether they are using a mobile phone or desktop system, or sitting in a conference room.

Joining a Cisco meeting is simple.



When it's time to start, guests push a button to join or ask for a call back on their phone or video system, using the standards-based, third-party system with which they're most comfortable.

What makes a user experience amazing?

When it comes to meetings, technology can be inefficient. Network gremlins and connection bugs lead to an average meeting delay of 10 minutes – which adds up over time.⁸ With Cisco, you move past the technology and onto your meeting.

Beyond simplicity and reliability, Cisco offers a comprehensive meeting experience. See all participants in your personal room, mute or unmute guests as needed, share files, lock your room, and record the meeting. Dynamic views make the active speaker prominent, helping to fully engage participants.

More and more participants will make the switch to video, ensuring a strong return on your investment. Cisco's affordability makes it an even greater value. Don't get left behind. Bring the power of video to your partners, customers, and team today.

⁸Ovum



Video Is Easy:

It's Time to Turn It On

With Cisco, getting the most out of video is simple. Here are a few ways to maximize your meeting time:

Step 1: *Get It Started*

If video isn't part of your meeting culture, lead the charge yourself. Start by bringing video to customers and colleagues you connect with most frequently. Over time, it'll spread.

Step 2: *Invite Everyone*

Everyone's welcome. Customers and colleagues who use other standards-based, third-party applications can join your meeting however they are most comfortable – including with Microsoft Skype for Business.

Step 3: *Share the Benefits*

As video makes communicating simpler, you'll see your business reap its benefits. Share your experience! Tell customers and partners, and encourage teams across your business to realize the possibilities of video for themselves.





What's Next?

With Cisco, you can count on secure and reliable business-class meetings. If you're ready to propel your business forward, ready to build the types of bonds and relationships that nurture business growth, then it's time for a smarter way to meet.

[Find out more](#) about how Cisco connects everyone simply for better collaboration.

