

BENEFITS:

- Decrease reliance on traditional and costly communication methods by streamlining the publishing process and facilitating video communications for training, executive briefings and meetings
- Fully leverage Cisco ACNS and proliferate the adoption of video by enabling non-technical employees to package and publish live broadcasts or video on-demand without involving the IT department
- Enhance the viewer experience and maximize network efficiency by pushing files to specific groups of Cisco WAE's
- Gain control and measure program popularity by monitoring usage with advanced, dynamic reporting capabilities
- Reduce or eliminate travel expenses to events and company meetings or seminars

Video Creation, Management, and Distribution throughout the Enterprise

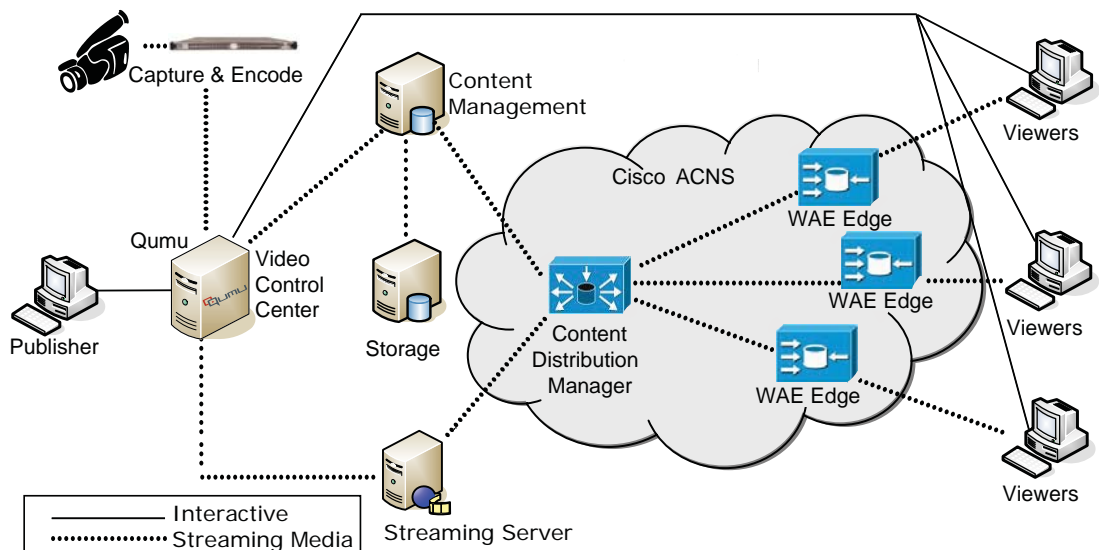
The Challenge

Most employees within enterprises today recognize that video streaming can help build competitive advantage by creating a variety of online opportunities to increase and improve communications. These include live webcasts and on-demand recordings of meetings, executive presentations, training, and product information delivery. However, the complexities of publishing and distributing video content have resulted in a disjointed and labor-intensive process. Combined with the challenge of bandwidth constraints, this complexity has discouraged enterprises from fully adopting and leveraging the cost-effectiveness of video.

Qumu™ and Cisco ACNS

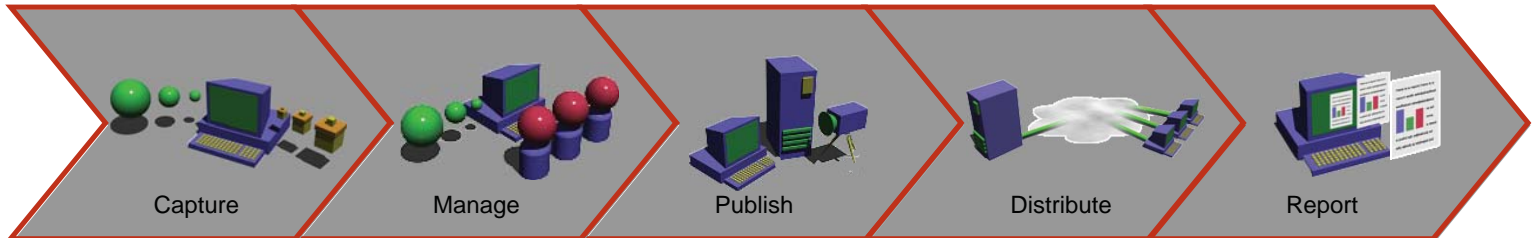
Together, Qumu and Cisco Systems solve these problems by improving the efficiency of managing and moving video throughout the organization, and simplifying overall usability for content creators, publishers and viewers. The integrated Qumu and Cisco solution provides end-to-end publishing, management and distribution of the most complex scenarios through an intuitive and non-technical user interface. Viewers can easily find and view live or on-demand broadcasts, as well as other related materials directly from their desktops. For those employees who may have missed the live broadcast, Qumu automatically and immediately archives the event for future viewing.

Through the interoperability with Cisco's ACNS Enterprise CDN Solution, the Qumu software capabilities are extended to enable video distribution to user-specified Cisco Wide Area Application Engines (WAEs) to support a distributed edge architecture for multi-site deployments. Viewer redirection maximizes network efficiency by directing viewers to locally stored content, while the integration with the edge devices provides robust reporting capabilities. The joint solution controls exactly where and when content should be directed and how long it should remain on the network, fully leveraging the power of Cisco ACNS. As a result, customers can easily and cost effectively adopt video publishing within their existing infrastructure, and enjoy the business benefit of improved communication throughout the enterprise.



Streamline the Video Publishing Process

Qumu is a Cisco AVVID (Architecture for Voice and Video Integrated Data) Partner who provides enterprise scalable video publishing applications that enable non-technical users to create, manage, distribute, publish, and report streaming video and associated files to employees, partners and customers. Qumu uniquely eliminates complexity from all phases of the streaming media process.



Key Cisco and Qumu Interoperability Points:

Capture

Simplify the capture, gathering, and broadcasting of content, allowing simultaneous use of multiple encoders and formats, and creating immediately deployable archives for video-on-demand.

Manage

Easily organize and manage live and existing on-demand content, bundle relevant metadata, assign viewer access rights, and apply security, network distribution, and business rules (such as e-commerce), while tracking all viewer activity through comprehensive reporting tools.

Publish

Intelligently present relevant content on the desktop using a dynamic web portal engine, either stand-alone, or in conjunction with an enterprise portal solution, and allow the viewer to choose any standard or proprietary media player.

Distribute

Cost-effectively and seamlessly distribute throughout one or more networks, utilizing existing infrastructure through the application's unique ability to control and fully manage Enterprise Content Delivery Networks (eCDNs).

Report

Provide a range of report formats on program and media usage, viewer activity, and program popularity, aggregating data from a variety of sources.

Intelligently manage the distribution of content to/from edge servers

Publishers can easily "push" or pre-position selected programs to specific ACNS distribution channel(s) as well as schedule a specific date and time for when the content will be pushed to the specific channels.

Provide an easy to use interface

A wizard-based interface simplifies the process of distributing streaming files over the network so that non-technical employees can package and publish streaming media without involving the IT department in the process. Through these wizards, non-technical users can automatically generate XML manifest files for Cisco ACNS.

Control and monitor availability of program files

Publishers can track and control program file availability at selected Wide Area Application edge servers.

Track and Report on Usage

Qumu incorporates usage data directly from ACNS for measuring purposes. Reports include the number of successfully delivered streams, the number of views per file including percentage of stream viewed or number of files accessed by viewer, the program most viewed by codec, bit rate, individual user or group and the real time number of viewers accessing a live broadcast.