Customer Success Story
Cisco TV (2021)

Primestream

CISCO TV PRIMESTREAM — CUSTOMER SUCCESS STORY

SAN JOSE, CALIFORNIA, UNITED STATES

Known as a pioneering leader in information technology, Cisco Systems is focused on producing a wide range of corporate content, including live studio shows, promos, and large-scale events for audiences around the world. In order to more effectively communicate with their clients and their 73,000 global employees, Cisco partnered with Primestream to manage and automate their corporate media operations from capture through to delivery.

THE CHALLENGE

Prior to adopting Primestream, Cisco was searching for a solution that would allow them to produce a high volume of video content without increasing their headcount. They were also seeking to accelerate their broadcast engineering workflow, save time and money, and find a way to easily locate existing video content at the same time.

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"The selection of Primestream was really driven from the need to archive our media, but we didn't have the expertise in developing world-class broadcast media asset management software," says Brian McCartney, Media Manager and Solutions Engineer at Cisco TV.

"We wanted something that was going to bring everything together in a single end-to-end solution: something our producers could use to ingest, manage, archive, and automate our media for output to various systems. Primestream can do all of those things."

THE SOLUTION

After searching for a solution that would meet their needs, Primestream was the obvious candidate. They adopted the system, and Cisco TV now uses Primestream throughout their facilities to capture, produce, manage, and deliver content to their clients and employees around the world.

Cisco TV broadcasts live from the Cisco company headquarters in San Jose, CA, with Primestream software running on their own Cisco Unified Computer System (UCS) rack-mounted servers. Primestream's solution is used to capture live HD signals from the company's four main studios, their five on-campus event centers, and remote events. Remote productions are

connected back to San Jose via fiber and are used when hosting large corporate events like Cisco Live, Partner Summit, and the Global Sales Meeting. These events are hosted in large venues like The Mandalay Bay in Las Vegas, Moscone Center in San Francisco, and the San Diego Convention Center.

Primestream's Workflow Suite is used to automate Cisco TV's asset management system. "We're organizing and centralizing the production workflow and tracking the media assets, but we're also looking to make those assets available for search, review and repurposing," says McCartney. Once the content is ingested, automation takes over. The file is encoded and delivered to the Primestream Xchange server. Automation then notifies the producer that content is ready to view, download, or mark up with metadata. Any changes made remotely to the proxy content are automatically synced back to the database. "Primestream allows the producers to get into the content and do the things that they need to without any intervention or assistance from anybody on our staff," notes McCartney.

> *The shared storage is the key to our entire system, but The Workflow Suite is our key to the storage."*

Cisco TV uses Primestream's solution Live Assist to play bumpers, trailers, and countdowns into their live broadcasts. It also broadcasts content to its internal and external network over IP using

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online webcasting portals like Cisco Webex. Additionally, Cisco can trigger an automation script that will transcode the native ProRes files into platform-specific codecs with relevant metadata and markers for online publishing to the various portals.
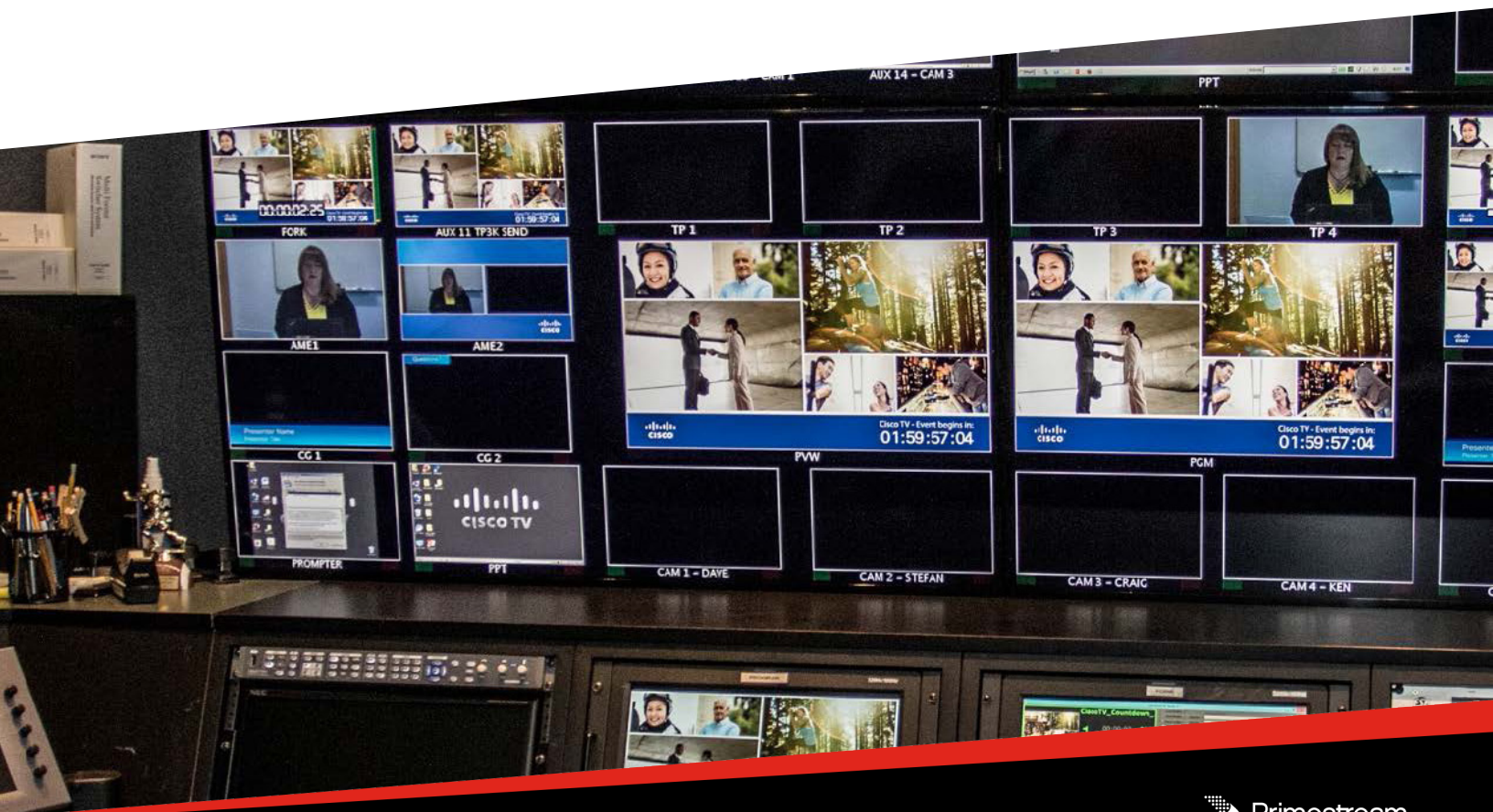
THE IMPACT

Cisco TV's primary task is to communicate information about Cisco products and processes to the rest of the company. This includes issues dealing with human resources, and training with "virtual teams", which operate like traditional teams of people but may be spread across different geographic regions, time zones, departments, or organizations. With Primestream, Cisco TV has become much more effective at this communication thanks to the workflow efficiencies and benefits that the solution has provided.

For example, the virtual team program produces six to eight hours of content per day, four to five days a week, for two to three weeks out of the month during an active season. Their goal is to get product information to the sales engineers so they can efficiently support their clients. "Our programming can be as basic as a webinar or as intricate as a network talk show," explains McCartney. "That's where Primestream comes in."

CiscoTV also needed to consolidate twelve years of legacy content, which had previously been archived across multiple formats on tape and isolated drives. The Workflow Suite was used to migrate their files to their NetApp SAN, transcode them to ProRes, and organize the data into "smart folders" where any metadata field is dynamically transformed into properties that can be used to filter, sort, and track content. The Workflow Suite also created a proxy file viewable in an OS-independent environment. "Being able to archive our content, get it off the various storage silos, and find it was huge for us", says McCartney. "The shared storage is the key to our entire system, but The Workflow Suite is our key to the storage."

"We're changing the way we do things for the better at Cisco TV," adds McCartney. The difference that Primestream makes is in their support and willingness to help us find quick and efficient solutions. We know they have our best interests at heart."

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