



# Cisco Media Transformation Services

## Plan, Design, Implement, and Operate



Enhance the effectiveness and ease of delivering video to your organization with expert planning and deployment of your Cisco Media Transformation platform.

### Realize the Full Benefits of Your Network-Based Media Transformation Solution

Cisco® Media Transformation Services are designed to help today's businesses meet their diverse and demanding video requirements. Cisco Media Transformation platforms support advanced features for video productions and extend the reach of collaboration with high-definition interoperability.

- The Cisco Media Experience Engine (MXE) 3500 allows you to share media across your network from any source to any type of endpoint and enables your in-house video team to perform many of the expensive processing tasks that are normally outsourced to video professionals.
- The Cisco Media Experience Engine (MXE) 5600 encompasses capabilities of other product categories such as transcoders, media gateways, and MCUs in order to connect multiple video applications together and add value to the media being processed. The Cisco MXE 5600 is commonly used as a gateway for Cisco TelePresence® conferencing interoperability with H.323 video conferencing systems.

Cisco Media Transformation Services can help maximize the effectiveness of your media adaptation to meet your specific application needs. Cisco engineers, experienced in both network design and video applications, will work with your staff to understand your business and technical requirements, as well as existing video infrastructure, applications, interoperability, and production needs.

The Cisco Media Transformation Services encompass the plan, design, implement, and operate phases of the Cisco Lifecycle Services approach.

### Cisco Media Transformation Services

Plan	
<ul style="list-style-type: none"> <li>• Customer Requirements Validation</li> </ul>	<ul style="list-style-type: none"> <li>• Cisco engineers will verify your specific requirements for a network-based media transformation solution.</li> </ul>
Design	
<ul style="list-style-type: none"> <li>• Detailed Design Network</li> <li>• Implementation Plan</li> <li>• Acceptance Test Plan</li> </ul>	<ul style="list-style-type: none"> <li>• The design phase details how your new Cisco MXE will integrate with your existing network, video systems, applications, and workflow. It helps to reduce risks, including delays and costly reworks, by proactively identifying gaps in network equipment, video systems, infrastructure, or operations that could affect the successful deployment and use of the Cisco MXE.</li> <li>• The network implementation plan includes the structure, planning, and scheduling of resources to help ensure a predictable deployment, on time and within budget.</li> <li>• The development of a customer acceptance test plan helps ensure that we can verify that the deployed solution meets the detailed design requirements.</li> </ul>
Implement	
<ul style="list-style-type: none"> <li>• Implementation and Logical Configuration</li> <li>• Acceptance Test Plan Implementation</li> <li>• Administrator and End User Knowledge Transfer</li> </ul>	<ul style="list-style-type: none"> <li>• Cisco engineers will configure the Cisco MXE and related workflow components, such as Cisco CallManager and H.323 gatekeepers, to deliver the functionality specified in the detailed design.</li> <li>• We will work with your team to test and verify the full functions of the Cisco MXE.</li> <li>• Cisco engineers will deliver the capabilities of your new Cisco MXE, including preparing your staff (through knowledge transfer and formal training) for ongoing operational support.</li> </ul>
Operate	
<ul style="list-style-type: none"> <li>• Cisco Software Application Support</li> </ul>	<ul style="list-style-type: none"> <li>• Cisco Software Application Services (SAS) maximizes the value of your application technology with maintenance and minor updates, plus access to online resources and Technical Assistance Center (TAC) support services for over 100 security, network management, and data center software applications.</li> </ul>
<ul style="list-style-type: none"> <li>• Cisco SMARTnet® Service</li> </ul>	<ul style="list-style-type: none"> <li>• Delivers rapid issue resolution and helps maximize operational efficiency by giving businesses and IT staff direct access to award-winning Cisco service, including Cisco network engineers, advanced tools, Cisco knowledge base, and investment protection with ongoing operating system software updates.</li> <li>• Empowers IT staff to resolve problems quickly by working directly with Cisco network experts experienced in handling the toughest problems for foundational and advanced technologies.</li> </ul>
<ul style="list-style-type: none"> <li>• Cisco Remote Management Services</li> </ul>	<ul style="list-style-type: none"> <li>• Outtask around-the-clock monitoring and management of the media transformation solution to a team of Cisco experts who function as an extension of your own IT team.</li> <li>• Assure the user experience and avoid costly outages with enhanced availability, reliability, and productivity.</li> <li>• Benefit from Cisco's methodologies and processes based on ITIL® for the most thorough and consistent approach to resolving issues.</li> </ul>



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Cisco MXE 3500	
Product Capabilities	Service Deliverables
<p>Standard features:</p> <ul style="list-style-type: none"> <li>• Transcode video files from one format to many different formats</li> <li>• Perform a wide variety of video preprocessing and postprocessing functions</li> <li>• Configure video profiles</li> <li>• Automate video transcoding and preprocessing tasks and provide media adaptation configurations.</li> </ul>	<p>Provide the best practices to configure the system for your operation workflow, for example, perform media adaptation tasks, submit source video files, set up the directory structure on the Cisco MXE 3500, transcode video files, automate workflow, distribute processed files, and provide media adaptation configurations.</p>
<p><b>Optional:</b> Speech-to-text (STT) capabilities that provide text-only transcripts, text with time stamp transcripts, and Extensible Markup Language (XML)</p>	<p>Cisco engineers will provide best practices to improve STT accuracy, such as speaker profiles, microphone specifications, recording environment, and manual transcript correction.</p>
<p><b>Optional:</b> Live IP ingest (supports both live transcoding and recording)</p>	<p>Cisco Services will apply its extensive experience in live broadcasting to provide best practices for implementing live IP ingest (that is, real-time transcoding) from an MPEG2 live video stream into a Windows Media or Flash. This transcoded live video can also be recorded for asynchronous distribution.</p>
<p><b>Optional:</b> Extend the quality of Cisco TelePresence experiences to employees in any location using laptops and handheld computing and communications devices</p> <p><b>Note:</b> Requires a capture card available through Cisco Services</p>	<p>Cisco engineers will design, implement, and maintain a video streaming service based on the Cisco MXE 3500 and Cisco TelePresence streaming.</p>

Cisco MXE 5600	
Product Capabilities	Service Deliverables
<p>Conduct Cisco TelePresence calls and conferences with participants who are using high- and standard-definition H.323 video conferencing endpoints</p> <p>Unlike MCU-based approaches, in which the video conferencing endpoints can appear arrayed in a grid in one Cisco TelePresence display, with the Cisco MXE 5600 each video conferencing endpoint is a full participant in the call and displays full screen on the Cisco TelePresence system</p>	<p>Cisco engineers will provide best practices to deploy the Cisco MXE 5600 as a video gateway to integrate your Cisco TelePresence suites with third-party videoconferencing systems.</p> <p>During the planning and design phases, Cisco engineers will work with your team to assess future digital media requirements that can take advantage of the full power of the Cisco MXE 5600 platform.</p> <p>Cisco engineers will evaluate your existing network infrastructure and provide a detailed design plan that addresses a comprehensive set of requirements for interoperability and optimum performance, including:</p> <ul style="list-style-type: none"> <li>• Session Initiation Protocol (SIP) trunk</li> <li>• Network path assessment</li> <li>• Dial plans</li> <li>• Quality of service</li> <li>• Scalability</li> <li>• Load balancing</li> </ul>

### Benefits

Cisco Media Transformation Services help you maximize your investment in a Cisco MXE 3500 or Cisco MXE 5600 platform:

- Reduce risk and accelerate the successful implementation of your media transformation solution by using Cisco best practices
- Plan and implement video solutions with minimal effect on internal resources and maximum return on investment
- Design a solution for your requirements today and the ability to integrate new media applications in the future

### Why Cisco

Cisco Services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world demanding better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.

### Availability

Cisco Media Transformation Services are available globally. Service delivery details may vary by region.

### For More Information

For more information about Cisco Media Transformation Services, contact your local Cisco account representative or visit [www.cisco.com/go/services/mediatransformation](http://www.cisco.com/go/services/mediatransformation).