

## **COPY CAT Deploys EAC - Cisco TelePresence in Kenya, Tanzania, Uganda, Rwanda and Burundi**



EAC – East African Community share’s their own experience making use of Cisco TelePresence. No longer just for C-level conference rooms, it's extension to the desktop user may make it a better value proposition than ever before.

EAC delegates have travelled for over years and have executive status on a number of airlines and have so many points with hotel chains that they could probably live rent free for a year. It wasn't until some years ago that it all stopped. Why? Copy Cat a Cisco certified Gold Partner further deployed Cisco TelePresence at EAC -East African in five countries Kenya, Tanzania Uganda Rwanda and Burundi to enable attractive alternatives to face-to-face meetings for them to reduce travel for various meetings they intend to hold and EAC haven't looked back since. They have spent 8+ hours a day for a solid week sitting in front of a Cisco TelePresence system with delegates across the EAC. The immersive experience is like none other.

But an investment of that magnitude can't come lightly. The benefits of Copy Cat - Cisco TelePresence have to be proven to extend far beyond the monetary investment and the ROI to be substantial. This post isn't about the ROI or the case for your investment. Rather Copy Cat felt it more beneficial to highlight a few breakthroughs with Cisco TelePresence and then let you judge for yourself.

Let's begin with the early days of Cisco TelePresence. When Cisco rolled out its TelePresence systems, they were mainly a conference room solution. This makes sense from the perspective of a large enterprise, service provider, or the like, where groups of people are meeting on a regular basis. The problem that I've seen with TelePresence in this usage situation is scheduling of the room and allocation of resources. The conference room deployment is more geared, in my opinion, towards C-level executives. If you're a guy in the trenches, its not very likely that you'll get time in a TelePresence room unless you work for Cisco.

Not too long ago Cisco acquired Tandberg, which opened the way to additional endpoints; now, TelePresence extends to the desktop user. This has certainly afforded those of us in the trenches the opportunity to utilize the Copy Cat -Cisco TelePresence technology in our daily workflows. There is a significant price tag that comes along with it and specific requirements that the network must meet; however, these trade-offs may be worth it in the long run. By making the investment to update your network infrastructure to one that can support the TelePresence you position yourself for what Copy Cat believes is the future of networking where 90% of Internet traffic is video-based.

Integrate popular meeting software such as Cisco WebEx with Cisco TelePresence endpoints and you now have a global reach regardless of the method by which a participant enters the meeting. For example, Board members can enter via a Cisco TelePresence 3010, while the CEO who is on a family vacation can pull away for an hour to join the meeting via WebEx from his Apple laptop. Employees in HR could interview someone in R&D for a new position using the EX Series without ever leaving their desks. No travel, and no disconnect that you would experience with a simple phone call. You get the experience of a face to face conversation without the cost of travel, the time involved which is really a loss in productivity, and the personal connection you get from putting a face to a name.

Really when you add the Cisco Cius into the mix with its video capabilities, the Apple iPad, the iPhone, and so on, you start to get a feel for how scalable the idea of video collaboration is.

There's really no good way to lab up a TelePresence scenario though. The cost involved is just way too high for a lab; however, Copy Cat has TelePresence in its countries of operations, and they are more than willing to give you a demo. This TelePresence is a fantastic opportunity for companies to improve their corporate culture in the way that it promotes personal relationships with those who are thousands of miles away yet work together on a daily basis.