

Cisco Digital Media System

para La Minería



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Desafíos actuales en la Minería

- Aumentar la productividad de los trabajadores
- Mantener los costos bajos
- Reducir el número de accidentes.
- Mejorar la relación con las comunidades
- Cumplir con las normas medioambientales



Evolución Tecnológica Señalética Digital

Ayer:

Altos Costos Operacionales, Baja Flexibilidad

Hoy:

Alta Confiabilidad y Flexibilidad, Fácil Despliegue y Operación

Mañana:

Video Vigilancia, RFID, Cisco TelePresence, etc.

Evolución Tecnológica

Fase 1:

Standalone PC-Based



Fase 2:

Networked PC-Based



Fase 3:

Networked Media Player-Based



Fase 4:

"Smart" Signage



Digital Signage Market



Oops !



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Digital Signage Market

Beneficios de Digital Media en la Industria Minera

Cuatro aplicaciones clave en Minería que Transforman los procesos comunicaciones corporativos

Mejorar la Experiencia del Trabajador en la Planta/Mina

Entregar mensajes direccionados en diferentes medios a diferentes sitios de la Planta/Mina

Acelerar la actualización de normas de Seguridad

Incrementar la rapidez de actualización y uniformidad de las políticas de seguridad

Mejorar la productividad y habilidades del Trabajador

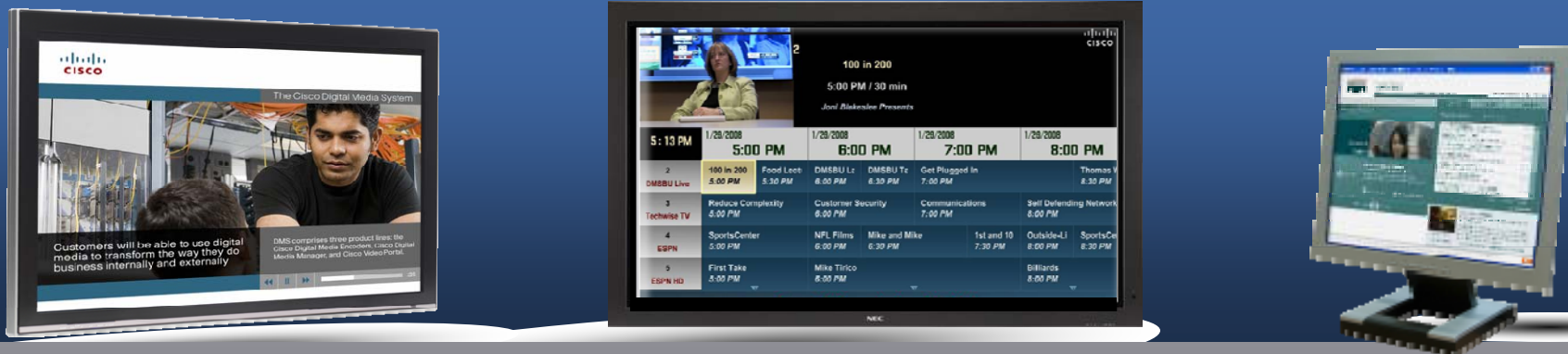
Mejorar la retención del entrenamiento mediante Rich Media y Creación/Captura de contenido de buenas prácticas

Vitalizar la Comunicaciones Ejecutivas/ Corporativas

Reforzar una Cultura Corporativa consistente

Cisco Digital Media System: Perspectiva General

Un grupo completo de Aplicaciones de Señalética Digital, TV Corporativa y Video al Escritorio



- **Completo:** Grupo de Señalética Digital, TV Corporativa y Video al Escritorio, administrada desde una plataforma única.
- **Escalable:** A miles de usuarios y Pantallas Digitales.
- **Centrado en la Red:** Para entrega de contenido óptimo e inteligente

Componentes Cisco Señalética Digital, TV Corporativa y Video al Escritorio de Cisco

Para Video al Escritorio



Digital Media Encoder 1000



Digital Media Encoder 2000

Digital Media Manager

Para Video al Escritorio, Señalética Digital & TV Corporativa

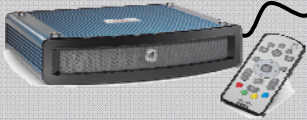


Video Portal

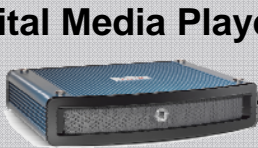
Para Señalética Digital & TV Corporativa



SA Encoders



Para TV Corporativa



Digital Media Players



Para Señalética Digital

Business Video Systems



La Red como Plataforma

Confirmando el impacto...

- Aumentar la productividad de los trabajadores
- Mantener los costos bajos
- Reducir el número de accidentes.
- Mejorar la relación con las comunidades
- Cumplir con las normas medioambientales





Cisco Digital Media Players

Playback of Compelling Digital Media Content

- Renders graphics, Web content, text tickers on digital displays
- Supports full-screen or “zoned” video in SD or HD resolutions
- Customizable on-screen templates
- Remote management of display properties
- IP-network addressable
- Local storage, high availability, automatic failover
- Small and lightweight
- Remote control for interactivity
- Low power consumption and high reliability
- Security: Hardened device



DMP4305G



DMP4400G

Cisco Digital Media Player 4305G

- Supports: MPEG 1, 2, and 4 Part 2 in standard definition (SD) and HD, graphics, Web content, Adobe Flash 7 or less animation, and tickers
- Small and lightweight: 7.5" x 5" x 1.5" at 1 lb.
- Local storage of 2-GB capacity



Cisco Digital Media Player 4400G

- Supports: MPEG 1, 2, and 4 part 10 in standard definition (SD) and HD, graphics, Web content, Adobe Flash 9 animation, and tickers
- Small and lightweight: 10" x 8" x 2" at 4.5 lb.
- Local storage of 4-GB capacity



Digital Media Business Benefits— Accelerating Product Introductions

A “Back of the Envelope” Benefit Calculation for a Hypothetical Bank

Bank XYZ

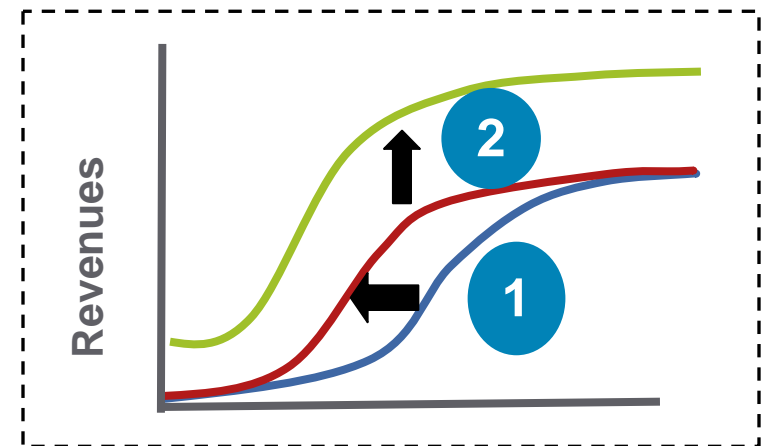
900 Branches, 60% of Revenues from Retail Operations, \$2.8B in Net Revenue with 0.75% Generated from New Products, 3 Month Product Rollout to Reach Steady-state Revenue (Blue Line), 4 Major Products Launched per Year

Benefits

- 1** Represents the opportunity resulting from 50% acceleration of product introductions

\$2.8B	Revenue/Year
x 0.60%	From Retail Operations
÷ <u>12</u>	Months
\$ 140M	Per year from new retail products
x 0.75%	% generated by each new product
x 4	New products per year
x 3	Months avg. for product rollout
x <u>.5</u>	50% acceleration
\$ 6.3M	New Incremental Revenue per Year

- 2** Represents the opportunity resulting from capacity to introduce more products
\$126M yearly revenue/product in example above



Not Quantified:
Cost Savings from
Reduced Travel, Printed
Materials, and Signage

Cumulative Benefit = \$19-57M Incremental Revenue / Year

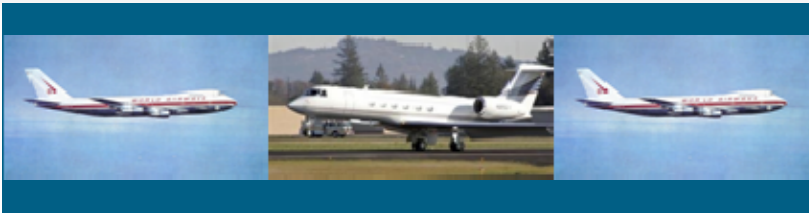
Digital Media: Improving Sales Productivity and Proficiency

From Face-to-Face Processes

- New banker on-boarding: batch process in regional training centers; never-ending catch up as product, regulation, procedures change; expensive and limited; curriculum static
- Best practice sales dissemination: done at quarterly meetings, some formal, mostly informal exchange
- High impact sales: dead times during in-branch sales; bankers focused on transactions

To Digital Media-Enabled

- New banker on-boarding: Day 1 ramp up on learning curve; much better product knowledge and sales skills dissemination; done at the branch itself; automated knowledge testing and attendance tracking
- Best practice sales dissemination: immediate capture of 10 minutes VOD at encoder station and instant dissemination to peer group
- High impact sales: leverage the dead time to show product VODs to customers



Source: SBT Advisors LLC.

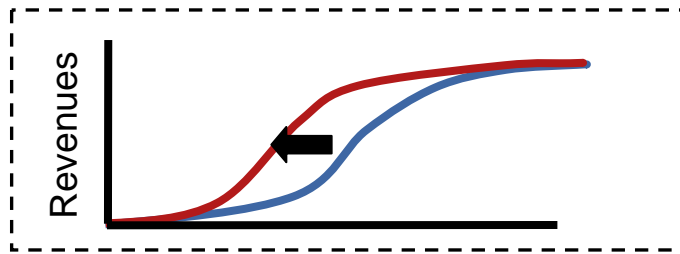
Digital Media: Improving Sales Productivity and Proficiency

A “Back of the Envelope” Benefit Calculation for a Financial Services

Bank XYZ

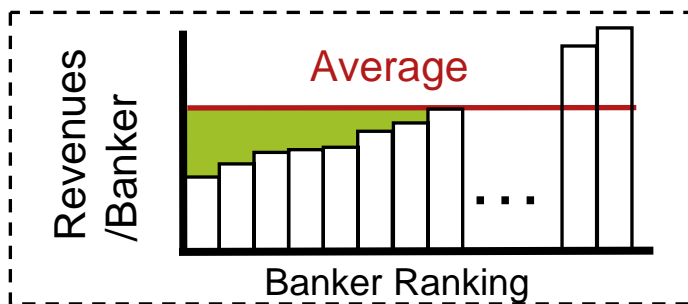
900 Branches, 3 Bankers per Branch (2700 total), 20% Banker Turnover Rate, \$17k Avg. Monthly Sales/Banker, 3-Month Ramp-Up for New Bankers

1. Ramp Up New Bankers 50% Faster



50% Acceleration in 3-Month Ramp-Up Time *
 \$17K Monthly per Banker at the Platform * 20%
 Turnover Rate * 900 Centers * 3 Bankers at the
 Platform per Branch
= \$13.8M Incremental Revenue per Year

2. Disseminating Sales Best Practices



50% of Bankers at the Platform Below Average
 Performers * Selling 50% of the Average (\$8.5K
 Improvement per Month) * 1 Out of 6 Brought Up to
 the Average * 2700 Bankers at the Platform * 12
 Months
= \$23M Incremental Revenue per Year

Cumulative Benefit = \$37M Incremental Revenue/Year

Calculating Digital Signage ROI

