Case Study: MCNC

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About MCNC "Connecting North Carolina's Future Today"

MCNC is a technology non-profit that builds, owns and operates a leading-edge broadband infrastructure for North Carolina's research, education, non-profit healthcare and other community institutions. Located in Research Triangle Park, North Carolina, MCNC has 85 employees.

MCNC has a large hardware-based environment with Cisco MCU 4520 and MSE 8000 and is loaded with TelePresence 8420, 8510 and 8710 blades, all supported with Cisco's Video Communication Server Control and Expressway, Telepresence content servers and TelePresence Management Suite. This video conferencing and recording environment supports point-to-point and multi-point video sessions (teleconferences and teleclasses) for remote teleworkers, instructors, healthcare professionals, conference rooms and students desktop/mobile devices throughout the State of North Carolina.

Primary Use Cases

MCNC primary video conferencing objective was to begin the migration from a legacy hardware-based platform to a server-based platform for future expandability. MCNC has seen its requirements for video conferencing rapidly increase, resulting in the imminent need to find a flexible, scalable solution to address this opportunity. MCNC wanted a solution that would meet its rapid growth while utilizing its existing video conferencing investments.

Additionally, MCNC wanted a solution that would offer:

1. WebRTC and desktop client features that would simplify user's Ad-hoc video call process.
2. A platform that would allow MCNC to brand the solution.
3. Improved video quality.

Buying Process

MCNC's procurement process included a comprehensive evaluation of CMS and several other leading industry solutions. The deciding factors were meeting MCNC's requirements that the final solution would ensure: flexibility and scalability using its existing, embedded video environment; the platform could be branded; and the WebRTC and CMA were seamless and easy-to-use. Pinnaca was selected based on its extensive design expertise, and its implementation and integration knowledge of the CMS platform. Another key component to selecting Pinnaca was its demonstrated ability to provide professional adoption and training services to introduce new features to MCNC's user communities.

KPI Success

MCNC's Key Performance Indicators currently being measured and that have shown early results include:

1. Higher utilization of existing video infrastructure.
2. Improved video conferencing quality.
3. Improved functionality for end users.
4. And, increase in desktop video participation via WebRTC and CMA desktop client.

An unexpected benefit was the continuation of standardizing with one manufacturer.

What is the Cisco Meeting Server:

Cisco Meeting Server brings together premises-based video, audio and web communication to meet the collaboration needs of the modern workplace. Cisco Meeting Server works with third-party infrastructures, and provides an enjoyable and intuitive user experience. The service also scales easily, and can be purchased using an all-in-one, user-based, multiparty licensing offer.