

**Transcript:** [Show 6 October 17, 2011](#)

Up next on ATE TV; getting down to business with Unified Communication System.

Demonstration engineers must constantly be prepared for product upgrades or new product introductions and be able to present technology solutions effectively to their customers. Technical and communication skills are critical while working with customers to build solutions for their businesses.

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And what we're going to get into right now -- .

One of the other components of the digital media is to automatically update.

Digital media solutions is Cisco cast and then some of our counterparts are just -- .

My name is Doug Cardozo I'm a demonstration engineer in the customer briefing center at Cisco Systems. My job is to be knowledgeable about a full range of our solutions ranging from digital media systems to unified communications, physical security, data center, pretty much Cisco's entire portfolio. On a daily basis I'm making sure that all of the equipment is working well, making sure that everything's fully integrated so all of our solutions can speak to one another, and I also work with customers on a daily basis. Sometimes the customers are meeting with me in person and sometimes I'm doing demonstrations for these customers virtually through our telepresence solutions.

Today I'm working with a bank showing them our different digital signage solutions and particularly how that can be leveraged within their business. Everybody knows Cisco as a routing and switching company and we're also pretty well-known for our IP telephony solutions, but what people don't know is that we also have our hands in the digital media market so digital signage solutions. We also have physical security solutions so IP video surveillance.

As soon as a new technology's introduced within the company it typically finds its' way into my demonstration facility and I get my hands on it. I am a big gadget person and I do like that I get to play with all the gadgets before everyone else gets access to them.

Some of what I do does come second nature to me but a lot of it is powered by my passion for technology, so my passion encourages me to keep learning new things and that makes learning everything a lot easier.



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