



Cisco Solution Support for Cisco Vision Dynamic Signage Director

Service Definition

December 2016

Contents

About This Document	3
Cisco Solution Support for Dynamic Signage Director Overview	4
Cisco Solution Support for Dynamic Signage Director Areas of Expertise	5
Cisco Solution Support for Dynamic Signage Director Areas of Exclusions	6
Customer Requirements	6
Cisco and Solution Partner Product Coverage	7
Core Products	8
Cisco Accountable Products	8
Solution Partner Accountable Products	8
Processes for Resolving Solution-Level Issues	9
Opening a Cisco Solution Support Case for Cisco or Solution Partner Products	9
Working with Cisco Solution Support Engineers	10
Appendix A: Cisco and Solution Partner Products and Coverage Levels	11
Appendix B: Coverage Limitations	12

About This Document

Read this document to learn about Cisco® Solution Support for Vision Dynamic Signage Director™. Aspects of the service described in this document include:

- Cisco Vision Dynamic Signage Director® solution overview
- Expertise of the Cisco Solution Support engineer
- Requirements
- Tiers of coverage
- Covered Cisco and solution partner products

Cisco Solution Support for Dynamic Signage Director Overview

The Cisco Vision Dynamic Signage Director solution (previously called Cisco StadiumVision) is a proven, end-to-end, high-definition IPTV solution that provides advanced digital content management and delivery that can transform the look and feel of venues. Built on the Cisco Connected Stadium solution and centrally managed through Cisco Vision Dynamic Signage Director management and operations software, the Cisco Vision Dynamic Signage Director solution enables the integration and automated delivery of customized and dynamic content from multiple sources to different areas of the stadium in high-definition quality.

The Cisco Vision Dynamic Signage Director solution is purpose-built for sports and entertainment venues that have extensive video systems deployed throughout. It is designed to enhance the fan experience and to provide the venue with additional revenue streams through targeted advertising with customizable content. In addition, it uses video systems in restaurants, clubs, and luxury suites to allow fans to view both in-house programming and external network channels.

Cisco Solution Support for Dynamic Signage Director supports this dynamic technology by providing solution expertise and accountability for centralized issue management and resolution among Cisco and solution partner products in your Cisco Vision Dynamic Signage Director solution. Whether you think you know where your problem lies or you only suspect there is an issue, simply call Cisco. Our solution-focused engineers look at your environment holistically to isolate and manage your issue to resolution, regardless of where the issue resides. We coordinate Cisco and solution partner support teams, helping make sure interoperability is maintained within your Cisco Vision Dynamic Signage Director environment.

Benefits of Cisco Solution Support for Dynamic Signage Director are:

- **Innovate with confidence:** Take the leap to new solutions to accelerate your business. Our expert Cisco engineers are here to support your IT team, especially as it relates to solutions based on new technologies.
- **Focus on your business, not managing complex issues:** Focus on daily business operations and serving your own customers while we take care of unexpected issues that need immediate attention and resolution.
- **Resolve complex solution-level issues more quickly:** Experience increased reliability and performance of your solution as we fast track issue resolution through deep architecture experience and established processes for managing solution partners.

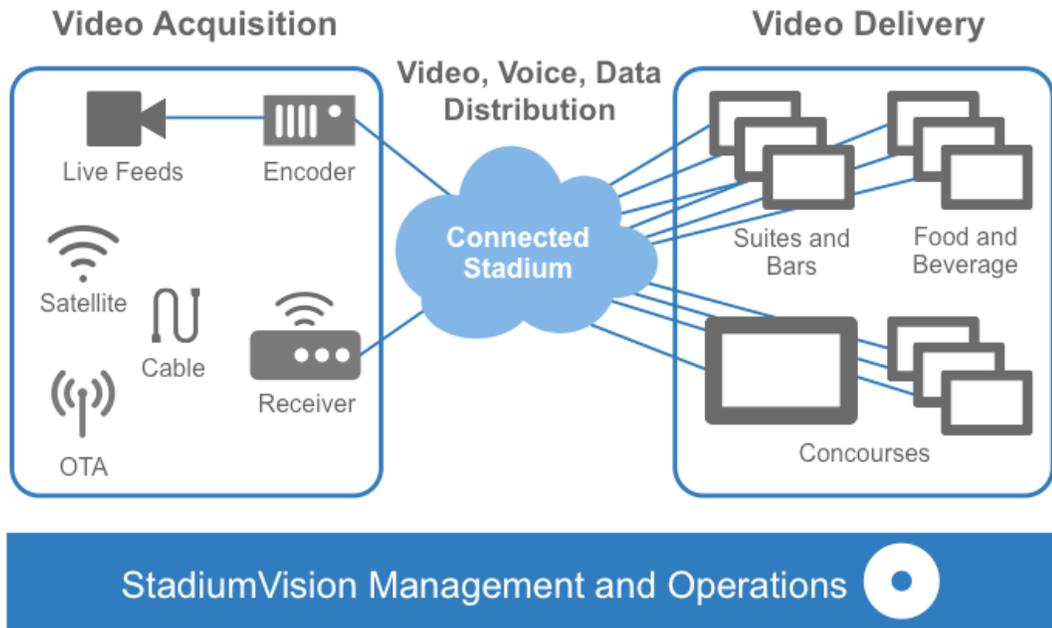
Features include:

- A primary Cisco contact initiates issue resolution and eliminates your need to self-diagnose complex issues.
- Solution partner coordination by Cisco eliminates your need to broker support conversations.
- End-to-end case management by Cisco provides continuity of service from first call to resolution.

- Deep Cisco experience across solution technologies often resulting in immediate issue resolution.
- Cisco interoperability expertise holistically fixes problems without creating new ones.
- Allows you to open a case even if you only suspect there's an issue, saving time and resources.
- One service combining Cisco hardware or software and solution-level support for comprehensive care.
- Purchase and renew this service for Cisco products in your Cisco Vision Dynamic Signage Director solution, and they remain covered if deployed in our other eligible solutions.

Cisco Solution Support for Dynamic Signage Director Areas of Expertise

The Cisco Vision Dynamic Signage Director reference architecture (Figure 1) defines the primary architecture that has been tested and validated by Cisco. These designs are valuable references, and the Cisco Solution Support engineers are experts on this architecture. They combine that expertise with service experience to provide fast and accurate problem resolution.



Specifically, Cisco Solution Support engineers are experts in the four major components of the Cisco Vision Dynamic Signage Director solution. They have received extensive training in the operations of these components, both in how to troubleshoot issues with the technology itself and interoperability issues other technologies with which it usually interacts:

- Video acquisition (or video headend)
- Converged voice, video, and high-speed IP data network
- Video delivery (streaming and positioned content)
- Centralized management and operations

To determine if a particular Cisco or solution partner product is covered by Cisco Solution Support for Dynamic Signage Director, see Appendix A, “Cisco and Solution Partner Products and Coverage Levels.”

Cisco Solution Support for Dynamic Signage Director Exclusions

Cisco Connected Stadium Wi-Fi and Cisco Vision Dynamic Signage Director Mobile solutions are not covered by Cisco Solution Support for Dynamic Signage Director.

And although Cisco Solution Support provides coverage for all other instances of Cisco Vision Dynamic Signage Director other than the two solutions noted earlier, Cisco is not responsible for return merchandise authorizations (RMAs) for solution partner products noted as Cisco accountable or solution partner accountable in Appendix A, “Cisco and Solution Partner Products and Coverage Levels.”

Cisco Solution Support for Dynamic Signage Director does not cover Cisco products in your Cisco Vision Dynamic Signage Director solution for which you have only purchased Cisco product support (for example, Cisco Smart Net Total Care). In these instances, Cisco products will receive support as defined by the Cisco product support contract you have purchased.

Customer Requirements

Cisco Solution Support is the required technical support service for the Cisco Vision Dynamic Signage Director solution. In addition, the following requirements must be met in order to receive support through Cisco Solution Support:

- **Fully Operational Environment:** Cisco Solution Support for Dynamic Signage Director is a day-2 support service. There are no features or deliverables associated with planning and/or building your Cisco Vision Dynamic Signage Director environment. We assume that your Vision Dynamic Signage Director environment is up and running with major functions in operation. If you need help planning and/or building your Vision

Dynamic Signage Director environment, contact an authorized Cisco representative to learn about additional professional services.

- **Cisco Solution Support Contracts:** All Cisco products listed in Appendix A, “Cisco and Solution Partner Products and Coverage Levels,” when used in your deployment of the solution must be covered by Cisco Solution Support for Dynamic Signage Director in order to receive the solution-level support as described in this service definition. Purchasing Cisco Solution Support for only some, but not all, products in Appendix A will not provide complete entitlement for this service.
- **Product Support Contracts:** Product support is required for all components in your Cisco Vision Dynamic Signage Director solution.
 - Cisco components in your Cisco Vision Dynamic Signage Director solution are automatically covered by Cisco product support when you purchase Cisco Solution Support, because this service is inclusive of the required Cisco hardware or software support for those products. For example, when attaching Cisco Solution Support for Dynamic Signage Director to Cisco Vision Dynamic Signage Director, it is covered at your chosen service level by Cisco Software Application Support with Upgrades.
 - Solution partner components in your Cisco Vision Dynamic Signage Director solution must be covered by their product support with a service equivalent to Cisco Smart Net Total Care Service or Cisco Software Support Services (Cisco Software Application Support, Software Application Support with Upgrades, or Software Support Service). Solution partner product support contracts are necessary for:
 - Solution partners to provide expertise and directly resolve issues with their products
 - Access to solution partner return merchandise authorizations (RMAs), software updates and upgrades, knowledge base, and so on
 - Cisco Solution Support engineers to coordinate issue resolution with solution partner support teams

Note: The following services are not acceptable as required product support for Cisco or solution partner products:

- Warranty services such as Cisco Warranty, Cisco Warranty Plus, Cisco Smart Net Total Care for Cisco UCS® Hardware Only, or any similar services from solution partners
- Community support programs
- Support contracts with a third party delivering their own branded support

Cisco and Solution Partner Product Coverage

The following section describes how individual products are covered within Cisco Solution Support for Dynamic Signage Director. Product coverage is provided in three tiers:

- Cisco products fall under the “Core products” tier.
- Solution partner products fall under the “Cisco accountable” or “solution partner accountable” tiers.

Core Products

Core products are defined as: 1) manufactured by Cisco or a Cisco original equipment manufacturer (OEM); and 2) eligible for coverage by a Cisco product support contract.

Cisco is accountable (i.e., we make sure support is provided) and responsible (i.e., we deliver support) for providing support to resolve issues with core products according to the product service levels chosen in your Cisco Solution Support contract.

Cisco Accountable Products

Cisco accountable products are defined as: 1) solution partner products; and 2) may be listed in Cisco Validated Designs or reference architectures for Cisco Vision Dynamic Signage Director.

Cisco is accountable for resolving issues with these solution partner products based on the product support contract you have with them. We are able to offer support accountability for these products because we have established a direct support relationship with these solution partners. We have working relationships with their engineer and support teams; access to solution partner product training; and solution partner products represented in Cisco support labs.

Solution partner support teams are responsible for providing support to resolve issues with their products according to your product support contract with them.

Solution Partner Accountable Products

Solution Partner Accountable products are defined as: 1) solution partner products; and 2) may be listed in the [Cisco Marketplace](#) and are often tested and certified by the solution technology partner for use in the Cisco Vision Dynamic Signage Director solution; OR 3) solution partner products where we've seen significant customer deployments in the Cisco Vision Dynamic Signage Director solution.

Cisco takes your first call for solution issues with these solution partner products and coordinates issue resolution.

The solution partner support team is both accountable and responsible for providing support to resolve issues for these products according to your product support contract with them.

For more details about solution and product coverage, see Appendix A, "Cisco and Solution Partner Product Coverage Levels."

Processes for Resolving Solution-Level Issues

This section describes how to open support cases and how Cisco Solution Support engineers work with you and solution partners (Figure 1).

Figure 1 Cisco Solution Support Engagement Model



Opening a Cisco Solution Support Case for Cisco or Solution Partner Products

You or your Cisco brand resale partner opens a case using your Cisco Solution Support contract entitlement by calling the Cisco 800 number (for severity 1 and 2 cases) or through the [Cisco TAC online case tool](#) (for severity 3 or 4 cases) and provides the following information:

The severity level of your service request

- Cisco product serial number (for the product you think is involved in the issue or interacting with a solution partner product in the issue)
- The name of your eligible Cisco solution
- Description of the problem you are experiencing and symptoms (business effects, technology, and so on)

You will then be routed to the appropriate Cisco Solution Support engineer team. For complete details, review ["Opening a Cisco Solution Support Service Request"](#) on Cisco.com.

Note:

- In some situations, you might not know what product is causing the issue or if there actually is an issue. You can still open a Cisco Solution Support case indicating any product entitled to Cisco Solution Support. Your engineer will work with you to determine if there is an issue and if so, will initiate the issue resolution process.
- At any time and for any reason, you can open a support case directly with a solution partner. If it is then determined that Cisco Solution Support is a better way to address the issue, open a Cisco

Solution Support case on the Cisco product that is interacting with the solution partner product, and we will step in to begin coordinating your case.

Working with Cisco Solution Support Engineers

Standard Work Flow

After you have opened a Cisco Solution Support case as described in the prior section, the Cisco Solution Support engineer:

- Coordinates support by working with you or, if applicable, your Cisco brand service resale partner.
- Resolves any issues that can be resolved based on their knowledge of the Cisco Vision Dynamic Signage Director through configuration best practices, reference architectures, or other expertise, experience, and/or internal information.

If the Cisco Solution Support engineer cannot directly resolve the solution issue, the engineer isolates the issue to a product or products and:

- Works with you to open a secondary case using your product support contract entitlement from Cisco and/or the solution partner.
- Coordinates issue resolution with Cisco and/or solution partner support team(s), providing information on what led to the request for the secondary case, as well as expert guidance on Cisco Vision Dynamic Signage Director.

Note: If a solution partner support team cannot resolve the issue and is a member of the Cisco DevNet program, the solution partner may open a service request with the Cisco Developer Support Service for help in isolating and resolving the issue.

Alternate Work Flow

The alternate work flow applies when you first open a product support case directly with a solution partner support team, then determine that the issue involves multiple products and requires Cisco Solution Support.

After you have opened a Cisco Solution Support case as described in the prior section:

- Notify the Cisco Solution Support engineer that you are requesting solution-level support for a product support case previously opened with a solution partner.
- The Cisco Solution Support engineer works with you to become familiar with your case and manages issue resolution from that point forward.

In both the standard and alternate work flows, your case remains open and active until you approve it for closure by Cisco.

Appendix A: Cisco and Solution Partner Products and Coverage Levels

Table 1 shows coverage of products eligible under Cisco Solution Support for Dynamic Signage Director. Use the following definitions to interpret the “coverage” column code:

- **C (Core products):** Cisco products covered by the service with Cisco accountable and responsible for product issue resolution.
- **A (Cisco accountable products):** Solution partner products covered by the service with Cisco accountable and solution partners responsible for product issue resolution.
- **P (Solution partner accountable):** Solution partner products covered by the service with Cisco coordinating issue resolution and solution partners accountable and responsible for product issue resolution.

Table 1 Cisco and Solution Partner Products and Coverage Levels

Company	Product or Product Family	Coverage	Product Area	Notes
BrightSign	SV-4K and SV-2K Media Player	A	Digital signage media players	
Cisco	Vision Dynamic Signage Director Director	C	Software application and licenses	
Cisco	Vision Dynamic Signage Director Digital Media Player (DMP) Licenses	C	Software application and licenses	
Cisco	DMP 4310	C	Video endpoint	
Cisco	Connected Stadium	C	Network switches, IP multicast	
Cisco	Video Headend	C	Television broadcast encoders and transmission equipment	
Cisco	Cisco Unified Computing System	C	Servers	
Cisco	Cisco D9096 Vision Dynamic Signage Director Encoder	C	Video headend	
Fujitsu	Fujitsu IP 9610	P	Video headend	Fujitsu encoders are reference sold only for Japan. For the rest of the world, Cisco D9094 In-House Encoders are used.
VMware	ESX Hypervisor	A	Cisco UCS	

Appendix B: Coverage Limitations

This document defines Cisco Solution Support for Dynamic Signage Director. The products covered by this service are listed in Appendix A. However, there are instances where specific product capabilities implemented by you are not covered by Cisco Solution Support for Dynamic Signage Director. Base functionality of the listed products in Appendix A is covered by Cisco Solution Support for Dynamic Signage Director. However, unless specifically listed, it should not be assumed that all licensed technologies related to listed products are covered by this service.



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

 Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)