

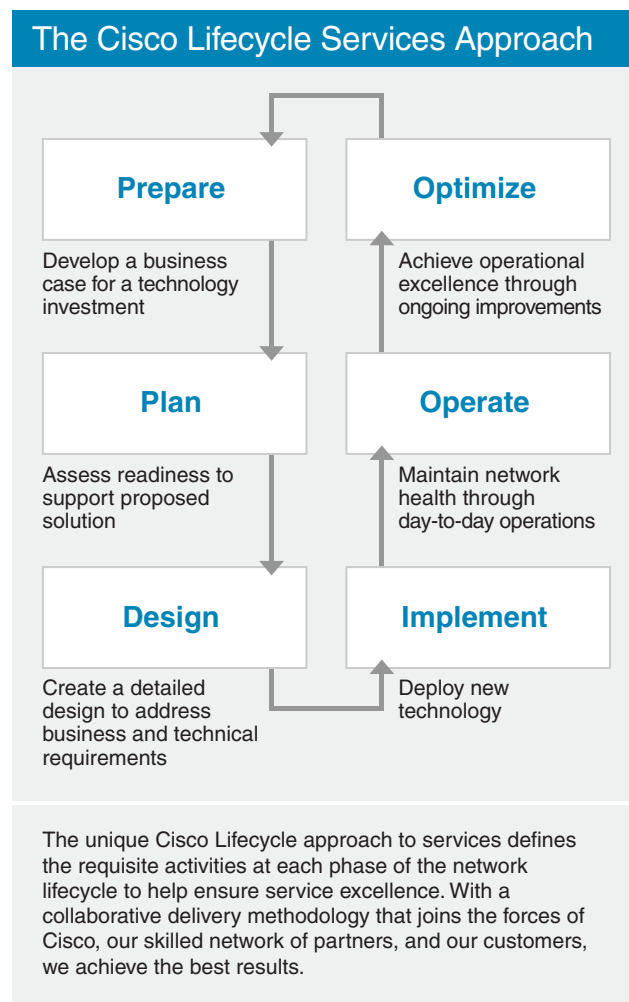


CHAPTER 14

Cisco Services for Cisco TelePresence

Cisco® and its partners provide comprehensive services throughout the planning, design, implementation, and ongoing operation of Cisco TelePresence, helping organizations realize the full potential of the solution.

Figure 14-1 The Cisco Lifecycle Services Approach



Challenge

To compete in today's global business environment, enterprises must be able to effectively communicate, collaborate, and respond rapidly to change—across all geographic boundaries. Cisco TelePresence offers a new technology platform that creates “in-person” experiences between people, places, and events over the IP network. Employees can connect easily and instantly with coworkers, customers, and partners anywhere in the world without leaving the office—speeding decision making, improving business continuity in the event of disasters or disruptions, and providing a distinct competitive edge. However, to gain the full advantages of this solution, organizations need to make sure that Cisco TelePresence is properly deployed and that the critical elements of the solution are functioning optimally at all times.

Solution

Cisco Services for TelePresence provide comprehensive service offerings to help enterprises prepare, plan, and design their networks for the successful implementation of Cisco TelePresence and maintain essential ongoing maintenance and support. These services play an essential role in the successful deployment and ongoing operation of Cisco TelePresence technology by protecting enterprises' Cisco TelePresence investment and helping them achieve the full benefits of the solution. Ultimately, Cisco Services for TelePresence let enterprises focus on business transformation—not the technology.

Cisco Services for TelePresence encompass four service offerings:

- Cisco TelePresence Planning, Design, and Implementation Service
- Cisco TelePresence Essential Operate Service
- Cisco TelePresence Select Operate Service
- Cisco TelePresence Remote Assistance Service

Together, these offerings provide a comprehensive suite of services designed specifically for Cisco TelePresence solutions, based on the Cisco Lifecycle Services framework. The services are available from Cisco or through a set of Cisco Advanced Technology Provider (ATP) partners with deep experience in networking and Cisco Unified Communications and special training in virtual presence technology. These partners draw on proven methodologies to accelerate the business benefits of Cisco TelePresence technology, and focus on the solution 24x7 so that enterprise IT departments can focus on the business.

The Cisco TelePresence Planning, Design, and Implementation Service

Cisco TelePresence technology has a profound effect on an organization's ability to communicate, cooperate, and respond to unforeseen business issues. However, to provide the consistent, high-quality experience enterprise users expect, the organization's network, physical meeting sites, and the Cisco TelePresence solution itself must be optimally designed and implemented. Without careful consideration of an enterprise's specific business and technical requirements, IT and end-user experience, and the effects of Cisco TelePresence on the overall network, organizations might not realize the full potential of the solution.

The Cisco TelePresence Planning, Design, and Implementation Service provides comprehensive support throughout the planning and deployment of a Cisco TelePresence solution, helping organizations quickly realize the benefits of this new real-time, immersive technology. The service helps enterprises achieve their business objectives by assessing the existing network and physical environments, developing an implementation-ready design based on the organization's unique requirements, and working with internal IT staff throughout the implementation and testing of the solution as well as through end-user

training. The service is delivered by expert Cisco or Cisco ATP partner engineers with deep backgrounds in Cisco Unified Communications and a detailed understanding of all components of the Cisco TelePresence solution, including hardware, software, and application configuration. Cisco and its ATP partners draw on the proven Cisco Lifecycle Services methodology, as well as industry-leading Cisco intellectual property and networking expertise to align Cisco TelePresence service and support activities with the enterprise's business and technology requirements throughout the network lifecycle. As a result, enterprises can deploy Cisco TelePresence on their existing network (instead of building an overlay network), help ensure smooth integration and interoperability with other Cisco Unified Communications solutions, and gain maximum advantage from their converged infrastructure investment.

The Cisco TelePresence Planning, Design, and Implementation Service consists of the following service components:

- Cisco TelePresence Prequalification
- Cisco TelePresence Project Management
- Cisco TelePresence Requirements Validation
- Cisco TelePresence Site Survey
- Cisco TelePresence Path Qualification
- Cisco TelePresence Detailed Design Development
- Cisco TelePresence Implementation Plan
- Cisco TelePresence System Acceptance Testing
- Cisco TelePresence End-User Training

In the initial prepare phase of a Cisco TelePresence deployment, Cisco or Cisco partner engineers use the Cisco TelePresence Prequalification Checklist to qualify an enterprise's network and physical meeting locations and verify that they can support the solution. When an enterprise is ready to begin the plan phase of the deployment, Cisco or the Cisco partner delivers a comprehensive Project Management Plan for the implementation and provides a single point of contact for all issues relating to the service. The project team then performs a detailed Requirements Validation to assess the customer's business and technical requirements for the solution and verify that the Cisco TelePresence deployment will meet expectations. This analysis is followed by an exhaustive Site Survey to certify that Cisco TelePresence can operate effectively in the environment. The team then performs Cisco TelePresence Path Qualification—an in-depth examination of the customer network and the links between sites to identify the optimal network path for the solution.

In the design phase of the implementation, the project team develops an implementation-ready Detailed Design for the Cisco TelePresence solution. Then, in the implementation phase, the team develops a comprehensive network implementation plan for each element of the solution, including audiovisual and environmental standards, and deploys the solution. After deployment, the team performs a System Acceptance Testing process, including the creation and implementation of customer-specific test cases for all sites to determine the readiness of the Cisco TelePresence solution for live production. Finally, the project team performs End-User Training, including the development of customized training materials and hands-on education to make sure that system administrators, support staff, and end users all can make full use of Cisco TelePresence technology.

The Cisco TelePresence Essential Operate Service

Even when Cisco TelePresence is expertly deployed, enterprises still need ongoing support and maintenance to safeguard all of the essential components of the solution. However, given the nature of the solution and its many components (hardware and software; voice, video, and data; and room environmental attributes), enterprises need dedicated, system-level support and maintenance to protect their Cisco TelePresence investments.

The Cisco TelePresence Essential Operate Service helps enterprises realize the cost savings and productivity gains that the Cisco TelePresence solution makes possible by delivering a reliable, high-quality meeting experience. Organizations gain 24-hour, 365-day-a-year access to a comprehensive support environment that addresses all aspects of Cisco TelePresence technology—voice and video, software and hardware—with a single, integrated service.

Enterprises gain global, full-time access to highly trained engineers who have a deep understanding of Cisco Unified Communications products and technologies and who specialize in complex IP communications environments. This system-level technical support—whether provided by Cisco or by Cisco certified ATP partners—can help enterprises quickly and cost-effectively resolve issues with any aspect of the Cisco TelePresence solution. If a problem arises with the technology, enterprise IT administrators don't have to determine if the problem lies in the voice, video, or IP aspects of the solution. Instead, this consolidated support model means that one telephone call—or one push of a button on a Cisco Unity® IP Phone—connects administrators with a highly trained technical engineer with deep experience with complex IP communications network issues. These engineers can quickly identify an issue and, if necessary, facilitate collaboration across multiple Unified Communications technology experts to accelerate the resolution of any Cisco TelePresence problem.

Enterprises also gain fast access to replacement parts. The Cisco TelePresence Essential Operate Service includes two Advanced Hardware Replacement options with onsite installation, providing enterprises with parts delivery and replacement by the next business day or within four hours on the same business day, depending on the needs of the organization. The service also includes ongoing operating system and application software updates, strengthening the reliability, functionality, and stability of Cisco TelePresence application software.

In addition, enterprises gain registered access to an array of powerful, industry-leading online support and information systems. These include interactive consulting tools, a comprehensive database, and knowledge transfer resources available through Cisco.com. This robust set of Cisco technical tools and product information increases the self-sufficiency and Unified Communications expertise of internal IT staff, improving productivity while protecting the Cisco TelePresence investment.

The Cisco TelePresence Select Operate Service

While sound planning and ongoing support help enterprises quickly benefit from Cisco TelePresence technology, many organizations do not have the in-house Cisco TelePresence expertise to optimally monitor and manage the solution on a day-to-day basis. Developing that expertise can represent a significant investment in time, people, and resources that can impede the operational efficiency of in-house IT staff.

The Cisco TelePresence Select Operate Service provides 24x7 proactive remote monitoring and management support for the solution to give enterprises greater peace of mind and allow internal IT administrators to focus on core business requirements, instead of Cisco TelePresence. The service combines all of the components of the Cisco TelePresence Essential Operate Service with world-class remote management services from Cisco Remote Operations Services (ROS), including a redundant remote network operations center (NOC) infrastructure that monitors the solution at all times and provides a single point of contact for rapid service restoration. Cisco engineers with in-depth expertise

managing converged infrastructures provide ongoing proactive management, monitoring, reporting, and issue diagnosis and remediation to proactively solve real-time incidents. As a result, enterprises can reduce the operational costs of supporting the solution with in-house resources and help ensure that Cisco TelePresence technology is available, secure, and supporting business goals.

The Cisco TelePresence Remote Assistance Service

Proper planning, expert ongoing support, and real-time remote management can all accelerate the benefits of Cisco TelePresence and give enterprises greater peace of mind using the solution. But what can organizations do to help ensure that virtual presence sessions will always run smoothly? For example, what if the person leading the session schedules an important conference incorrectly or needs to make a change at the last minute and can't remember how?

Enterprises purchasing the Cisco TelePresence Select Operate Service have the option of adding real-time administrative support during Cisco TelePresence sessions with the Cisco TelePresence Remote Assistance Service. By simply pressing the Concierge button on a Cisco Unity IP phone, users in any managed Cisco TelePresence conference room can connect with a Remote Assistance representative day or night, 365 days a year. The service provides remote assistance with scheduling and call setup, answers questions about how to use the solution, and can serve as a single point of contact for any issues requiring engineering support. As a result, users can quickly find answers and resolve unexpected issues, and help ensure a smoother, more effective Cisco TelePresence experience.

Benefits

Cisco Services for TelePresence provide a comprehensive set of activities that are essential to the successful deployment and optimal ongoing operation of Cisco TelePresence technology. The Cisco TelePresence Planning, Design, and Implementation Service protects organizations against downtime caused by improper solution design, helps enterprises avoid costly deployment delays, and helps ensure that the solution fully meets expectations. The Cisco TelePresence Essential Operate Service protects against downtime caused by hardware and software issues and provides critical assistance and expertise to keep innovative Cisco Unified Communications networks running smoothly. Cisco TelePresence Select Operate Service and Remote Assistance Service provide experts that focus on Cisco TelePresence 24x7 so that users and in-house IT administrators can focus on their business. Together, these services deliver a consistent, high-quality Cisco TelePresence experience and allow organizations to focus on transforming their business - not supporting technology.

Cisco Services for TelePresence help organizations:

- Accelerate the business benefits of Cisco TelePresence by accurately assessing the effects of the solution on the network and on physical locations, and addressing potential issues before they arise
- Protect against downtime caused by improper solution design or hardware and software issues
- Decrease deployment times and avoid costly deployment delays, minimizing the risk associated with adopting advanced technologies
- Realize greater peace of mind through proactive remote monitoring and comprehensive operational support and management of all elements of the Cisco TelePresence solution, delivered through a single, dedicated support environment
- Transform business and technical requirements into a detailed design that can be implemented efficiently and effectively and can provide a Cisco TelePresence solution that meets expectations

- Improve the performance and availability of the Cisco TelePresence solution to better meet business requirements and provide a robust foundation for supporting innovative communications applications and intra-company collaboration

Why Cisco Services

Cisco Services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.

For More Information

For more information about the Cisco Services for TelePresence or other Cisco services, visit www.cisco.com/go/telepresenceservices or contact your Cisco service account manager.