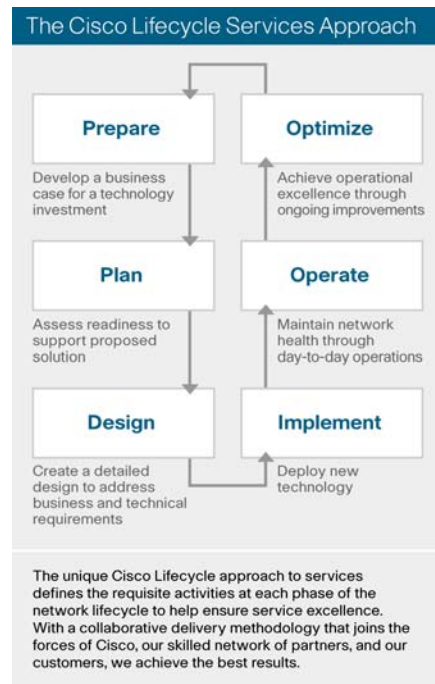


# Cisco Application and Content Networking System Optimization Service

Experience a Consistently High Level of Video Application Performance Across Your Wide Area Network



## Service Overview

Modifying your Cisco® Application and Content Networking System (ACNS) Software is an ongoing process as you support large-scale corporate communications and add applications such as on-demand training and digital signage. Without sufficient expertise in optimizing WAN and LAN for streaming video applications and configuring Cisco devices such as the routers that host Cisco ACNS, you risk extending your deployment time and compromising the performance of your video delivery applications. The Cisco ACNS Optimization Service helps you maintain the quality of your video distribution network as you make ongoing modifications to your Cisco ACNS implementation. With the help of Cisco Advanced Services engineers, you can proactively optimize your network parameters so users at local and remote sites can effectively share content. The service includes support for your streaming automation, digital media

content repositioning and on-demand caching, and the Cisco ACNS content management infrastructure.

Cisco ACNS is a powerful multimedia delivery solution that greatly reduces redundant data traffic traversing a WAN from the data center to branch offices over satellite and terrestrial networks. It combines the technologies of transparent on-demand caching, scheduled repositioning, and live audio and video broadcasting to minimize the effects of streaming media-based applications such as corporate communications, digital signage, and e-learning over a WAN. Cisco ACNS provides a consolidated network and application infrastructure that is centrally managed and lets you use protected data without compromising performance.

Cisco ACNS Software is available on a range of hardware platforms, including the Cisco Wide Area Application Engine (WAE) Appliances and Cisco Content Engine Network Modules for the Cisco 2800 and 3800 Series Integrated Services Routers, Cisco 2600 and 3600 Series Multiservice Platforms, and Cisco 3700 Series Multiservice Access Routers. The Cisco ACNS Content Distribution Manager (CDM) provides a flexible management system for efficient operation, automation, and central policy management of the media and content delivery network.

The Cisco ACNS Optimization Service is provided by Cisco consulting engineers with extensive experience in data center networking, application integration, and optimization technologies. Their product and technology expertise is constantly enhanced by hands-on experience and broad exposure to security and application services such as load balancing and deep packet inspection. With the help of specialized tools, regular quarterly site visits, weekly status conference calls, and continuous communication, our data center networking experts build an in-depth knowledge of your application performance requirements and business objectives. This knowledge helps ensure that your Cisco ACNS deployment continues to address your business requirements for video delivery and fits within your overall data center strategy.

Cisco and our partners deploy and operate networks using a lifecycle of prepare, plan, design, implement, operate, and optimize phases that align business and technical requirements. The lifecycle approach helps companies to accelerate their success with advanced technologies while increasing the return on a network investment.

### **Ongoing Optimization Services for Cisco ACNS Deployments**

The Cisco ACNS Optimization Service can help you continuously improve your ACNS infrastructure and achieve operational excellence. You receive ongoing support to help you get the most out of your Cisco ACNS investment. You can select the combination of activities and deliverables that best fits your needs. The Cisco ACNS Optimization Service includes the following three components:

- Network assessment
- Network support
- Network learning

#### **Network Assessment**

Each year, Cisco engineers review and analyze your existing Cisco ACNS architecture using our deep subject matter expertise and the application of leading practices to Cisco ACNS design principles. We assess the ability of your current environment to support planned changes and identify gaps in the adoption of Cisco ACNS technology through an assessment of your current design and your future goals. This assessment determines the ability of your infrastructure to securely deliver and manage streaming media applications such as Digital Media System (DMS) for desktop video and digital signage solutions.

#### **Network Support**

Our engineers provide ongoing ACNS support that might include design support, software support, performance engineering and optimization support, and change support. This network support helps you minimize disruption to your existing infrastructure by identifying potential risks, helping you plan changes, and using leading practices to accelerate deployment.

#### **Design Support**

Cisco engineers provide design support by reviewing your current Cisco ACNS design and your new designs for integrating additional sites or additional ACNS software options. These reviews help ensure that your Cisco ACNS designs are complete and that they address all critical elements required for your technical requirements and business goals. They also help ensure that the content delivery environment adheres to the video streaming performance requirements and network constraints. For instance, we can recommend solutions for the best transparent implementation methods for Cisco ACNS with minimum network effects. Our design support

identifies potential risks to help minimize disruption to the existing infrastructure during deployment of design changes.

#### Software Management Strategy

Cisco works with you to evaluate the capabilities of your current software to meet your future feature and functionality requirements. We help you resolve software compatibility issues faster by providing access to experts with an extensive knowledge of software for Cisco WAE Appliances and Cisco Content Engine Network Modules. We provide proactive management and support for planned software changes, version control, and bug management support to help preempt potential problems. To help ensure the effectiveness and thoroughness of testing, we review your test plans based on issues and recommendations identified earlier.

#### Performance Engineering and Optimization

Cisco engineers analyze performance data and configurations from network devices and tune the video delivery environment for live and video streaming to adhere to network constraints. This allows you to take advantage of the wealth of Cisco expertise gained as a result of similar deployments. We help provide insights to help you achieve your desired metrics and define policies covering business, content management, network and application support, and security.

#### Change Support

Cisco engineers provide ongoing support for planned and unplanned ACNS network changes as needed. We provide onsite or remote support for planned hardware and software changes, help to verify that the planned changes meet your technical objectives and do not adversely affect the operational environment, and provide technical support during unplanned network changes to provide consistency and optimization.

### Network Learning

This service provides anytime access to our industry-leading expertise and intellectual property, including information related to Cisco ACNS products and software features pertaining to your environment. We can help train your operations staff on leading practices for deploying and integrating ACNS solutions.

### Cisco ACNS Optimization Service Summary

The Cisco ACNS Optimization Service activities, deliverables, and benefits are summarized in Table 1.

**Table 1.** Cisco ACNS Optimization Service Activities, Deliverables, and Benefits

Activities and Deliverables	Benefits
<b>Network Assessment</b> <ul style="list-style-type: none"> <li>Assess ACNS infrastructure annually</li> </ul>	Improve planning by providing a current state assessment of your ACNS network
<b>Network Support: Design Support</b> <ul style="list-style-type: none"> <li>Conduct design review</li> <li>Provide ongoing design support</li> </ul>	Help minimize potential risks as a result of adding sites or software options
<b>Network Support: Software Management Strategy</b> <ul style="list-style-type: none"> <li>Establish and review an ACNS software management strategy</li> <li>Review test plan</li> <li>Provide ongoing software support</li> <li>Deliver periodic critical bug reports</li> </ul>	Proactively make changes to your software levels to help avoid potential problems

Activities and Deliverables	Benefits
<b>Network Support: Performance Engineering and Optimization</b> <ul style="list-style-type: none"> <li>• Engineer performance and optimize ACNS software</li> <li>• Review your test plans for planned changes to help ensure validity</li> <li>• Deliver configuration best practices report</li> <li>• Create network improvement plan</li> </ul>	Consistently meet your business and operational requirements for your ACNS solution
<b>Network Support: Change Support</b> <ul style="list-style-type: none"> <li>• Provide report verifying the validity of planned changes</li> <li>• Provide access to experts to help resolve unscheduled changes</li> </ul>	Accelerate deployment of changes to your ACNS network and help minimize disruption to your video distribution network
<b>Network Learning</b> <ul style="list-style-type: none"> <li>• Conduct knowledge transfer sessions that can include Informal educational sessions and chalk talks</li> </ul>	Help your IT staff achieve operational excellence regarding your ACNS network

## Benefits

The Cisco ACNS Optimization Service can help you maintain the quality of your video distribution network as you scale your investment in streaming video applications. The service provides access to information and expertise that help you control planned changes and manage unplanned events as you modify your Cisco ACNS implementation.

The Cisco ACNS Optimization Service helps you to:

- Tune your Cisco ACNS solution for optimal performance in response to changes in your dynamic environment, so you can benefit from your Cisco ACNS investment
- Maintain consistent performance of your Cisco ACNS solution through network changes
- Understand the performance data and tuning parameters needed to achieve the desired metrics
- Define different policies covering business, content management, network and application support, and security
- Expand your knowledge of Cisco ACNS through access to Cisco experts and resources
- Implement changes to your Cisco ACNS solution that are a part of your global data center strategy and implementation

## 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.

## Availability and Ordering Information

The Cisco ACNS Optimization Service is available on an annual subscription basis and can be purchased as a standalone service or as a complement to other Cisco Data Center Optimization Services and the Cisco Foundation Technology Optimize Service Bundle (NOS). The Cisco ACNS Optimization Service is widely available. Contact your local service account manager about availability in your area.

## For More Information

For more information about the Cisco ACNS Optimization Service and other services available for ACNS and other application networking services, contact your local Cisco account manager or visit [www.cisco.com/en/US/products/ps6894/serv\\_group\\_home.html](http://www.cisco.com/en/US/products/ps6894/serv_group_home.html).

Cisco is committed to providing support to customers during the entire deployment lifecycle and offers transactional services to help during the prepare, plan, design, and implementation phases of Cisco data center deployments. For more information about other data center services available, visit [www.cisco.com/go/dcservices](http://www.cisco.com/go/dcservices).

**Cisco Services.**  
**Making Networks Work.**  
**Better Together.**



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