

Cisco Services for Cisco Digital Media Suite

Accelerate business transformation and realize the full value of your Digital Media Suite investment.

Challenge

The Cisco® Digital Media Suite integrates video into everyday business life, so you can enrich user experiences with real-time, relevant, and compelling digital media content. This comprehensive, integrated solution can help you create, manage, and deliver high-quality rich media to support marketing and sales, education and training, and communication and collaboration.

From planning through implementation, you want to be sure that your media solution is designed to meet your specific business requirements and works smoothly with your existing network and business applications. You also want to be able to take advantage of the flexibility of your Cisco Digital Media Suite to meet future needs. To design and implement a solution that meets all of these goals requires a combination of deep experience with network design and IP-based rich media management and publishing.

The Cisco Services for Digital Media Suite can help you realize the full value of your digital media solution and help transform your business through the rich media experience.

Solution

The Cisco Services for Digital Media Suite provides a comprehensive service offering to help you prepare, plan, and design all of the Digital Media Suite components, as well as provide the level of maintenance and support you might need. The Cisco Services for Digital Media Suite identifies and aligns your business requirements with your new digital media capabilities, builds flexibility and scalability into the design, and addresses any critical gaps in technical and operational performance. With the Cisco Services for Digital Media Suite, you can be confident about your deployment schedule and budget and the performance of your digital media solution after implementation in meeting your business needs.

The Cisco Services for Digital Media Suite encompasses a comprehensive suite of services based on the Cisco Lifecycle Services framework: prepare, plan, design, implement, operate, and optimize. These services are available directly from Cisco.

The Cisco Digital Media Suite Prepare Service

The Cisco Digital Media Suite Prepare Service analyzes and documents your business requirements as the basis for your digital media plan. The Cisco team will prepare a high-level design that documents end-user service needs and associated technical requirements, such as availability, capacity, and security. The high-level design also identifies the appropriate Digital Media Suite Solution products, features, and functionality. This service helps minimize the need for rework during the design phase by identifying the required technologies and features early in the process and validating those requirements with your team.

The Cisco Digital Media Suite Plan Service

Cisco Digital Media Suite Plan Services provide a detailed approach to validating features, functionality, and the high-level architecture; assessing network and operational readiness; and specifying site requirements. The Cisco Digital Media Suite Plan Service defines the operational process requirements for change management and configuration management. The stronger your operational process capabilities, the more effective your Cisco Digital Media Suite Solution can be. Your Cisco team then develops and implements a project management plan that manages resources, the flow of information, and change control.

The Cisco Digital Media Suite Design Service

The Cisco Digital Media Suite Solution Design Service helps ensure that the implementation team has a comprehensive design for resource planning, an implementation timeline, integration and migration requirements, and a customer acceptance test plan.

The Cisco Digital Media Suite Implementation Service

The Cisco Digital Media Suite Solution Implementation Service builds upon the high-level design and plan. It helps ensure that the Cisco implementation team has the right information for resource planning and migration, the timeline for implementation, smooth migration of existing content, and assurance that the system can be validated prior to final deployment. The implementation service also prepares your site and staff to support Cisco Digital Media Suite Solution.

Cisco Operate Services

Cisco SMARTnet Service

Cisco SMARTnet[®] Service delivers rapid issue resolution and helps maximize operational efficiency by giving businesses and IT staff direct access to award-winning Cisco service, including Cisco network engineers, advanced tools, Cisco knowledge base, and investment protection with ongoing operating system software updates.

Cisco SMARTnet Service empowers IT staff to resolve problems quickly by working directly with Cisco network experts experienced in handling the toughest problems for foundational and advanced technologies. Only Cisco offers premium options for business-critical devices such as two-hour hardware replacement and onsite service, and proactive diagnostics and real-time alerts for select devices with Smart Call Home, a secure connected service.

Cisco Digital Media Suite Remote Management Services

Cisco Remote Management Services (RMS) assure reliable operations of your Cisco Digital Media Suite Solution with 24-hour-a-day, 365-day-a-year proactive monitoring and management of critical components, delivered by Cisco engineers with extensive experience in video technologies and converged networks.

Built upon the principles of co-management and outtasking, Cisco RMS offers a happy medium between complete outsourcing and self-management. Elective services include content management services that enable ongoing reactive content management as well as customer-driven change management services. These services reduce downtime and operational expenses, increasing utilization and adoption of the technology. You retain complete control of your environment while confidently relying on a consistent, high-quality digital media experience.

The Cisco Digital Media Suite Optimization Service

You can customize and integrate your Cisco Digital Media Suite Solution with your existing operating and network management systems and processes, including optimization analysis and recommendations, support, and continuous learning. Customization can be applied during your Cisco Digital Media Suite Solution implementation or after the system is operation. Cisco provides the necessary technical resources to minimize the occurrence of user-affecting problems related to the operations, administration, configuration and maintenance of the Digital Media Suite Solution.

Cisco Content Development Services

Cisco Digital Media Creative Services help you develop your content strategy, as well as design, create, and transform content for digital signage.

The Cisco Academy of Digital Signage is a global qualification program that trains media professionals to create and optimize media content for digital signage so you can accelerate digital signage deployments. The Cisco Academy of Digital Signage provides a hands-on approach to content design based on your creative strategy.

Benefits

The Cisco Services for Digital Media Suite will help align technology with your business requirements, accelerate deployment and business transformation, and realize the true value of your Digital Media Suite solution:

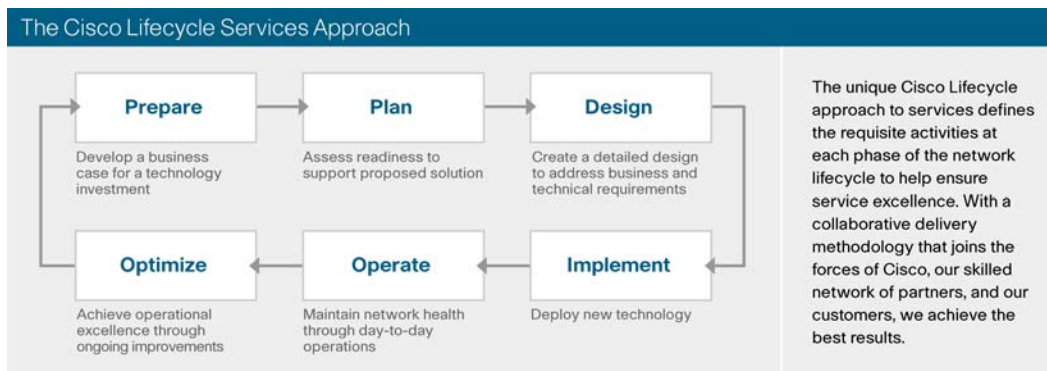
- Create a design that meets your deployment requirements today and integrates innovative media applications in the future.
- Enable you to identify and implement necessary infrastructure changes to support the Cisco Digital Media Suite Solution.
- Prepare your operations staff to support your new and planned Cisco Digital Media Suite Solution.
- Accelerate the successful implementation of your converged network by using the proven Cisco methodology for deploying the Cisco Digital Media Suite Solution.
- Help lower operating costs and improve staff productivity by increasing the knowledge base of your operations staff to support the Cisco Digital Media Suite Solution.
- Proactively safeguard against downtime and provide expert response for optimal performance.
- Continue to optimize your digital media solution to keep pace with new technologies and changing business requirements.

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 demanding 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 on the Cisco Services for Cisco Digital Media Suite contact your local account manager or visit www.cisco.com/go/services/digitalmedia.

For more information on Cisco Digital Media Creative Services (DMCS), visit: www.cisco.com/go/dmcs.

For more information The Cisco Academy of Digital Signage (ADS), visit: www.cisco.com/go/dms/ads.



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.

CCDE, CCENT, CCSI, Cisco Eos, Cisco HealthPresence, Cisco IronPort, the Cisco logo, Cisco Nurse Connect, Cisco Pulse, Cisco SensorBase, Cisco StackPower, Cisco StadiumVision, Cisco TelePresence, Cisco Unified Computing System, Cisco WebEx, DCE, Flip Channels, Flip for Good, Flip Mino, Flipshare (Design), Flip Ultra, Flip Video, Flip Video (Design), Instant Broadband, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn, Cisco Capital, Cisco Capital (Design), Cisco Financed (Stylized), Cisco Store, Flip Gift Card, and One Million Acts of Green are service marks; and Access Registrar, Aironet, AllTouch, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIIE, CCIIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Lumin, Cisco Nexus, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Continuum, EtherFast, EtherSwitch, Event Center, Explorer, Follow Me Browsing, GainMaker, iLYNX, IOS, iPhone, IronPort, the IronPort logo, Laser Link, LightStream, Linksys, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, PCNow, PIX, PowerKEY, PowerPanels, PowerTV, PowerTV (Design), PowerVu, Prisma, ProConnect, ROSA, SenderBase, SMARTnet, Spectrum Expert, StackWise, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or website 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. (0910R)