



## Service Description: Cisco TelePresence Optimization Service

This document describes Cisco's TelePresence Optimization Service.

- **Related Documents:** This document should be read in conjunction with the following documents also posted at [www.cisco.com/go/servicedescriptions/](http://www.cisco.com/go/servicedescriptions/): (1) Glossary of Terms; (2) List of Services Not Covered; and (3) Severity and Escalation Guidelines. All capitalized terms in this description have the meaning ascribed to them in the Glossary of Terms.
- **Direct Sale from Cisco.** If you have purchased these Services directly from Cisco, this document is incorporated into your Master Services Agreement (MSA) or equivalent services agreement executed between you and Cisco. In the event of a conflict between this Service Description and your MSA or equivalent services agreement, this Service Description shall govern.
- **Sale via Cisco-Authorized Reseller.** If you have purchased these Services through a Cisco-Authorized Reseller, this document is for description purposes only; is not a contract between you and Cisco. The contract, if any, governing the provision of this service will be the one between you and your Cisco Authorized Reseller. Your Cisco Authorized Reseller should provide this document to you.
- **Essential Operate coverage requirement:** All Cisco TelePresence equipment must have an active Essential Operate contract.

### Service Summary

- The Cisco TelePresence Optimization Service provides a Network Support module in support of Cisco's family of Unified Communication products.
- Cisco shall provide the TelePresence Optimization Service described below as selected and detailed on the Purchase Order for which Cisco has been paid the appropriate fee. Cisco shall provide a Quote for Services ("Quote") setting out the extent of the Services and duration that Cisco shall provide such Services. Cisco shall receive a Purchase Order that references the Quote agreed between the parties and that, additionally, acknowledges and agrees to the terms contained therein.

### TelePresence Optimization Service

- Cisco's TelePresence Optimization Service consists of the provision of, at a minimum, a TelePresence Advanced

Services Engineer, from the Services described below, which Cisco shall provide for the Customer's Network during Standard Business Hours (unless stated otherwise). Cisco shall provide the following General Support provisions for all Services selected by Customer under the TelePresence Optimization Service.

### General Support

- Designate an engineer ("Advanced Services Engineer") to act as the primary interface with Customer for its Network.
- Schedule with Customer up to five (5) visits per year to Customer's site to kick off the engagement, review proactive deliverables and activities and to plan for next quarter. Additional visits will be mutually agreed at Cisco's then-current travel and labor rates.
- Schedule periodic conference calls (usually weekly) to review Customer's TelePresence System status, planning and the Services being provided.
- Establish a Customer-specific Cisco email alias to facilitate communication with Advanced Services Engineer.
- Provide certain Data Collection Tools that Cisco identifies as appropriate for TelePresence system data collection during the Term of the Services, provided that all fees due and owing to Cisco under this Appendix have been paid. Data Collection Tools may or may not include Hardware or Software. Customer acknowledges and agrees that Cisco shall retain full right, title and interest to the Data Collection Tools. In addition to Cisco provided tools, the Advanced Services Engineer may utilize Customer provided data, scripts or internal tools to assist in collecting data from the TelePresence system.

### Proactive Software Recommendation & Software Security Alerts:

**Software Recommendations.** The Proactive Software Recommendation evaluates and identifies the current Unified TelePresence Software levels ability to meet current and

future requirements. This activity also assesses how scheduled events such as Hardware and Software upgrades would impact the current code and establishes the process and the frequency of proactive code upgrades. Service may include:

- Obtaining the Customer Software inventory.
- Gathering Customer provided Software information, feature/functionality and capability requirements.
- Evaluating the installed Software releases and new levels for interoperability issues and the ability to support current and future business and technical requirements.
- Determine and communicate a Software strategy identifying the appropriate Software releases for the Customer.
- Determine the upgrade strategy for the Unified Communications solution based on the Customer's operational requirements.

**PSIRTs.** Proactive analysis of the security advisories (PSIRTs) that Cisco generates when security issues are uncovered that may impact Networks in which Cisco products operate and the necessary action to repair and/or protect the Network from these issues. After Cisco publicly releases the security advisory, the assessment is delivered to the Customer via the Software Security Alert ("SSA"). Cisco will provide an analysis of the vulnerability and its resolution with regard to its possible impact on the Customer's Unified Communications solution.

- Performing analysis of how PSIRT notifications will impact the Customer's Unified Communications solution.
- Depending on the proposed PSIRT resolution, Cisco's Advanced Services Engineer may:
  - Provide recommendations on what testing is appropriate on the Customer premises.
  - Perform testing in the Customer's lab environment.
  - Review similar environments and correlate features and code.

#### TelePresence Stability Audit

The TelePresence Stability Audit service activity provides analysis of several areas of the Network, including the Unified Communications Network infrastructure design and device health, Cisco Unified Communications Manager application-specific configuration and Software versions based upon adherence to Cisco leading practices for Unified Communications. The process will identify deficiencies within the system that should be resolved to reach a stable environment based on Cisco and industry best practices. As part of this service, Cisco may:

- Conduct interviews remotely with various administrative and operations personnel for information gathering, analysis of gathered information and determination of proper Software levels and recommended configuration changes.

- Provide approval from Customer to deploy Cisco and/or third-party tools for Network Discovery, inventory and performance data gathering as necessary.
- Gather Codec, CTS-MAN, CTMS, CUCM configurations through Stability Audit worksheet
- Gather a complete inventory of the current network infrastructure.
- Obtain CROS and NOS inventory, reports and design information as applicable.
- Capture information through examination of network components along TP PATH and data, identify deficiencies based on analysis of that data in each of the following applicable components and applications:
  - Infrastructure Network Audit for TP PATH. The number of paths to be analyzed per year is specified in the quote for these services.
  - Infrastructure Network Topology
  - Network Devices (Routers and Switches) QoS configuration
  - Network Services (DNS, DHCP, NTP clock)
  - Network Utilization or Latency, Jitter and Packet Loss report
- TelePresence Solution Component Audit:
  - Codec configuration
  - CUCM Server Hardware and Software Configuration
  - CTS-MAN configuration
  - CTMS configuration and meeting stats and SLA analysis for optimized location of CTMS in the network
  - Component redundancy analysis and config
  - Review CTMS resource optimization

#### TelePresence Remote Upgrade Support

The TelePresence Remote Upgrade Support service component of the Cisco TelePresence Solution Optimization Service ("CTSOS") provides upgrade support to Customers through a documented Cisco TelePresence Upgrade Management Plan augmented by remote upgrade assistance via the Customer's preferred communications channel (phone/email/IM). This service provides support in upgrading one or more of the following components of the Customer's solution:

- CTS Codec's
- CTS-Manager
- CTMS
- CUCM
- CUCM 7970Gs

As part of this service, Cisco may:

- Obtain the Customer Software inventory of all TelePresence solution components. This may include, but not limited to:
  - All CTS End points (Codec's)
  - Cisco TelePresence Multipoint Server (CTMS)
  - Cisco TelePresence System- Manager (CTS-Man)
  - Cisco Unified Communications Manager (CUCM)

Cisco IP Phones  
3rd Party Components that integrates with CTS Man  
such as MS Exchange , AD , Lotus Notes etc)  
Cisco B2B dependencies (SBC, Firewalls, etc)

- Provide a Cisco TelePresence Upgrade Management Plan that will include the following items:
- Step-by-Step written procedures for both Hardware and Software updates, upgrades, modifications. The procedure will be customized to specific Customer requirements and to the component being upgraded
- Provide an estimated amount of time required for the upgrades
- Work with Customer to provide relevant data points for any change management maintenance windows that need to be scheduled or processed.
- Document all running versions of all dependent products
- Prior to the upgrade, inventory all operations and running applications to ensure they were working as anticipated.
- Create and document an acceptance test plan for Customer sign off based on the type of updates, upgrades, modifications
- Make or modify new parameters per Customer requirements in the Software
- Provide a contingency plan
- Cisco Advanced Services Engineer available during maintenance window for real-time support
- Drive upgrade procedure if remote access is provided
- Cross reference all releases to ensure no bug related issues will arise
- Cisco will have an escalation path already identified with the Cisco product engineering team. This is in addition to the pro-active TAC case
- Cisco will work with the Customer to ensure the RMA process is complete
- Work with Customer to assist in validating the functionality after the upgrade and assist TAC/CROS in troubleshooting any issues

#### **Cisco TelePresence Change Support**

- Advanced Service Engineer will assist with the TAC resolution of any specific TelePresence problem that has been entered as a Severity 1 or Severity 2 TAC case or a Severity 3 TAC case based on Customer prioritization.
- TAC cases should be opened by the Customer. Customer will be able to rate their TAC experience with the Customer Satisfaction Survey, and that the case is opened with the correct contract for RMA or Software upgrades.

- Advanced Services Engineer will assist with Customer initiated TAC cases by keeping the communication channels open between Cisco's TAC and the Customer (and, where appropriate, the other applicable points of contact).
- Advanced Services Engineer will analyze the Customer's TelePresence issues and how they impact the Customer's business and monitor TAC interaction so that required information has been communicated.
- Advanced Services Engineer will assist Cisco's TAC with the analysis of any fix suggested by TAC relative to the Customer's environment.
- Expedite solution as much as possible by assigning the right resources and finding possible workarounds when they exist.
- Where necessary, assist TAC with lab validation of any proposed fix.
- Advanced Services Engineer will provide a written analysis of the Customer TelePresence environment issues as they pertain to the history of the issue, progress and resolution; and recommendation for preventing the same issues in the future, if possible, according to Cisco best practices for a strong, stable TelePresence environment.

#### **Cisco TelePresence Experience Check Up**

- The Cisco TelePresence Experience Check Up is designed to validate the user experience for a specific site. The number of sites to be analyzed per year is specified in the Quote for these Services.
- The TelePresence Experience Check Up is a process used to define a qualitative measurement for the level of Experience based upon such things as building materials, room design, lighting, acoustics, and endpoint installation. Many items will have a defined "target" (ideal value) and a level of tolerance. Item testing closer to the target will rate higher and thus produce a better experience. The Advanced Services Engineer will deliver a written TelePresence Experience Check Up review document which will detail any remediation that the Customer must perform. Any remediation items that have been performed by the Advanced Services Engineer will be accounted for in this deliverable.
- Specifically, the Advanced Services Engineer will address the following areas of concern:
  - Endpoint Physical Installation
  - Environmental (Room size and Orientation)
  - Room Isolation
  - Sound Quality
  - Illumination
  - Continuity
  - Power

- HVAC

### **Cisco TelePresence Knowledge Transfer and Mentoring**

The Knowledge Transfer and Mentoring service component of the TelePresence Optimization Service allows the Advanced Services Engineer to have direct and interactive communication with the Customer. Based on intimate knowledge of the Customer's business requirements and deployed architecture, the Advanced Services Engineer can develop customized informal training material or topics of interest tailored to the Customer's needs to make the training most effective. This knowledge transfer is not meant to replace any authorized Cisco classes.

Best practice mentoring can be delivered in a one-on-one format and can be delivered whenever gaps are found in the Customer processes or when changes occur that change Cisco leading practices.

Provide annually technical update meetings and/or mentoring services for Customer's personnel, based on a specific number of sessions as specified in the Quote. Cisco will determine an appropriate format and delivery method that may include but shall not be limited to using a shared medium via the Internet, teleconference, and/or onsite. The maximum number of students at any one time shall not exceed ten (10).

### **TelePresence Global Architecture Development**

The TelePresence Global Architecture Development service component of the TelePresence Optimization Support service will provide the customer with a reference architecture blueprint to use as a baseline globally for a seamless and consistent TelePresence deployment.

The architecture development will consist of three phases:

#### **Phase One: Global TelePresence Technical and Business Requirements Gathering and Strategy Development**

- Cisco's TelePresence architecture team will work with the Customer's TelePresence and video team to gather high level TelePresence business and technical (feature and functional) requirements. Cisco will use these requirements as input to develop the high level reference architecture baseline for TelePresence.
- Cisco will gather these requirements through interviews and relevant documentation reviews for the following:
  - The Customer's current business and collaboration initiatives.
  - The Customer's global TelePresence features and functionality requirements.
  - Call control and global dial plan architecture requirements
- Compare functional requirements with the available features/functionality of the product to any video conferencing solution that might currently exist in the Customer's environment.

#### **Phase Two: Current TelePresence Infrastructure Assessment**

- Cisco will review and analyze critical TelePresence components in the Customer's deployed TelePresence infrastructure for the following:
  - Gap analysis from tactical and strategic requirements
  - Gap analysis from TelePresence best practice compliances.
- Gather information about the Customer's current TelePresence infrastructure which will include, amongst other things, Call control design, dial plan, QoS, Multipoint, CAC.
- Review and analyze the data to assess the various gaps with respect to requirements and best design practices.

#### **Phase Three: TelePresence High Level Reference Architecture Blueprint Development**

- Cisco's Telepresence architecture team will develop a global reference architecture blueprint which will consist of a proposed TelePresence solution framework that will address the Customer's strategic and tactical requirements for TelePresence and will be the foundational best practice architectural guide for future TelePresence deployment in the enterprise.
- Based on the analysis of the requirements gathering and TelePresence infrastructure assessment, Cisco will develop a high level global TelePresence architecture which will include but will not be limited to the following:
  - TelePresence Network requirements for point-to-point, multipoint, B2B and inter-operability
  - Global Call-Control strategies which include CUCM placement models, Voice Gateway deployment and Call Admission control solution
  - Global Dial Plan strategy development for TelePresence solutions including Intercompany and legacy video Interop.

Additionally, During its performance under this service, Cisco will two (2) on-site design workshops

## **Customer Responsibilities**

### **General Responsibilities**

- Designate at least two (2) but not more than six (6) technical representatives, who must be Customer's employees in a centralized Network support center (Customer's technical assistance center), to act as the primary technical interface to the Advanced Services Engineer. Customer will designate as contacts senior engineers with the authority to make any necessary

changes to the Network configuration. One individual, who is a senior member of management or technical staff, will be designated as Customer's primary point of contact to manage the implementation of services under this Service Description (e.g., chair the weekly conference calls, assist with prioritization of projects and activities).

- Customer's technical assistance center shall maintain centralized network management for its Network supported under this Service Description, capable of providing Level 1 and Level 2 support.
- Provide reasonable electronic access to Customer's Network to allow the Advanced Services Engineer to provide support.
- If Cisco provides Data Collection Tools or scripts located at Customer's site, Customer shall ensure that such Data Collection Tools or scripts are located in a secure area, within a Network environment protected within a firewall and on a secure LAN, under lock and key and with access restricted to those Customer employee(s) or contractor(s) who have a need to access the Data Collection Tools and/or a need to know the contents of the output of Data Collection Tools. In the event Data Collection Tool provided by Cisco is Software, Customer agrees to make appropriate computers available and download Software as needed. Customer shall remain responsible for any damage to or loss or theft of the Data Collection Tools while in Customer's custody. Customer must immediately return Data Collection Tool(s) to Cisco as instructed by Cisco, upon the earlier of: (i) expiration or termination of the Service Description or (ii) Cisco's request to Customer that the Data Collection Tools(s) be returned to Cisco.
- Provide a Network topology map, configuration information, and information of new features being implemented as needed.
- Notify Advanced Services Engineer of any major Network changes (e.g., topology, configuration, new IOS releases.).
- In the event the Network composition is altered, after the Services selected in this Service Description are in effect, Customer is responsible to notify Cisco in writing within ten days (10) of the change. Cisco may require modifications to the fee if the Network composition has increased beyond the original pricing quote for Services.
- Create and manage an internal email alias for communication with Advanced Services Engineer.
- Retain overall responsibility for any business process impact and any process change implementations.

**TelePresence Advanced Services Engineer.** In addition to the General Responsibilities, Customer shall provide the following:

- Designate person(s) from within its technical support organization to serve as a liaison to the Advanced Services Engineer.

- Provide its designated person(s) with instructions on process and procedure to initiate cases and access the Advanced Services Engineer.
- Notify Cisco of its standard operating procedures related to its business practices, its internal operational nomenclature and Network to allow Cisco to effectively communicate and discuss cases with Customer in the context of Customer's business environment.
- Provide all necessary information to enable Cisco to perform root cause analysis.

**TelePresence Proactive Software Recommendation & Software Security Alerts:** In addition to the General Responsibilities, Customer shall provide the following:

- Provide details of its current Software release and Hardware version for Unified Communications solution components (for example, Call Manager and peripheral gateways).
- Provide high-level architectural drawing that shows where components are located (for example, geographical location or location within the Network).
- Provide configuration description for each of the key components.
- Provide detailed requirements and objectives for the Customer's Network that include but are not limited to scalability, security and manageability.

**TelePresence Experience Check Up.** In addition to the general responsibilities, Customer shall provide the following:

- The Customer Operations Engineer provides access to the TelePresence room to be analyzed
- Customer acknowledges and declares existing concerns regarding the TelePresence site
- Discuss recent outages and TAC cases
- Provide Cisco TelePresence Advanced Services Engineer with Customer (main) point of contact (POC) at the site to be analyzed
- Provides management expectations of service requirements.
- Execute recommendations recorded in the Cisco TelePresence Experience Check Up Report.

**TelePresence Knowledge Transfer and Mentoring.** In addition to the General Responsibilities, Customer shall provide the following:

- Provide Cisco with not less than three (3) weeks prior written notice of a training or mentoring requirement where the delivery of the training or mentoring is to be in a classroom whether or not based at Cisco's or Customer's facility.

- Ensure that Customer's personnel attending any training or mentoring session meet all course pre-requisites notified by Cisco to Customer.
- Participate in pre-training or pre-mentoring conference call in the event Cisco determines that further information about Customer's requirements is needed to enable Cisco to deliver a more focused and tailored training or mentoring session.
- Ensure that where training or mentoring courses are held at Customer's facility, such facility is, in Cisco's opinion, capable of supporting and has all the resources necessary to support such sessions.

**TelePresence Remote Upgrade Support.** In addition to the General Responsibilities, Customer shall provide the following:

- Provide primary and secondary contacts throughout the upgrade project planning
- Provide IT implementation contact and resource commitment
- Ensure maintenance windows have been approved, and comply with the estimated time the Cisco Advanced Services Engineer has suggested
- Provide most recent Network design
- Provide the Network Design during the initial implementation
- Provide what new features/functions may be required in written form
- Provide Cisco with remote access if applicable
- Provide a signed/written confirmation of the Cisco provided project plan
- Provide a signed/written confirmation of the Acceptance Test Plan
- Customer to ensure any LAN/WAN or other engineering team contacts are identified and available if access to devices other than what they have access to is needed for troubleshooting or upgrade assistance.
- Customer has access to backed up configs/images
- Provides onsite/remote access to network devices related to the issue.
- Assist with post-upgrade validation of the Solution.

**TelePresence Global Architecture Development.** In addition to the General Responsibilities, Customer shall provide the following:

- Designate a Customer subject matter expert that has knowledge of the Customer's environment/business requirements and that has the authority to access the required information
- Notify Cisco of any Unified Communications changes that may impact the Network
- Provide all relevant information in a timely manner
- Provide a Customer representative that has the authority to interface with the vendors that the Customer has chosen