



Service Description: Subject Matter Consulting Services (U.S. Only)

This document describes Subject Matter Consulting Services.

Related Documents: This document should be read in conjunction with the following documents also posted at 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), Advanced Services Agreement (ASA), 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, or you can obtain a copy of this and other Cisco service descriptions at www.cisco.com/go/servicedescriptions/.

Cisco shall provide the Subject Matter Consulting Services described below as selected and detailed on the Purchase Order for which Cisco has been paid the appropriate fee.

Service Summary

Subject Matter Consulting Services are only available in the United States and provide general advice and guidance.

Fixed Rate Subject Matter Consulting Services

Technical Services for Routing and Switching (AS-RS-SME)

General technical assistance to aid Customer with Cisco's Routing and Switching products and technology. The typical skill set or capabilities of the Cisco personnel providing assistance to Customer under this service is as follows:

- Cisco Certified Internet Expert (CCIE) ® or equivalent skills
- Ability to analyze networking services requirements
- In-depth knowledge of designing complex routing and switching networks

- Expertise with Cisco software features and functionality
- Experienced with configuring routing and switching devices
- Comprehensive understanding of all IP protocols
- Ability to conduct training and one to one mentoring concerning routing and switching technology

Technical Services for IP Telephony (AS-IPC-SME)

General technical assistance to aid Customer with Cisco's IP Communications products and technology. The typical skill set or capabilities of the Cisco personnel providing assistance to Customer under this service is as follows:

- In-depth knowledge concerning two or more of the following topics: IP inter networking; LAN/WAN switching; including Layer 3 and Layer 4 routing protocols; ATM; and voice technology
- Expert-level Internetworking experience with troubleshooting in a large-scale network environment
- Large-scale network design experience.
- Basic understanding of telephony dial plan design and call routing and control protocols such as H.323, Q.signaling, Receive and Transmit (E&M), ISDN Primary Rate Interface (PRI), Foreign Exchange Office (FXO), Foreign Exchange Station (FXS), Private Line Automatic Ringdown (PLAR), basic telephone service, Channel-associated signaling (CAS), Content services switch (CSS), Session Initiation Protocol (SIP), G.711/G.723/G.726/G.729, caller ID, direct inward dialing (DID), and so on.
- Ability to plan, implement, and troubleshoot voice quality issues such as echo, jitter, delay, and level loss.
- In-depth knowledge of network management, network availability, and capacity planning
- Strong understanding of all current pervasive technologies and good understanding of advanced technologies.

Technical Services for IP Contact Center (AS-IPCC-SME)

General technical assistance to aid Customer with Cisco's Unified Contact Center products, service and technology focused on, amongst other things, plan and design expertise in call flows, configuration and scripting changes or modifications and technical mentoring. The typical skill set or capabilities and the type of Cisco personnel providing remote and/or onsite assistance to Customer under this service are as follows :

- **Application Consultant.**
Provide plan and design technical expertise around business rule development, call flow design, configuration and scripting of the following:
Assist customer on addressing plan and design issues arising with these products: Unified Contact Center ICM Edition, Unified Contact Center Enterprise Edition, IP Interactive Voice Response, and Customer Voice Portal.
Participate in extended team status calls and planning meetings.
Assist in escalation of Unified Contact Center Solution products (listed above) issues. Customers are responsible for opening all Cisco TAC cases.
Serve as an advisor role to Customer in regards to overall business rule development, call flow design, configuration and scripting, comparing to other Cisco Contact Center deployments.
Provide Cisco and industry best practices to Customer regarding Contact Center business rule development, call flow design, configuration and scripting.
- **Customer Application Engineer.**
Provide plan and design technical expertise surrounding custom development for Cisco products using the products Application Programming interfaces (API)'s. This includes: CTI development, CTIOS, Third Party CRM, and Custom developed applications, Custom reporting and Customer Voice Portal.
Participate in extended team status calls and planning meetings.
Assist in escalation of products (listed above) issues. Customers are responsible for opening all TAC cases.
- **Network Consultant Engineer.**
Provide plan and design technical expertise around the following Cisco Unified Contact Center Enterprise products and assist customer on addressing any issues that arise with these products: Unified Contact Center ICM Edition, Unified Contact Center Enterprise Edition, and Customer Voice Portal.
Participate in extended team status calls and planning meetings.

Assist in escalation of Unified Contact Center Enterprise products (listed above) issues. Customers are responsible for opening all TAC cases.

Serve as an advisor role to Customer in regards to overall deployment process, comparing to other Cisco Contact Center deployments.

Provide Cisco and industry best practices to Customer in regards to Contact Center deployment.

- **Solution Architect.**
Provide customer with Unified Contact Center architectural engineering consulting targeted at developing recommendations on standardization, virtualization, and fault tolerance of existing or new contact center technologies across Customer centers.
Assistance in identifying contact center overall design that will satisfy customer business requirements.
Provide Cisco and industry best practices to customer in regards to Contact Center deployments.
Assistance in contact center sizing process.
Assistance in identifying required deliverables.
Participate in extended team status calls and planning meetings.
Serve as an advisor role to customer in regards to overall deployment process, comparing to other Cisco Contact Center deployments.
Provide technical expertise around the following Cisco Unified Contact Center Enterprise products and assist customer on addressing any issues that arise with these products: Unified Contact Center ICM Edition, Unified Contact Center Enterprise Edition and Customer Voice Portal.
Assist in escalation of Unified Contact Center Enterprise products (listed above) issues. Customers are responsible for opening all TAC cases.

Technical Services for Wireless LAN (AS-WLAN-SME)

General technical assistance to aid Customer with Cisco's Wireless LAN products, service and technology. The typical skill set or capabilities of the Cisco personnel providing assistance to Customer under this service are as follows :

- Cisco Certified Wireless Network Administrator (CWNA), Cisco Certified Internet Expert (CCIE) ® or equivalent skills
- Experienced with Wireless and IP Network Planning, Design, Implementation, Operation and Optimization
- Ability to define and/or analyze networking services requirements

- Experienced in Radio Frequency (RF) Network Design and RF Survey and site planning
- Skilled in Wireless Security
- Extensive experience with Guest Access, Location and Voice over WLAN Solutions
- Knowledgeable with SS7 over IP (IP Transfer Point)
- Skilled in Converged Wireless (Voice + Data) Network Design & Optimization
- Expertise with Cisco software features and functionality
- Experienced with configuring Wireline and Wireless routing and switching device
- Ability to conduct training and one to one mentoring concerning Wireless LAN technology

Advisory Services (TS-Services)

General advice and guidance to Customer involving: Business value justification, Enterprise architecture, Network management strategy, Solution Integration, and or Program design and management.

Technical Services for Application Networking (ANS) (AS-ANS-SME) or Technical Services for Application Oriented Networking Services (AONS) (AS-AONS-SME)

General technical assistance to aid customers with products and technologies covered under Cisco application networking services. Typical skill set or expertise of Cisco personnel providing assistance to customer under this service is as follows:

- Cisco Certified Internetworking Expert (CCIE) or equivalent skills
- Ability to analyze application networking services requirements
- In-depth knowledge of integrating all products covered under Application Networking Services (ANS)
- Knowledge to assist customers in migrating from existing gear to next generation products
- In-depth knowledge of configuring performance parameters inside the network layer
- Large scale L4/7 and Caching design experience

- Ability to deliver knowledge transfer on the various technologies and products under ANS
- End-to-end networking experience
- Provide technical assessments
- Provide assistance with solutions in the data center including network consolidation, branch consolidation, and network virtualization

Technical Services for Storage Area Networking (SAN) (AS-SAN-SME)

General technical assistance to aid customers with products and technologies covered under Cisco Storage Area Networking. Typical skill set or expertise of Cisco personnel providing assistance to customer under this service is as follows:

- Cisco Certified Internetworking Expert (CCIE) or equivalent skills
- Ability to analyze Storage Area Networking services requirements
- Assist customers in migrating from existing SAN or DAS environments to Cisco MDS 9000 family based SAN
- Ability to assist customers in planning, design, and implementation of Storage Area Networking environments
- Provide support in consolidating a customer's SAN environment
- Provide assistance with implementing all MDS 9000 family based intelligent features like SANTap, VSANs, RBAC, etc.
- Assist customers in planning their SAN management infrastructure
- Assist customers in testing a pilot network to confirm that expected performance is attained
- Expertise in various protocols like FC, TCP/IP, FCIP, and iSCSI
- Assist customers with planning their SAN Extension environments
- Provide SAN infrastructure assessments

Technical Services for Data Center Networking (DCN) (AS-DCN-SME)

General technical assistance to aid customers with products and technologies covered under Cisco Data Center Networking. Typical skill set or expertise of Cisco personnel

providing assistance to customer under this service is as follows:

- End-to-end expertise in Cisco products and technologies in the data centers to include SAN, ANS, Server Fabric Switching, and VFrame
- Ability to bridge across multiple technologies and help customer plan, design, and implement across these products in the data center
- One or multiple Cisco Certified Internetworking Expert (CCIE) certifications or equivalent skills
- Assist customers in architecting their data center network environments
- Assist customers in planning, designing, and implementing with Cisco products in the data center
- Provide technical assessments
- Includes the type of assistance covered under SAN and ANS SME

Technical Services for Security (AS-SEC-SME)

General technical assistance to aid customers with security products and technologies. Typical skill set or expertise of Cisco personnel providing assistance to customer under this service is as follows:

- Cisco Certified Internetworking Expert (CCIE) or equivalent skills
- In-depth knowledge of all Cisco security solutions and technologies with proficiency in the following security solutions: IOS security, intrusion detection, network admission control, remote access, host protection, perimeter control, and VPNs
- Expertise in integrating Cisco advanced security solutions with the core network infrastructure providing end-to-end security experience
- Ability to analyze security requirements and specify hardware and software requirements, including security management tools
- Ability to understand, identify and mitigate security risks that affect compliance requirements
- Knowledge in migrating from existing products to next generation security solutions
- Knowledge in analyzing security requirements for storage area networks, unified communications solutions, and wireless environments

- Expertise in performing technical security and vulnerability assessments of the security architecture and individual network devices, systems, and applications
- Experience in developing an in-depth security architecture
- Assessment of the network's readiness to deploy a new security solution, including the existing IT infrastructure, security devices, software operations, and security management procedures
- Ability to assist customers in the planning, design, and implementation of security solutions
- Proficiency in the development of detailed security designs, including network diagrams, system rules and reports, and sample software configurations for protocols, policies, and features
- Assistance in testing a pilot security solution to confirm that expected performance is attained
- Development of an implementation strategy and plan detailing the requirements for solution deployment, integration, and management
- Expertise in support of custom installation, configuration, testing, tuning, and integration of a security solution

Technical Services for Operational Support Systems (AS-OSS-SME)

General technical assistance to aid customer with Operations and network management systems. The typical skill set or capabilities of the Cisco personnel providing assistance to customer under this service is as follows:

- Ability to analyze operations support systems and network management services requirements.
- In-Depth understanding in Operations Support System and Network Management Systems Architectures.
- In-depth knowledge in planning, designing, implementing and operating Operations Support Systems and Network Management Systems.
- Expertise with Cisco Operations and Network Management applications.
- Experience in implementation, configuration, and provisioning of Cisco operations and network management tools.
- Comprehensive understanding of industry standard operations and network management frameworks, FCAPS, eTOM and ITIL.
- Ability to conduct TOI and one-on-one mentoring pertaining to operations and network management systems.

- Extensive internet networking experience may include Cisco Certified Internet Expert (CCIE) or equivalent skills.

Technical Services for Optical (AS-OPT-SME)

General technical assistance to aid customers with products and technologies covered under Cisco Optical. The work is to be contiguous and a minimum of 40 hours. Customer is to provide any required test equipment and/or instrumentation for the duration of the engagement. Typical skill set or expertise of Cisco personnel providing assistance to customer under this service is as follows:

- End to-end expertise in Cisco optical products and technologies to include SONET and DWDM.
- Experience configuring and testing Cisco optical products.
- Assist customers in architecting their optical networks environments.
- Assist customers in planning, designing, and implementing with Cisco optical products.
- Provide technical assessments.
- Ability to conduct knowledge transfer sessions and one to one mentoring concerning optical technology

Technical Services for Emerging Technologies (AS-EMTG-SME)

General technical assistance to aid customer with Cisco's Emerging Technology products and technology. The typical skill set or capabilities of the Cisco personnel providing assistance to Customer under this service is as follows:

- Extensive internet networking experience may include Cisco Certified Internet Expert (CCIE) or equivalent
- In-depth knowledge in planning, designing, implementing and operating Emerging Technology systems and solutions
- Experience in implementation, configuration, and provisioning of Cisco infrastructure to support the Emerging Technologies
- Ability to conduct TOI and one-on-one mentoring pertaining to Emerging Technologies.
- Provide technical assessments for the Emerging Technology Solutions
- Provide technical assistance to partners during their deployment of Emerging Technology Solutions
- Ability to deliver knowledge transfer for the Emerging Technology Solutions

Technical Services for Unified Computing Systems (AS-UCS-SME)

General technical assistance to aid customers with UCS product and technologies covered under Cisco Unified Computing System. Typical skill set or expertise of Cisco personnel providing assistance to customer under this service is as follows:

- Ability to assist customer in planning, architecting, designing or implementing its compute and virtualization environments.
- Ability to understand, identify, analyze and migrate existing products to UCS platform by analyzing compute requirements.
- Proficiency in the development of detailed UCS design.
- Ability to serve in a consulting role to Customer in regards to UCS design and implementation.
- Support of custom installation, configuration, testing, tuning and integration of a server solution.
- Assistance in testing a pilot UCS solution to confirm that expected operational characteristics of UCS platform is attained.
- Provide Cisco and industry best practices to customer regarding UCS design and implementation.
- Ability to conduct knowledge transfer sessions and one to one mentoring concerning UCS technology.
- Certifications such as VCP, CCIE or equivalent skills

Assumptions

Customer acknowledges and agrees that:

- The Service Description defines exclusively the full scope of the Services that Cisco shall provide to Customer. This Service Description shall not apply to any Product or maintenance purchase(s).
- Cisco is not providing any deliverables. The Services shall be comprised of general technical assistance and shall be performed under Customer's overall direction and management. Customer is solely responsible for the determination and successful implementation of its Network, design, business or other requirements.
- Services may be performed at Cisco's discretion by Cisco or individuals, contractors, agents, suppliers or organizations employed by or hired under contract with Cisco.