



Service Description: Service Provider Video Optimization Service

This document describes Cisco's Service Provider Video Optimization Service.

Related Documents: This document should be read in conjunction with the following documents also posted at www.cisco.com/go/service-descriptions/: (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.

This Service Provider Video Optimization Service is intended to supplement a current support agreement for Cisco products and is only available where all Product(s) in Customer's Network is supported by Cisco's Foundation Technology Service Provider Optimization Service. Cisco shall provide the Service Provider Video 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. Availability of Services described herein and service delivery may vary by geographical region.

Service Provider Video Optimization

Service Summary

The Service Provider Video Optimization Service provides specific help for your Network support staff in the form of Network Health Checks, Network Support (Design & Software Support), Continuous Learning and Program Management service modules.

The following Video systems are supported under this Service Description:

- Cisco Content Delivery System (CDS)

Services performed under this Service Description are comparable to those services performed under Cisco's Foundation Technology Service Provider Optimization Service, and will build upon the original service support, but will be focused on the Service Provider's specific system(s)/technology(ies) described in this Service Description.

Cisco Responsibilities

Cisco's Service Provider Video Optimization Service consists of the provision of, at a minimum, Design Support from the Service modules 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 for all Service modules selected by Customer under the Service Provider Video Optimization Service:

General Support

- Designate an engineer ("Network Consulting Engineer") to act as the primary interface with the Cisco project manager appointed for the Customer
- Participate in regular visits to the Customer as required by the project manager either via phone or in-person to review proactive deliverables and activities and to plan for next quarter. In-person visits not to exceed eight (8) days in aggregate. Additional visits will be mutually agreed at Cisco's then-current travel and labor rates
- Designate engineer(s) to work with the Cisco project manager and the primary Network Consulting Engineer
- Participate in periodic conference calls (usually weekly) to review Customer's Network status, planning and the Services being provided
- Monitor a Customer-specific Cisco email alias to facilitate communication with primary Network Consulting Engineer as well as the engineers on Cisco's Service Provider Video team
- Network Consulting Engineer may utilize Customer provided data, scripts or internal tools to assist in collecting data from the Network.

Network Support

- **Design Support.** Cisco will:

- Consult with Customer networking staff in a series of meetings to develop a thorough understanding of Customer's Network design requirements, with a focus on concerns such as resiliency, self-recovery, scalability, disaster recovery, business continuance, virtualization, application traffic requirements, and ability to handle increased traffic demands and prioritization via quality-of-service ("QoS")
- Provide a detailed design report with recommendations that take into consideration, among other things, the following:
 - Customer's design requirements, priorities, and goals
 - Analysis of impact of new requirements on existing Network
 - Architecture and topology for the Network
 - Protocol selection and configuration
 - Feature selection and configuration
 - Security considerations
- Provide ongoing design consultation that may include, among other information, the following:
 - Review of Customer's design requirements, priorities, and goals
 - Analysis of impact of new requirements on existing Network
 - Review of Network architecture and topology
 - Integration and aggregation points for the video deployment including protocols, security and Network Management Software ("NMS") considerations
 - Video application environment, bandwidth requirements, quality-of-service ("QoS") and class of service discussions, guidelines for testing the configuration recommendations

- **Software Support**

Cisco shall provide Proactive Software Recommendation Report(s) (each report covers single Software Track), which may include:

- Review of new Software feature releases (Cisco IOS Software, Cisco Cat OS Software) for that specific Network area
- Inclusion of a Software referral version and risk analysis

- Overall Software recommendation to proceed with testing and Feature Set Upgrade deployment or wait for future Maintenance Release
- Contingency plan for transitioning Software in Customer networking environment

Network Health Checks

- **Technology and Protocol Audit for Service Provider Video**

Cisco will provide the scoped number of technology or protocol audit reports or other performance analysis reports. Such audit or performance analysis typically includes, among other information, the following:

- Collection of key performance data
- Identification of exception reports
- Analysis of key device configurations
- Analysis of resource utilization
- Assist Customer to define Network-specific performance criteria
- Report on performance optimization recommendations such as system tuning and protocol, response times optimization and changes

Continuous Learning

- **Knowledge Transfer and Mentoring**

Cisco will provide informal technical update training such as a "chalk talk" on a topic that is mutually agreed upon and relevant to the Products and Cisco technologies. Such training would be provided by the Network Consulting Engineer or another senior Cisco engineer.

Program Management

Cisco will provide program management functions during the performance of Services describe herein. The activities that will be performed typically include the following:

- Account kick-off meeting
- Weekly conference call(s)
- Prepare and present quarterly business review ("QBR")
- 90-Day planning

Customer Responsibilities

• General Responsibilities

- Designate at least one (1) technical representative in each area covered under the Services, who must be a Customer employee in a centralized Network support center (Customer's technical assistance center), to act as the primary technical interface to the Cisco Network Consulting Engineer(s). 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 selected 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 Cisco Network Consulting 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.
- Provide a Network topology map, configuration information, and information of new features being implemented as needed.
- Notify Cisco Network Consulting 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 under this Service Description have become effective, Customer is responsible to notify Cisco in writing within ten

(10) days 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 Cisco Network Consulting Engineer.
- Retain overall responsibility for any business process impact and any process change implementations.

Network Support

• Design Support

In addition to the General Responsibilities, Customer shall be responsible for the following:

- Provide the low-level design document describing how Customer Network needs to be built and engineered to meet a specific set of technical requirements and design goals. The level of details must be sufficient to be used as input to an implementation plan.
- Ensure key detailed design stakeholders and decision-makers are available to participate during the course of the service.
- Provide or extract additional information required in the design effort (e.g., current and planned traffic characteristics).

• Software Support

In addition to the General Responsibilities, Customer shall provide the following:

- Information on current releases running in the Network and current configuration templates
- Information on Customer business and technical requirements for new Software releases
- Review details of planned changes with Network Consulting Engineer
- Information on Customer certification process and lab testing process
- Information on Customer change control process

Network Health Checks

- In addition to the General Responsibilities, Customer shall provide the following:
 - Information on any service level agreements or Network performance requirements

- Information on critical applications supported by the Network
- Information on which applications are mission-critical and their priority schemes
- Information on Customer's plans for business continuance, consolidation, and virtualization
- Information on expected Network growth and application mix changes
- Data collection activities as needed to facilitate a specific Cisco analysis
- Information on any future advanced technology implementations

Continuous Learning

- In addition to the General Responsibilities, Customer shall provide:
 - Details of Customer requirements on the topics it wants to see covered through transfer and mentoring together with background information on the skill sets of the audience
 - Ensure that facilities and equipment are available to host the informal technical update sessions

Program Management

- In addition to the General Responsibilities, Customer shall provide:
 - Details of Customer requirements on the program(s) it wants Cisco to manage
 - Access to all relevant customer material, equipment, facilities and personnel required to manage the program(s)