



Service Description: TelePresence Planning, Design and Implementation Services

This document describes Cisco's TelePresence Planning, Design and Implementation 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.

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Cisco shall provide the TelePresence Planning, Design and Implementation Services described below as selected and detailed on the Purchase Order for which Cisco has been paid the appropriate fee. Cisco shall issue a Quote for the Services ("Quote"); the Purchase Order should reference such Quote.

Service Summary

The TelePresence Planning, Design and Implementation Services provide pre-qualification, system requirements validation, facilities qualification assessment, network path qualification, medianet readiness assessment, detailed design development, network implementation plan development, acceptance testing and training modules to assist in deploying a Customer's TelePresence solution.

TelePresence Planning, Design and Implementation Services

Under this Service, Cisco shall provide the TelePresence Planning, Design and Implementation Services, as selected by Customer during Standard Business Hours, unless stated otherwise:

Program Management Office

Cisco will develop a comprehensive project management plan, addressing personnel and processes required for planning, design and implementation of the Cisco TelePresence System, and create the management plan's deliverables.

Pre-Qualification

- Perform a qualification of the Network and facilities designated to support the TelePresence solution.
 - Initiate the project by conducting kickoff meetings, defining project scope, work breakdown structure and identifying risk and mitigation plan.

Customer Requirements Validation

- Cisco will verify the components in the TelePresence solution that address Customer's identified feature and functional requirements. Cisco will perform a system requirements validation, which typically includes, amongst other things, the following:
 - Gather Customer-supplied documentation or conduct interviews with Customer-determined representatives in association with feature/functionality and immersive conferencing experience requirements as they pertain to the TelePresence solution.
 - Gather Customer-supplied documentation or conduct interviews with Customer-determined representatives in association with Customer's Unified Communications design requirements as they pertain to the TelePresence solution, which may include:
 - LAN/WAN network architecture details

- Network Infrastructure connectivity
 - CallManager design
 - Call Admission Control
 - Dialplan requirements
 - Redundancy
 - Directory access & integration
 - QoS details
 - Service Provider capabilities and SLA
 - Inter-company conferencing experience requirements as they pertain to the TelePresence solution
 - Gather and review Customer-supplied documentation or conduct interviews with Customer-determined representatives to understand any specific design requirements for TelePresence Interop solution (if applicable), which may include:
 - Understanding of Customer's current or planned TelePresence multipoint solution
 - Understanding of Customer's current H.323 video-conferencing solutions
 - Interoperability requirements with TelePresence solution
 - Gatekeepers
 - MCUs
 - Endpoint locations
 - Scalability
 - Requirements by geographical region
 - Redundancy and Load balancing
 - Integration with Cisco TelePresence Manager for "One Touch" dialing
 - Collect any additional features in the solution that may be required and/or requested by Customer.
 - 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.
 - Identify and present feature/functionality and/or design gaps to the Customer to gain Customer acceptance of deviations from requirements. Document gaps for risk assessment documentation. Cisco and Customer will determine whether a gap can be removed by pointing out similar functionality with existing features. Discuss and document feature/functionality and/or design alternatives, and advise Customer of implications for each alternative.
 - Explain the boundaries of email customization to the Customer. Gather and validate Customer requirements that fit within the capabilities of the customization
 - Obtain Customer approval of Customer requirements document.
- Communicate TelePresence physical conference room requirements with Customer to determine optimal facilities location for TelePresence solution.
 - Confirm that facility locations determined by Customer conform with Cisco requirements, which may contain the following:
 - Physical room dimensions
 - Door location(s)
 - Lighting
 - Windows/Drapes
 - AC Power
 - Acoustic characteristics
 - Network infrastructure connectivity
 - Receive confirmation that Customer has received documentation for facilities implementation, and that Customer understands that physical implementation of TelePresence facilities equipment is the responsibility of the Customer.
 - Confirm that Customer implementation of physical facilities is a part of the project plan, and that completion of physical facilities installation requirements has been completed prior to TelePresence facilities qualification assessment process.
 - Verify that facility locations have been implemented according to Cisco certification requirements for TelePresence, which may include verification of the following:
 - High Definition plasma display(s)
 - High Definition video/audio codec(s)
 - High Definition camera(s)
 - Façade
 - Lighting
 - Back wall
 - Furniture (conference table and chairs)
 - Cisco 7970 IP Phone
 - Speakers
 - Microphones
 - Power Requirements
 - Compare physical characteristics of designated facilities with Cisco certification requirements.
 - Document gaps within physical characteristics comparison for risk assessment documentation. Cisco and Customer will determine whether a gap can be removed by remediation. Discuss and document alternatives, and advise Customer of implications for each alternative.

TelePresence Room Readiness Assessment (for CTS 3000/3200 only)

Cisco will determine that physical facilities proposed for the TelePresence solution meet Cisco certifications for TelePresence conference room requirements.

TelePresence Network Path Qualification

- Cisco will identify the appropriate Network path between TelePresence site pairs, and perform analysis on the site-to-site link to determine compliance with requirements to support video, audio and signaling traffic based on Cisco TelePresence design requirements.

- Gather information about Customer's existing Network Infrastructure including LAN/WAN architecture, topologies, network usage, IP QoS, existing IP Telephony infrastructure, MS Exchange infrastructure, IP Security and other critical network elements in the path of TelePresence endpoints as they relate to multipoint architectures.
- Determine candidate(s) for site-to-site link path for TelePresence by analysis of Customer Network documentation and/or communication with Customer.
- Obtain approval from Customer to deploy Cisco and/or third-party tools for Network discovery, inventory and performance data gathering.
- Assess current voice infrastructure and configuration to support proposed TelePresence design.
- Perform and document gap analysis.
- Perform site-to-site link path data capture on link path candidate(s) that may include the following:
 - Bandwidth
 - Delay
 - Jitter
 - Packet Loss
- If necessary on site-to-site link path, conduct performance load testing using Cisco and/or third-party tools. If Customer can provide recent and accurate load test data representative of the link path, Cisco will review Customer data in lieu of performance load testing.
- Perform compatibility analysis of Network path devices, including Hardware levels and Software IOS/Cat-OS versions.
- Perform analysis from Network design review and data gathered to identify potential site-to-site link infrastructure design, configuration, capability and security issues that could affect network resiliency and availability required for the TelePresence solution.
- Provide TelePresence path qualification report, identifying the Cisco-and Customer-agreed optimal site-to-site link.
- Obtain Customer approval of the TelePresence path qualification report.

Customer's network to become video ready. The assessment will consider:

- Network capacity and performance,
- Network availability,
- Quality of Service, and
- Multicast protocols.

TelePresence Detailed Design

- Cisco will develop an implementation-ready design for the Customer's TelePresence Solution.
 - Review detailed Customer requirements and path qualification documentation.
 - Design TelePresence solution infrastructure which may include the following communication services.
 - Define IP Addressing
 - Develop LAN/WAN configuration to accommodate TelePresence video, audio and signaling traffic
 - Develop QoS configuration with policing for LAN/WAN
 - Define network services such as DHCP/DNS/TFTP/NAT related to TelePresence solution component requirements
 - Define power, network and physical environment requirements
 - Service Provider Integration
 - Design TelePresence solution component characteristics which may include the following:
 - Call Manager Server
 - Call Admission Control (CAC)
 - Directory integration or directory access
 - Dial plan architecture
 - TelePresence Scheduler integration
 - Security Requirement
 - Integration with existing H.323 video-conferencing solution

- Obtain Customer approval of detailed design documentation.

Network Implementation Plan Development

- Cisco will develop a Network implementation plan that details the information required to perform implementation of TelePresence Hardware, Software and application configuration at Customer sites. Cisco will also provide TelePresence implementation support in the form of technical advice and guidance for deployment of the

Medianet Readiness Assessment

- Cisco will gauge the readiness of Customer's existing Network Infrastructure to support video applications by assessing infrastructure level consisting of Hardware and Software compliance, QoS compliance, performance compliance, Medianet infrastructure level design compliance and Customer's video application performance requirements.
- Based on the information gathered, Cisco will assess the Network with respect to its suitability for carrying video traffic and provide remediation recommendations for

implementation-ready design for the TelePresence solution.

- Review required documentation which may include:
 - TelePresence facilities qualification
 - TelePresence Network path qualification
 - Detailed design for TelePresence
 - Site specific contacts, locations and special considerations
 - Site specific installation requirements
 - Site specific information from Bill of Materials (“BOM”), and delivery of equipment for staging and/or installation
- Review detailed design with emphasis on order of site-specific implementation process within a Customer’s Network:
 - Core/infrastructure implementation requirements
 - QoS requirements on site-to-site link(s) for TelePresence
 - CallManager dial plan requirements
 - Directory integration requirements
 - TelePresence scheduling integration requirements
- Review staging and installation planning at each affected Network site.
- Review detailed design with emphasis on site-specific implementation process within a Customer’s Network multipoint deployment strategies, Cisco Unified Communications Manager dial plan requirements for multipoint solutions, and multipoint interoperability requirements with H323 endpoints as applicable.
- Assist Customer with site-specific BOM procurement logistics, including ordering and delivery timelines.
- Identify and add site dependencies to the rollout schedule.
- Develop Network implementation plan, containing sequenced and detailed order of events for TelePresence deployment and provide to Customer.
- Define deployment parameters that will be used to assess implementation-readiness at each site. Communicate these parameters to Customer project manager and technical lead, confirming agreement by both implementation team and Customer.
- Define timelines for post-implementation testing.
- Assist project management groups with maintaining actions lists and issues logs.
- Develop contingency and rollback plans.
- Prior to implementation, review documentation developed for Customer’s TelePresence solution:
 - Customer requirements document

- TelePresence facilities qualification
- TelePresence Network path qualification
- Detailed design for TelePresence
- Network implementation plan for TelePresence
- Solution and site acceptance test plan for TelePresence
- During the implementation process, Cisco will perform implementation process, accomplishing tasks as they pertain to implementation of the Customer’s TelePresence Solution which may contain, amongst other things, the following:
 - Path qualification readiness
 - Management of staging plan for each site as appropriate
 - Management of installation of any additional Hardware and supporting infrastructure devices staged at specific site locations.
 - Execution of Network implementation plan.
- Gain Customer approval of site- and solution-specific readiness.
- Compile and deliver to Customer all as-built documentation that pertains to Customer’s TelePresence design and implementation project.

TelePresence Solution and Site Acceptance Test Plan Development

- Solution and site Acceptance testing will be conducted subsequent to implementation to verify the TelePresence solution as implemented meets Customer solution and site requirements, and the requirements defined and developed in the detailed design, and that each site and the entire solution are certified as ready for the production environment.
 - Identify TelePresence facility requirements for testing:
 - Lighting
 - Positions of camera(s), display(s), microphone(s) and speaker(s)
 - Functionality of camera(s), display(s), microphone(s) and speaker(s)
 - Identify TelePresence network path and infrastructure requirements for testing.
 - Identify TelePresence networking and equipment readiness requirements for testing, which may include the following:
 - Path qualification
 - TelePresence directory and scheduler integration
 - TelePresence dial plan

- TelePresence video call scheduling, initiation and termination
- Customer experience
- Identify tools required for executing the test cases.
- Develop test plan which may include test schedule, test case priorities, test lab topology, role and responsibilities, testing processes, and severity levels.
- Develop QoS configuration for LAN/WAN.
- Define Network services such as DHCP/DNS/TFTP/NAT related to TelePresence solution.
- Define power and environments.

- Inventory all components for completeness; if parts are missing or damaged, coordinate replacements or resolution.
- Perform quick clean up and organization of materials to keep Customer locations as clean as possible during the process
- Equip Cisco resources with all the tools necessary to perform the project tasks and deliver the solution. These tools may include but are not limited to drills, duct tapes, measuring tapes, leveling gauges, spare Ethernet cables etc

TelePresence Site Deployment -Assembly of Monitor Structure, Lighting and Furniture

- Cisco will perform the physical building and installation of the unit, per the Cisco "CTS 500/1000/3000/3200 Hardware Assembly Guide" documentation

TelePresence Site Deployment- Logical Configuration

- Cisco will perform the logical configuration of devices in the TelePresence solution including the Codecs, Cisco Unified Communications Manager, CTM integration and multipoint device, if appropriate, include the following tasks but not limited to:
 - Network attach and configure the Codecs per the Cisco Documentation
 - Install, configure and integrate Cisco Unified Cisco Unified Communications Manager for TelePresence per Cisco documentation
 - Install, configure and integrate Microsoft Exchange with CTM
 - Install, configure and integrate the Cisco Unified Videoconferencing MCU to support the Interop TelePresence solution (if applicable) as per Customer requirements and design guide

Project Acceptance – Acceptance Testing, Documentation, Hand off and Sign off

- Cisco will perform a review of the acceptance procedures performed by Cisco in conjunction with Customer. Cisco will validate the system meets all acceptance criteria identified in the TelePresence test plan. Customer will be notified twenty-four (24) hours in advance of acceptance procedures to be performed by Cisco and in conjunction with Customer. After this period, the installation shall be considered complete.

TelePresence Administrator and End-User Knowledge Transfer

- Provide Customer-identified system administrators with knowledge on the administration and usage of the TelePresence Solution.
 - Create administration knowledge transfer collateral for Customer system administrator personnel on the TelePresence solution. This would include the elements of the systems to monitor as well as how to investigate and troubleshoot issue.
 - Develop end-user knowledge transfer materials the System administrators can use to train end users on using the TelePresence System. This would include how to book or schedule a room and how to complete a TelePresence call to other remote sites.
 - Deliver knowledge transfer to system administrators.

TelePresence Site Deployment and Testing

Physical deployment and logical configuration of all the TelePresence equipment which includes CTS system, Cisco Unified Communications Manager, Cisco TelePresence Manager (if any) and Cisco TelePresence Multipoint Server (if multipoint is purchased). This Service has, but not limited to, fixed price and fixed deliverables options for two-endpoint solutions and for three-endpoint solutions. Cisco will perform, but not limited to the following:

- Unpack materials
- Visually inspect materials for damage which may require replacement means

Service Responsibilities of Customer

Customer shall comply with the following obligations:

- Retain overall responsibility for any business process impact and any process change implementations.

- Ensure key Customer networking, voice and operational personnel are available to participate in interview sessions as required.
 - Unless otherwise agreed to by the parties, Customer shall respond within two (2) business days of Cisco's request for documentation or information needed for the Service.
 - A list of all of the existing and proposed networking, voice and operational system components including but not limited to Hardware, Software and solution configurations impacting the TelePresence solution
 - A high-level architectural drawing showing the type of Hardware, Software, and application solutions configurations and where they are physically located
- (for example, geographical location or location within the Network).
- Detailed definitions of the type of applications and features; detailed definition of Customer's implementation strategy and schedule.
 - Customer shall be responsible for the co-ordination of any external 3rd party, such as Telco service providers, activities and or deliverables.
 - Copies of system implementation plan and product configuration templates.