



Service Description: Advanced Services – Fixed Price

Cisco Collaborative Professional Services Practice Management Foundation Service (ASF-CPSA-PMF)

This document describes Advanced Services Fixed Price: Cisco Collaborative Professional Services Practice Management Foundation Service under the Collaborative Professional Services Program (“Program”).

Direct Sale from Cisco to Authorized Channel. If you have purchased these Services directly from Cisco, this document is incorporated into your Collaborative Professional Services Agreement (“Agreement”), Collaborative Professional Services – General Service Terms under the Cisco Services Partner Program, a services exhibit that addresses transaction advanced services (“AS-T”) or an equivalent agreement executed between you and Cisco which authorizes your participation in the Program. In the event of a conflict between this Service Description and your Agreement or equivalent services exhibit or agreement, this Service Description shall govern. For purposes of an AS-T exhibit executed between Cisco and Authorized Channel, this Service Description shall be deemed as a Statement of Work (“SOW”).

Cisco shall provide a Quote for Services (“Quote”) setting out the appropriate fee that shall be paid by Authorized Channel for the services selected. Cisco shall provide the Practice Foundation Management Service described below as detailed on Purchase Order that references the purchaser’s email address, Deal ID, Services Part No and Service Fee as defined in the Quote agreed between the parties and that, additionally, acknowledges and agrees to the terms contained therein.

Cisco Collaborative Professional Services Practice Management Foundation Service

Service Summary

The Cisco Collaborative Professional Services Practice Management Foundation (PMF) Service is designed primarily to provide Authorized Channel with the information, guidance and knowledge of leading practices associated with building and running a successful technology practice built on Cisco technologies (“Services”). The Services consist of a quantity of eight (8), one-hundred twenty (120)-minute knowledge transfer sessions delivered to the Target Audience, covering the topics listed below.

Target Audience:

- Executive Sponsor
- Sales Manager

- Marketing Manager
- Practice Manager
- Services Delivery Manager
- Project Management Lead

Services:

The eight (8) knowledge transfer sessions shall cover the topics listed per session below:

- Session 1: Cisco Overview and Authorized Channel Alignment
- Session 2: Practice Establishment - Business, Marketing, and Sales Building Blocks
- Session 3 & 4: Practice Preparation - Delivery Building Blocks
- Session 5: Practice Preparation - Support Building Blocks
- Session 6 & 7: Practice Management
- Session 8: Review, Summary, and Project Close

Location of Services

Services are delivered remotely to Authorized Channel.

Practice Management Foundation Knowledge Transfer Sessions

Cisco Responsibilities

- Work with Authorized Channel to schedule a kick-off meeting and communicate the final Services Schedule, including the final dates for the Knowledge Transfer Sessions.
- Provide a quantity of eight (8), one- hundred twenty (120)-minute remote knowledge transfer sessions, at a frequency of one (1) or more sessions per week to Authorized Channel participants using a delivery method at Cisco’s discretion and delivered over a shared medium via internet and/or teleconference.
- On completion of each knowledge transfer session, provide the appropriate session resources in electronic format as listed in section, Resources.

Authorized Channel Responsibilities

- Identify Authorized Channel's personnel and define their roles in the participation of the Practice Foundation Management service.
- Work with Cisco to schedule a kick-off meeting and communicate the final Services Schedule which shall include the final dates for the knowledge transfer sessions to the Authorized Channel personnel participating in the Cloud Practice Foundation Management service.
- Manage Authorized Channel's logistics of the sessions ensuring participation from Authorized Channel participating in the Cloud Practice Foundation Management knowledge transfer sessions.
- Ensure that Authorized Channel personnel participating in knowledge transfer sessions have prerequisites, including a laptop and access to other facilities as may be necessary to participate in the remote sessions.

information during the provision of the Services described herein and for the final determination of End User's network design, architecture, implementation, business or other requirements.

- Authorized Channel expressly understands and agrees that the Services shall take place and be completed within ninety (90) calendar days from issuing a Purchase Order to Cisco for the Services herein.

License of Deliverables

Cisco grants to Authorized Channel a limited, revocable, non-exclusive, non-transferable license (a) to use, display, reproduce, modify, and distribute Deliverables; and (b) create, use, reproduce, and distribute derivative works of the Deliverables. The license herein is granted solely for Authorized Channel's support of End Users during the term of the agreement between Cisco and Authorized Channel and solely for use with Cisco products. Authorized Channel may not sublicense, to any persons or entity, any rights to reproduce or distribute the Deliverables. Cisco also may terminate this license upon written or oral notice to Authorized Channel, with or without prior notice.

General Authorized Channel Responsibilities

- Authorized Channel shall ensure that, End User understands and agrees i.) that Authorized Channel is providing its own proprietary services together with the Cisco Services herein; and ii) that in connection with Authorized Channel's performance of its own proprietary services, Authorized Channel must provide to Cisco certain End User information, documents and/or other technical data as required for Cisco's subsequent use in connection with Cisco Services.
- Authorized Channel will be solely responsible for documenting any recommendations made by Cisco during the delivery of the Services
- Authorized Channel is solely responsible for all interactions and communications with End User and the provision of services and deliverables to End User.
- Authorized Channel acknowledges that the completion of Services is dependent upon Authorized Channel meeting its responsibilities as indicated herein.
- Identify Authorized Channel's personnel and define their roles in the participation of the Services. Such personnel may include but is not limited to: architecture design and planning engineers, and network engineers.
- Ensure Authorized Channel's personnel are available to participate during the course of the Services to provide information and to participate in scheduled information gathering sessions, interviews, meetings and conference calls
- Services provided by Cisco comprise technical advice, assistance and guidance only. Authorized Channel expressly acknowledges and agrees that it is solely responsible for the determination and implementation of End User's network design requirements and implementation of any recommendations provided by Cisco. Cisco shall not be responsible for the inability of Services to meet End User's network, design, business or other requirements and Authorized Channel shall remain responsible for the accuracy or completeness of the

Limitation

AUTHORIZED CHANNEL EXPRESSLY ACKNOWLEDGES AND AGREES THAT IT IS SOLELY RESPONSIBLE FOR THE DETERMINATION AND IMPLEMENTATION OF THEIR END USER'S NETWORK, DESIGN, BUSINESS, OR OTHER REQUIREMENTS. CISCO SHALL NOT BE RESPONSIBLE FOR THE FAILURE OF CISCO'S COLLABORATIVE PROFESSIONAL SERVICES, DELIVERABLES, REPORTS AND/OR RELATED SOFTWARE TO MEET END USER'S NETWORK, DESIGN, BUSINESS, OR OTHER REQUIREMENTS.

Representation of Cisco Brand

Authorized Channel agrees to comply with the Collaborative Services Branding guidelines located under "Resources" at <http://www.cisco.com/web/partners/services/programs/collaborative/index.html>, which is incorporated herein by reference.

Invoicing and Completion

Invoicing

Services will be invoiced upon completion of the Services.

Completion of Services

Cisco will provide written notification upon completion of the Services to Authorized Channel. The Authorized Channel shall within five (5) Business Days of receipt of such notification

provide written acknowledgement of Cisco's completion of the Services. Authorized Channel's failure to acknowledge completion of the Services or to provide reasons for rejection

of the Services within the five (5) Business Day period signifies Authorized Channel's acceptance of completion of the Services in accordance with this Service Description.

Resources

Session 1 - Resources

Resource Name	Description
Partner Field Guide	Data Sheet
Partner Field Guide Addendum for UCS	Data Sheet
UCS Solution Overview	Data Sheet

Session 2 - Resources

Cisco UCS Selling Guide	Template
Cisco UCS System Competition Internal	Data Sheet
How to Sell Cisco UCS	Data Sheet
UCS Building on Data Center Expertise	Data Sheet
Helping Partners Understand the Portfolio	Data Sheet
UCS Partner Proposal Package	Template
Leading Practice Guide for UCS	Data Sheet

Session 3 – Resources

Resource Name	Description
Selling: Structuring and Training Your Team for Growth	Data Sheet
Service Delivery: Structuring and Training Your Team for Growth	Data Sheet
Cisco Virtual Architecture Assessment Delivery	Data Sheet
UCS High-Level Design Template	Template
UCS Solution Requirements Template	Template
Service Delivery Leading Practices for Project Management	Data Sheet

DCN Methodology by Phase	Data Sheet
DCN Project Plan Template	Template
DCN Project Plan Sample	Template
UCS Engagement Discovery Guide	Template
UCS Project Profile Template	Template
Unified Computing Services Overviews	Data Sheet
Data Center Unified Computing Study Sessions	Data Sheet

Session 4 – Resources

Resource Name	Description
UCS High Level Design Template	Template
Leading Practices for Design	Data Sheet
UCS Implementation Plan Template	Template
DCN Implementation Plan	Template
DCN Implementation Questionnaire	Template
Using Cisco Tools and Online Resources	Template
UCS Partner Configuration and Ordering Guide	Data Sheet
UCS Accelerated Deployment	Data Sheet

Session 5 – Resources

Resource Name	Description
Cisco Unified Computing Warranty Support Service	Data Sheet
Cisco Unified Computing Remote Management Service	Data Sheet
Cisco Server Networking Remote Management Service	Data Sheet
Cisco Application Networking Remote Management Service	Data Sheet
Cisco Advanced Performance Monitoring Service	Data Sheet
Cisco Remote Monitoring Services Overview	Data Sheet
Leading Practice Guide for Support Optimization	Data Sheet
Leading Practice Guide for Support Framework	Data Sheet
Leading Practice Guide for Structuring and Training	Data Sheet

Session 6 – Resources

Resource Name	Description
UCS Services - Helping Partners Understand the Portfolio	Slide Deck
Cisco Unified Computing Planning, Design, and Implementation Service	Data Sheet
Cisco Unified Computing Support and Warranty Services	Data Sheet
Cisco Unified Computing Architecture Assessment Service	Data Sheet
Marketing Your Value Added Service Offering	Data Sheet
Marketing: Creating Demand for Your Service Offerings	Data Sheet
Selling Cisco Services: Moving Beyond the Fundamentals to Accelerate Growth	Data Sheet
Selling: Developing a Solution Sales Approach for Cisco's Advanced Technologies	Data Sheet
Selling: Implementing a Profitable and Repeatable Sales Framework	Data Sheet
Cisco Unified Computing Virtualization Service	Data Sheet

Session 7 – Resources

Resource Name	Description
Cisco UCS Lab Accelerator Service Description	Data Sheet
UCS Install and Configure Architecture	Slide Deck
UCS Install and Configure Delivery Framework	Data Sheet
UCS Install and Configure Lessons	Data Sheet
UCS Install and Configure Service	Slide Deck
UCS Install and Configure Site Survey	Data Sheet
UCS Install and Configure Support	Data Sheet
UCS Partner Lab Deployment Guide	Data Sheet

Session 8 – Resources

Resource Name	Description
UCS Engineering Accelerator Data Sheet	Data Sheet
UCS Lab Accelerator Data Sheet	Data Sheet
Engagement Survey	Template