Cisco StadiumVision Event-Day Operate Service

The Cisco StadiumVision™ solution combines high-definition video delivery with state-of-the-art digital signage to deliver distinctive, in-venue sports and entertainment experiences. Because StadiumVision is a robust solution with many features and options, it requires a certain level of expertise to use to the fullest benefit. Adequate preparation and timely execution are vital to delivering the best experience to the viewer.

To help venues ensure the quality of the StadiumVision experience and assist them in achieving a high level of return on their Cisco StadiumVision investment, Cisco offers the Event-Day Operate Service for Cisco StadiumVision. This service provides onsite and remote support for event operations, including configuration of the solution.

CISCO SERVICES APPROACH

The Cisco® Lifecycle Services approach defines the minimum set of activities needed to help customers successfully plan, build, and run Cisco technologies.

The solution “lifecycle” refers to the beginning-to-end view of the continuum of events that takes place in the lifespan of a solution. As Figure 1 shows, the Cisco Lifecycle Services approach provides a framework that makes it easy to understand which service activities need to be performed (and in what order) to successfully prepare for and manage network change and to operate and optimize the solution.

Figure 1. Cisco Lifecycle Services Approach
SERVICE OVERVIEW

The Event-Day Operate Service is one of the offerings within the Cisco Lifecycle services for Sports and Entertainment solutions. It fits into the Run phase. As part of the Event-Day Operate Service, Cisco provides subject-matter experts (SMEs) on site for the period of service. SMEs perform or provide the following services:

- Event support and mentoring to prepare customers to effectively operate and manage their system so that it meets current and future event needs, including:
  - Design and implementation of advanced scripting and logical zones and groups
  - Special event support
- Pre-event setup, including:
  - Content ingestion into StadiumVision for each event
  - Create or update video play list, as necessary
  - Update or edit event script(s), as necessary
  - Update or edit logical zones and groups within the venue, as necessary
- Onsite pre-event walk-through to ensure basic functionality of system operations, including:
  - Verification of Digital Media Player (DMP) group and zone assignment within the venue
  - TV over-scan verification and correction, as required
  - Validate accuracy of video play list
  - Validate accuracy of menu pricing and content (including spelling)
- Cisco StadiumVision Director event script execution, including:
  - Scheduled state-changes (such as from pre-event to in-event)
  - Display of ad hoc messaging (such as a score celebration or emergency notification)
  - Post-event wrap-up tasks (such as generation of proof-of-play data and system shutdown)
- Onsite support, acting as a single point-of-contact, including:
  - Help desk for questions related to network and solution configuration and operations
  - Liaison with Cisco Technical Assistance Center (TAC) for troubleshooting and resolution of any StadiumVision-related issues

SERVICE COMPONENTS

The Event-Day Operate Service includes onsite and remote support. The onsite support is provided by an Event-Day Operator.

EVENT-DAY OPERATOR

The Event-Day Operator is responsible for venue preparation as well as for operating the StadiumVision system to manage events. This includes but is not limited to:

- System operation
- Content ingestion
- Pre-event walk through of the venue
- Script execution
The Event-Day Operator uses StadiumVision Director (Figure 2) as the primary tool in both preparation and execution of the event.

Figure 2 Cisco StadiumVision Director Control Panel

The Event-Day Operator is a skilled operator of StadiumVision Director, and has a broad understanding of the overall system topology (headend design, Connected Stadium infrastructure, Digital Media Player operation, and group and zone assignments).

As an onsite representative of the service, the Event-Day Operator serves as your primary point of contact for the execution of the StadiumVision scripts for all contracted events. The Event-Day Operator also works closely with the remote support staff to resolve any issues that may be encountered and help ensure that the solution components are kept up-to-date with any software upgrades and enhancements.

REMOTE SUPPORT (TAC)
In addition to the onsite support, Cisco provides 24/7 remote support sports and entertainment solutions. Working with the Event-Day Operator, the remote support team performs:

- Pre-event problem isolation and troubleshooting
- Event troubleshooting coordination with the Cisco TAC

WHY CISCO SERVICES
Realize the full business value of your technology investments more quickly with intelligent, personalized services from Cisco and our partners. Backed by deep technology expertise and a broad ecosystem of partners, we enable you to successfully plan, build, and run your IT infrastructure as a powerful business platform. Whether you are looking to quickly seize new opportunities to meet rising customer expectations, improve operational efficiency to lower costs, mitigate risk, or accelerate growth, we have a service that can help you.
FOR MORE INFORMATION

For more information about services for the Cisco StadiumVision solution and the benefits it provides, please visit http://www.cisco.com/web/strategy/sports/ or contact your local Cisco account representative.