



Obtaining EMMs for Explorer Set-Tops Purchased from Secondary Markets

Overview

Introduction

This document outlines the policy and procedure for obtaining Entitlement Management Messages (EMMs) of Explorer® set-top terminals (STTs) not purchased directly from Cisco. Cisco is aware that existing customers may have the opportunity to purchase STTs from third-party entities such as equipment resellers or other Cisco customers (collectively, Secondary Markets). We appreciate your patronage in purchasing Explorers, and we will provide EMMs as long as certain authenticity and licensing prerequisites are met.

Purpose

After reviewing this document, you should understand the documentation Cisco requires to provide the EMMs you need to deploy Explorer STTs. In addition, you should understand the process to activate Explorer STTs.

Scope

Cisco is aware that some customers purchase Explorer STTs from Secondary Markets. These set-tops are typically older model Explorers and may include refurbished models. The process outlined in this document is necessary for two reasons:

- We desire to protect the Explorer product line by not arbitrarily authorizing the activation of Secondary Market STTs that lack authenticity, or have reached their end of support date. In your best interest, we will exercise due diligence to ensure that all Secondary Market Explorers are authentic and have not been obsoleted.
- Cisco has a long-standing commitment to PowerKey® technology - the security core of our Explorer STT activation.

Audience

This document is intended for MSO personnel who are responsible for purchasing, staging, activating, and deploying Secondary Market Explorer STTs into cable networks.

Document Version

This is the third release of this document. In addition to minor text and editorial changes, this version includes the changed policy that Cisco will no longer support EMM sales through the secondary market after last date of support.

Process Summary

EMM Documentation Requirements Overview

To obtain EMMs for Explorers purchased outside the direct Cisco sales channels, you must provide to Cisco complete and thorough documentation of the sale and acquisition of these third-party STTs. Specifically, Cisco needs proof of the following documentation:

- The original record of sale from the last known owner (often the original owner) of the STTs. Cisco defines the last known owner as the company to whom Cisco last issued EMMs for the STTs in question.
- The original record of purchase from the party that is currently requesting STT activation.

Cisco does not require documentation from other extraneous sales if the STTs have been bought and sold multiple times prior to the current purchase for which the customer is requesting activation. Cisco simply needs the sales record from the last authorized owner for the purchase and the record of sale for the current purchase by the activating customer.

After the required documentation and data has been reviewed and approved by Cisco and a purchase order for 1) the administrative fees associated with the transfer of ownership of the hardware and 2) the licensing fees associated with the licensing of the operating system (OS) software has been submitted and accepted by Cisco, we will commence the creation and delivery of the EMMs to the new owner.

Not Covered

Cisco is not responsible for:

- Customers purchasing STTs who have not previously purchased STTs and SARA licenses directly from Cisco and who do not have a Cisco licensed and functioning headend.
- Customers who have purchased STTs, which cannot be authenticated.
- Any and all warranties, expressed or implied, for the STTs. Customer will look solely to the vendor, which sold the STTs to the customer.
- Technical support, maintenance support, or any other services for the authenticated STTs, unless covered by a current Cisco support agreement.
- Delivery of EMMs for STTs that have reached end of support. For a current listing, please contact your Cisco sales account manager.
- STTs which do not meet applicable government laws or regulations.

Process Details

Customers must provide to Cisco the following activation request documentation for each and every group of Explorer STTs they wish to activate at a unique headend.

- 1 Original letter of sale on company letterhead or a verifiable email document from the last known owner.

- This document must delineate the sale of Cisco Explorer STTs to a third party.
- The letter must list the specific models and quantities of each and all Cisco STTs sold.

Note: This document may be used on multiple occasions depending on how the purchaser distributes and activates the STTs included in the purchase.

- 2 An electronic "seller" file in the form of an Excel spreadsheet, not a pdf file, that provides the information about each and every STT included in the sale as identified in step #1 above. (A sample of the "seller" file is included in this package.) The "seller" file must include the following data elements for each Explorer STT:

- Set-top model type (for example, Explorer 3250HD)
- Cisco set-top part number
- Serial numbers
- MAC address
- Name of last known owner
- Site of location of last known owner

Note: This document may be used on multiple occasions depending on how the purchaser distributes and activates the STTs included in the purchase.

- 3 Original letter of purchase on company letterhead or a verifiable email document from the party requesting STT activation.

- This letter must delineate the purchase of Cisco STTs from the vendor.
- The letter must call out the specific models and quantities of each and all Cisco STTs purchased.

Note: This document may be used on multiple occasions depending on how the purchaser distributes and activates the STTs included in the purchase.

- 4 An electronic "activation" file in the form of an Excel spreadsheet, not a pdf file, that provides information about each and every STT for which the purchaser wishes to receive new EMMs. (A sample file is included in this package.) The "activation" file must include the following data elements for each STT:

- STT model type
- Cisco set-top part number
- Serial number
- MAC address
- Name of last known owner
- Site location of last known owner
- Customer's deployment site ID

Note: This file may be a subset of one or more "seller" files mentioned above.

- 5 Customer must submit and Cisco must accept a purchase order for the
1) administrative fees associated with the verification, processing, and EMM creation for the STTs and 2) the applicable license fees associated with the OS software included in the request.
- 6 Upon receipt of the aforementioned activation request information, Cisco will perform the necessary data analysis in an effort to verify that the last known owner data matches our sales and activation database* and that the STT has not reached its end of support date. If the submitted data is verified as accurate and complete and the STT has not been obsoleted, the customer will be notified and we will initiate the required internal approvals and processing to deliver the newly created EMMs to the customer. This process typically takes 7-10 business days to complete.
- 7 Upon receipt of the aforementioned activation request information, Cisco will perform the necessary data analysis in an effort to verify that the last known owner data matches our sales and activation database* and that the STT has not reached its end of support date. If the submitted data is verified as accurate and complete and the STT has not been obsoleted, the customer will be notified and we will initiate the required internal approvals and processing to deliver the newly created EMMs to the customer. This process typically takes 7-10 business days to complete.

* **Important:** If inconsistencies are found between the submitted data and Cisco's database records, the requesting customer will be provided with a list of those STTs for which we cannot approve EMM creation due to data mismatches or inconsistencies. The customer shall be responsible for acquiring the proper transfer of ownership data as noted above for these STTs and resubmit this data in order for Cisco to provide EMMs.

Documentation Checklist for EMM Requests

Please refer to the Process Details in this document for details regarding the documentation requirements.

- Original letter of sale from the last known owner
- Electronic "seller" file (non pdf)
- Original letter of purchase from the party requesting STT activation
- Electronic "activation" file (non pdf)
- Purchase order for administrative fees associated with EMM creation and license fees associated with the applicable OS software

For More Information

If You Have Questions

If you have technical questions, call Cisco Services for assistance. Follow the menu options to speak with a service engineer.

DISCLAIMER

Cisco shall in no event be liable to Customer for any DIRECT, indirect, special or consequential damages, INCLUDING, WITHOUT LIMITATION, LOST PROFITS, arising out of its provision of the EMMs and associated licenses for the STTs (collectively "ITEMS") to Customer. Items ARE provided "as is." Cisco makes no warranties, whether express or implied, with respect to any items provided including, but not limited to any warranties of merchantability or fitness for a particular purpose. Cisco does not warrant that the items will meet the Customer's requirements, or that the items ARE error free. Cisco makes no warranty of non-infringement, express or implied. CISCO IS UNDER NO OBLIGATION TO PROVIDE CUSTOMER WITH ANY MODIFICATIONS, UPDATES, ADDITIONS OR REVISIONS TO ITEMS, NOR TO MAINTAIN ITEMS IN ANY FORM. THE PRECEDING SENTENCES SET FORTH CISCO'S ENTIRE LIABILITY TO CUSTOMER.



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