



Service Description: Advanced Services – Fixed Price

Cisco Interactive Experience Basic Deployment Service

This document describes Advanced Services Fixed Price: for the Interactive Experience Basic Deployment Service ordered by the following SKUs:

ASF-ESG-G-IEXP-DPP	Pilot Deployment: 1-20 endpoints
ASF-ESG-G-IEXP-DPS	Small Deployment: 21-50 endpoints
ASF-ESG-G-IEXP-DPM	Medium Deployment: 51-100 endpoints

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. 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 for your own internal use, this document is incorporated into your Master Services Agreement, Advanced Services Agreement, or other services agreement covering the purchase of Advanced Services-based services with Cisco ("Master Agreement") If no such Master Agreement exists, then this Service Description will be governed by the terms and conditions set forth in the Terms & Conditions Agreement posted at http://www.cisco.com/web/about/doing_business/legal/terms_conditions.html. If you have purchased these Services directly from Cisco for resale purposes, this document is incorporated into your System Integrator Agreement or other services agreement covering the resale of Advanced Services ("Master Resale Agreement"). If the Master Resale Agreement does not contain the terms for the Purchase and Resale of Cisco Advanced Services or equivalent terms and conditions, then this Service Description will be governed by the terms and conditions of the Master Resale Agreement and those terms and conditions set forth in the SOW Resale Terms & Conditions Agreement posted at: http://www.cisco.com/web/about/doing_business/legal/terms_conditions.html. For purposes of the SOW Resale Terms and Conditions this Service Description shall be deemed as a Statement of Work ("SOW"). In the event of a conflict between this Service Description and the Master Agreement or equivalent services exhibit or agreement, this Service Description shall govern.

Sale via Cisco Authorized Reseller. If you have purchased these Services through a Cisco Authorized Reseller, this document is for description purposes only; is not a contract between you and Cisco. The contract, if any, governing the provision of this Service will be the one between you and your Cisco Authorized Reseller. Your Cisco Authorized Reseller should provide this document to you, or you can obtain a copy

of this and other Cisco service descriptions at www.cisco.com/go/servicedescriptions/.

Cisco Interactive Experience Basic Deployment Service

Service Summary

This service covers the basic installation services of Interactive Services Hardware and Software at Customer location and the validation of use cases ("Services").

Deliverables

Project Management Plan
 Assessment Report
 Detailed Design Document
 Implementation Plan
 As-Built Document
 Acceptance Test Plan
 Acceptance Test Plan Results Document
 Knowledge Transfer Materials

Location of Services

Services are delivered remote and on site to Customer.

Project Management

Cisco Responsibilities

- Provide Customer with a list of designated Cisco personnel roles and responsibilities.
- Provide a Project Management Plan ("PMP"). PMP is a baseline document from which the Cisco PM can manage deliverables, assess progress, and manage change management issues and any ongoing questions.
- Work with Customer to identify and document dependencies, risks and issues associated with the successful completion of the Services.
- Provide a Project Schedule highlighting deliverables, corresponding milestones, planned project events, resources and timescales.
- Participate in scheduled project review meetings or conference calls.
- Provide Customer with the identity of personnel requiring access to Customer premises, at least two (2) Business Days prior to the scheduled date such personnel requires access.
- Deliver a weekly project status report to the Customer.
- Provide follow on actions, lessons learned, and exception reports (if necessary) upon Services completion.

Customer Responsibilities

- Provide the Cisco PM with a list of designated Customer personnel roles and responsibilities.
- Identify primary and backup Customer authorized site contacts who shall provide necessary information, obtain access clearances and coordinate with other organizations/third parties with respect to Services at that site.
- Participate in scheduled project review meetings or conference calls.
- Coordinate with any external third parties, such as in country Carrier/Telco activities, deliverables and schedules.
- Ensure that Cisco's request for information or documentation needed for the project is provided within two (2) Business Days of Cisco's request, unless the parties agree to another time period for response.

Site Survey and Readiness Assessment

Cisco Responsibilities

- Perform site survey. Cisco's responsibilities will be limited to identifying possible discrepancies between Customer Site specifications and the ones set forth by Cisco to install the equipment.
- Provide Customer with Cisco's specifications relating to the environmental requirements of the Site (including power supplies, air conditioning and physical location).
- Provide a list of items that do not meet Cisco's specifications.
- Gather information such as service descriptions, channel counts, services scaling projections, network diagrams, network design information, and loop lengths.
- Cisco will request additional details and clarification as required. Information will be gathered through Customer-provided documentation, on-site interviews, and telephone interviews.
- On-site interviews will be conducted during a single, one (1) day visit for the Pilot Deployment or two (2) day visit for the Small Deployment and Medium Deployment to Customer Site. Additional interviews and/or clarification which may be required will be conducted through telephone calls and email.
- Assess the network. Based on the information gathered, Cisco will assess the network with respect to its suitability for carrying digital media traffic. The assessment will consider network capacity and performance, network availability, and quality of service.
- Prepare an Assessment Report which includes:
 - executive summary;
 - summary of the network architecture;
 - summary of the readiness assessment;
 - summary of the gathered information;
 - assumptions made by Cisco in performing the assessment;
 - assessment results and recommendations.

- Deliver the Assessment Report. Cisco will provide the report to the Customer as a soft-copy in Adobe PDF format and one on-site presentation of the report and its findings.

Customer Responsibilities

- Provide reasonable access to computer equipment, facilities, work space and telephone for Cisco's use during the onsite Services.
- Provide Cisco access to the Customer Site on the day Cisco conducts the site survey.
- Work with Cisco to finalize a mutually-agreeable plan and schedule for delivery of the Assessment Report.
- Provide any site survey information requested by Cisco, assigning network design and operation engineers to participate in onsite interviews and to respond to Cisco's requests for additional information or clarification.

Detailed Design Development

Cisco Responsibilities

- Review the Customer-provided customer requirements document (CRD) with the Customer, validating the business and technical requirements with the Customer.
- Create a Detailed Design Document (DD) including:
 - critical path item(s);
 - services scope;
 - configuration specifications;
 - implementation scheduling;
 - inventory.
- Review the DD with the Customer for comments before it is completed and released.

Customer Responsibilities

- Provide to Cisco the CRD.
- Work with Cisco to review the CRD and validate business and technical requirements.
- Review the DD with Cisco providing comments before it is completed and released.
- Provide design specifications including:
 - design goals for Customer's network;
 - logical and physical topology;
 - IP addressing for network nodes and subnet masks.
- Provide Customer network information such as routing protocols, desktop protocols, transport protocols, wide area networking features, security features, and network management systems.

Implementation Planning

Cisco Responsibilities

- Develop an implementation plan which will include planning for:
 - rack and stack;

- installation of the interactive services components;
- basic setup of Interactive Services Manager
- register the Interactive Experience Client (IEC) to Interactive Experience Manager (IEM);
- implementation procedures (taking into account Customer's change and release management processes).
- Review the implementation plan with the Customer and incorporate comments before the plan is completed and released.
- Create an acceptance test plan.
- Review the Acceptance Test Plan with the Customer, incorporating comments in the Design Document before the document is completed and released.
- Unpack and/or un-box equipment.
- Conduct an inventory of and inspect equipment.
- Attach power cord and apply power.
- Create software configurations using the software configuration template and in accordance with the Detailed Design Document.
- Configure equipment in accordance with the manufacturer's hardware documentation provided by Customer.

Customer Responsibilities

- Provide a secure, controlled area with adequate work space at the Customer facility.
- Provide IP address and sub-net mask scheme for equipment to be installed.
- Provide necessary information to complete software configuration template that specifies point codes, gateways, protocols, active ports, module functioning and routing scheme.
- When requested by Cisco, provide relevant physical and logical network schematics for Customer's network devices or equipment necessary for Cisco to configure the equipment.
- Make Customer's designers and engineers available as required to respond to questions about the Customer's network.
- Provide all required software licenses and manufacturer's hardware documentation.

Implementation

Cisco Responsibilities:

- Provide onsite or remote technical support, for twenty (20) Business Days, to assist the Customer with the activities strictly limited to the implementation, including providing assistance to mitigate any issues related to the implementation along with status reports.
- Install Customer-provided cables that start and end in the same rack.
- Provide installation and configuration of equipment in accordance with the design specifications of the Detailed Design Document.

- Connect Customer-provided hardware and other equipment.
- Be available at Customer Site(s) when network is placed back in production.
- Ensure implementation of the hardware and software.
- Validate the implementation and configurations by using the Cisco-generated "Hello World" demo application.
- Provide the As-Built Document.

Customer Responsibilities

- Identify a coordinator responsible for the Services at the Customer Site to assist with various installation and configuration responsibilities.
- Prepare the Customer Site in accordance with Cisco's site requirement guidelines to ensure that proper environmental conditions are met and adequate power supply is available.
- Handle delivery, installation, and configuration of equipment not provided by Cisco and required for the operation and performance of the system.
- Provide and install all cables external and in close proximity to Cisco hardware and/or to racks.
- Ensure that all Customer-supplied cabling functions in accordance with documentation supplied with such cabling.
- Verify that Customer-supplied equipment is functioning properly before Cisco is scheduled to begin installation.
- Verify the operation of all external communication equipment not provided by Cisco in order to ensure proper connectivity with the equipment.
- Ensure that all Customer equipment required by Cisco to perform the Services are clearly identified.
- Identify all distance and interference limitations of external interface cables to be used at Customer Site.
- Provide access to proper grounding and electrical system for installation of each rack.
- Identify and validate Customer network topology and connectivity requirements.
- Provide Internet access to a Cisco server for software and firmware downloads.
- Provide adequate storage areas and ensure security on the Customer Site for equipment.

Implementation Testing

Cisco Responsibilities

- Execute the test cases identified in the Detailed Design Document and execute the Acceptance Test Plan, evaluating the test results against the acceptance criteria (use cases).
- Document the results of acceptance testing in the Acceptance Test Plan Results Document and review the results with the Customer.

- Review the Acceptance Test Plan Results Document with the Customer for comments before it is completed and released.

Customer Responsibilities

- Provide input necessary for Cisco to develop the criteria in use cases for the Acceptance Test Plan.
- Make available any personnel and/or access to Customer Site as necessary for Cisco to execute the Acceptance Test Plan.
- Assist with executing the use cases in accordance with the Acceptance Test Plan and document the results of acceptance testing in the Acceptance Test Plan Results Document.
- Make any corrections to Customer-provided and/or installed equipment and services as required.
- Review with Cisco the Acceptance Test Plan Results Document, providing comments before it is completed and released.

Knowledge Transfer

Cisco Responsibilities:

- Work with the Customer to schedule the knowledge transfer session, as well as to determine if knowledge transfer will be held onsite or remotely and if any Customer-specific content, in addition to IEP content, will be covered during the session.
- Provide knowledge transfer session on site for one (1) Business Day for up to ten (10) Customer participants, covering the following topics: a) architecture; b) features and functions c) best practices related application implementation and content creation; d) operations and management; e) any Customer-specific content related to the Interactive Experience platform.

Customer Responsibilities

- Work with Cisco to schedule the knowledge transfer session on site.
- Designate up to ten (10) Customer employees to participate in the knowledge transfer session(s).

General Customer Responsibilities

- Customer shall assume liability for all Customer-owned equipment for any loss or damage to the equipment during the implementation.
- All information (such as but not limited to: designs, topologies, requirements) provided by Customer is assumed to be up-to-date and valid for the Customer's current environment. Cisco Services are based upon information provided to Cisco by Customer at the time of the Services.
- Customer acknowledges that the completion of Services is dependent upon Customer meeting its responsibilities as indicated herein.
- Identify Customer'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 Customer'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.
- Support services provided by Cisco comprise technical advice, assistance and guidance only.
- Customer expressly understands and agrees that the Services shall take place and complete within ninety (90) calendar days from issuing a Purchase Order to Cisco for the Services herein.

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 Customer shall within five (5) Business Days of receipt of such notification provide written acknowledgement of Cisco's completion of the Services. Customer'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 Customer's acceptance of completion of the Services in accordance with this

Service	Description.
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