



Service Description: Advanced Services – Fixed Price Cisco Collaboration Service for Webcasting - Standard (ASF-WBX-G-UC-LSSTD)

This document describes Advanced Services Fixed Price: **Cisco Collaboration Service for Webcasting – Standard**.

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/legal/advancedservices.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/legal/advancedservices.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 Collaboration Service for Webcasting - Standard

Service Summary

The Cisco Collaboration Service for Webcasting - Standard provides the Customer with the Project Coordination, the technology and additional supporting services such as camera crews, to execute interactive, high-attendance, TV-quality Video Events.

Collaboration Service for Webcasting – Standard includes the following:

- Up to 1 hour length
- Up to 500 live viewers
- Unlimited on-demand viewers
- 3 months hosting
- Standard branded player (1 colour + 1 logo)
- Signal acquisition: Client provided VCU feed
- CD-ROM

Video capture

- Cisco will provide all the off-site components for the video capture and encoding to the Content Delivery Network (CDN).

Additional Purchasable Service Options:

SKU	Service Options
ASF-WBX-G-UC-ADDU	500 Additional Users
ASF-WBX-G-UC-ADDH	6 Month Additional Hosting
ASF-WBX-G-UC-ADDB	Additional Broadcast hour (increments of 60 minutes)
ASF-WBX-G-UC-ADDEH	Cisco WebEx Overage fee – Add Eng Hour(increment of 60 mins)
ASF-WBX-G-UC-EDIT	Cisco WebEx Additional Editing Hours
ASF-WBX-G-UC-VRI	Video Roll-in or App Demo
ASF-WBX-G-UC-SIML	Simulated Live Delivery
ASF-WBX-G-UC-MOB	Mobile Device Delivery
ASF-WBX-G-UC-ADDPM	Overage fee - Additional Project Management Hour (increment of 60 minutes)

Additional Purchasable Field Service Options:

SKU	Field Service Options
	Signal Acquisition

ASF-WBX-G-UC-OENC	Onsite Encoding (per day rate)
ASF-WBX-G-UC-NBSU	Night Before set up
ASF-WBX-G-UC-TVF	TV1 Fiber (hourly rate)
ASF-WBX-G-UC-SAT	Satellite Hourly Rate (down link only)
	Webcast Producer
ASF-WBX-G-UC-WEBP	Webcast Producer

Location of Services

Services are delivered either remotely or onsite to Customer as required by the scope of the services purchased.

Project Coordination and General Responsibilities

Cisco Responsibilities

- Designate a single point of contact ("Cisco Contact") for the services defined herein
- Provide project coordination to deliver the applicable Services as described herein.
- Provide a Project Schedule outlining the planned events, showing resource, timescales and all deliverables.
- Cisco Contact will facilitate project team meetings and provide project status updates weekly or as otherwise agreed with Customer Contact.
- Cisco will use Collaboration Tools (such as WebEx Meeting Center) for the pre-webcast meetings.
- Comply with Customer's security regulations in their activities at Customer's sites or in connection with Customer's systems (if applicable). Unless otherwise agreed to by both parties, Cisco's personnel (including its subcontractors) will observe the working hours, working rules, and holiday schedules of Customer while working on Customer's premises.
- Provide Completion Certificate to the Customer to be reviewed and executed by the "Customer Contact" or designated representative, upon completion of the services defined herein.

Customer Responsibilities

- Designate a single point of contact ("Customer Contact") who shall be accountable for providing necessary information, disseminate all Cisco communication and shall interface as required with other organizations. This person has the authority to act on all aspects of the service being performed including reviewing and signing the Completion Certificate.
- Designate a back up contact when Customer Contact is not available. This person has the authority to act on all aspects of the services in the absence of the primary contact.

- Customer acknowledges that the completion of Services is dependent upon Customer meeting its responsibilities as indicated herein.
- 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.
- Unless otherwise agreed by the parties, ensure that Cisco's request for information or documentation needed for the Services is provided within three (3) business day of Cisco's request.
- Customer acknowledges that completion of Services is dependent upon Customer meeting its responsibilities as identified herein.
- Customer is responsible for determination of its requirements, and Customer shall retain overall responsibility for any business process impact and any process change implementations.
- Customer will provide VCU (Video Conferencing Unit) for signal acquisition if applicable.
- Unless purchased, Customer is responsible for providing all Audio/Visual ("A/V") equipment and personnel not detailed herein
- Ensure key Customer personnel are available to participate during the course of the Service (to provide information and to participate in review sessions as necessary).
- Provide Cisco with reasonable access to its personnel, systems, resources and facilities to the extent required by Cisco for the performance of the Services specified in the Service.
- Provide Cisco with content and dedicated broadband internet access to the computer for the live webcast to the extent reasonably required to by Cisco for the performance of the Services specified in this Service.
- If on site work is required, Customer agrees to make available, at no charge to Cisco, office space and access to office equipment (such as phone, internet access, copiers, modems and fax machines) and relevant technical data, computer systems, programs, files, documentation, test data, sample output, or other information and resources reasonably required by Cisco for the performance of the Services.
- Customer agrees to provide a safe and secure location for all equipment provided by Cisco during the course of the provision of the services.
- Unless otherwise agreed to by the parties, Customer shall respond within two (2) Business Days of Cisco's request for any other documentation or information needed to provide the Service.
- Complete actions required and notified by Cisco to Customer for the purpose of the project items in a timely manner.

Kick-Off Meeting**Cisco Responsibilities**

- Schedule a one (1) hour online kickoff meeting with Customer, via WebEx Meeting Center, send Pre-Event Document to Customer, and provide Customer with instructions on how to join. This meeting is intended to initiate the project, review project scope, introduce the project team and commence project planning and will include the following:
- Review project schedule and day of webcast time line with Customer.
- Review configuration with Customer and provide recommendations if system requirements are not met.
- Review network specifications with Customer.
- Confirm venue location and signal acquisition with Customer and document in the Project Plan.
- Develop initial webcast/registration page based on receipt of Customer's company logo, webcast and registration information.
- Provide attendee registration/join URL within forty eight (48) hours upon receipt of webcast registration information and company logo from Customer.

Customer Responsibilities

- Complete the Pre-event Document and return to Cisco no later than one (1) day before the Kick-Off Meeting date.
- Provide Cisco with Customer's company logo, webcast and registration information as requested in the Pre-event Document.
- Ensure appropriate people resources are available to participate in the Kick-Off Meeting (including technical resources to address bandwidth and connection requirements).
- Review project schedule and day of webcast timeline with Cisco.
- Review configuration with Cisco to ensure system requirements are met.
- Review network specifications with Cisco.
- Confirm venue location and signal acquisition with Cisco.

Planning Meeting(s)**Cisco Responsibilities**

- Conduct planning meeting(s) with Customer. Planning Meeting(s) are conducted in order to track the progress of the webcast planning, finalize planning details prior to the live webcast, and document in the project management plan by completed the following:
- Review preliminary webcast content and flow with Customer.

- Provide webcast presenter(s) with an overview on the features available for use in the Cisco WebEx Video Streaming Service webcast player if required.
- Finalize day of webcast timeline with Customer as well as all relevant webcast meeting participant roles and responsibilities if required.

Customer Responsibilities

- Participate in Planning Meeting with Cisco.
- Review Project Plan with Cisco for accuracy.
- Review preliminary webcast content and flow with Cisco.
- Finalize day of webcast timelines with Cisco as well as all relevant webcast meeting participant roles and responsibilities.

Technical Rehearsal**Cisco Responsibilities**

- Conduct a Technical Rehearsal to configure and test Audio/Video equipment and connections, in accordance with the Cisco's specification (Production Check List), at least one (1) day before the planned webcast date. The webcast technical rehearsal includes the following activities:
- Open a broadcast stream for a maximum of sixty (60) minutes to allow for a signal acquisition test.
- Provide a phone bridge to allow for the onsite technician, as well as any remote project team members, to participant in the test.

Customer Responsibilities

- Provide access to Cisco onsite technician at the webcast location, and any additional resources needed to complete technical rehearsal set up.
- Customer acknowledges that Customer participation is not required during the technical rehearsal testing process; however, a stage link for Customer viewing can be made available upon request).

Night Before Setup (if purchased)**Cisco Responsibilities**

- Set up Audio/Video equipment at venue location if applicable
- Conduct a Technical Rehearsal to configure and test Audio/Video equipment and connections, in accordance with the Production Check List, the night before the planned webcast date. The Technical Rehearsal includes:
- Open a broadcast stream for a maximum of sixty (60) minutes to allow for a signal acquisition test.

- Provide a phone bridge to allow for the onsite technician, as well as any remote project team members, to participate in the test.

Customer Responsibilities

- Provide access to Cisco onsite technician at the webcast location, and any additional resources needed to complete Night Before set up services. Customer acknowledges that "Night Before Set" services up is typically performed outside of normal business hours.
- Customer acknowledges that Customer participation is not required during the testing process; however, a stage link for Customer viewing can be made available upon request).

Full Rehearsal (if purchased)

Cisco Responsibilities

- Set up Audio/Video equipment at venue location, if applicable
- A Technical Rehearsal conducted to configure and test Audio/Video equipment and connections, in accordance with the Production Check List, the night before the planned webcast date. The webcast Full rehearsal includes the following activities:
- Open a broadcast stream for a maximum of sixty (60) minutes to allow for a signal acquisition test.
- Conduct a rehearsal, up to sixty (60) minutes in duration, in order to rehearse the webcast flow and content.
- Validate roles and responsibilities with Customer's nominated presenters.
- Provide a phone bridge to allow for the onsite technician, as well as any remote project team members, to participate in the test.
- Provide webcast presenter(s) with an overview on the features available for use in the Cisco WebEx Video Streaming Service webcast player.

Customer Responsibilities

- Provide access to Cisco onsite technician at the webcast location, and any additional resources needed to complete set up.
- Customer acknowledges that Customer participation is not required during the Technical Rehearsal portion of the Full Rehearsal; however, a stage link for Customer viewing can be made available upon request).

Webcast Services

Cisco Responsibilities

- Cisco will conduct a Pre-webcast meeting prior to the webcast start time to address technical questions and provide support as needs arise. Such activities include:
- Launch live broadcast stream.
- Conduct final Audio/Video test to confirm broadcast is working.
- Give a final reminder to Customer's nominated presenters of their roles and responsibilities and answer last minute questions (if any).
- Execute countdown to live webcast start.
- Cisco will provide the following Live Webcast Services for the duration of the webcast:
- Answer technical questions throughout the live webcast.
- Monitor webcast for potential problems and work to resolution.
- Conduct post webcast review meeting with Customer and provide Attendee Report.
- Provide Customer with an online access link to the recording of webcast within forty eight (48) hours of webcast completion.
- Deliver a CD-ROM of webcast recording delivered within ten (10) business days upon completion of webcast.

Customer Responsibilities

- Participate in Pre-webcast activities.
- Ensure presenter materials (PowerPoint, etc) are completed prior to Pre-webcast Activities.
- Conduct and manage the webcast introduction (greeting to start the webcast) and dialog throughout the webcast and address content related questions and answers.
- Attend the post webcast review meeting

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 Customer. 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.