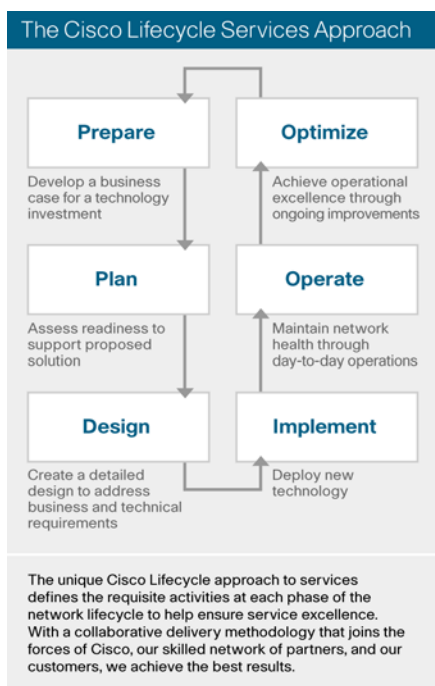


Cisco Services for Cisco TelePresence

Realize the Cisco TelePresence experience and accelerate successful global deployments through services delivered by Cisco and our certified partners.



Challenge

To compete in today's global business environment, organizations must be able to effectively communicate and collaborate, responding rapidly to change across all geographic boundaries. Cisco TelePresence™ conferencing offers a solution that creates “in-person” experiences between people, places, and events over the IP network. Employees can connect easily and instantly with coworkers, customers, and partners anywhere in the world without leaving the office. This speeds decision making, improves business continuity in the event of disasters or disruptions, and provides a distinct competitive edge.

Solution

Critical to delivering the innovative Cisco TelePresence experience are integrated lifecycle services delivered by Cisco and our certified partners. Designed for organizations of a variety of sizes, these services accelerate a successful deployment and deliver a high-quality, reliable, “in-person” Cisco TelePresence experience.

Cisco TelePresence Services help organizations:

- Accelerate the business benefits of the Cisco TelePresence experience
- Protect against downtime caused by improper solution design or hardware and software issues
- Decrease deployment times and avoid costly deployment delays
- Realize greater peace of mind through proactive remote monitoring and comprehensive operational support and management
- Improve the performance and availability to better meet business requirements

Cisco TelePresence Services encompass four service offerings:

- Cisco TelePresence Planning, Design, and Implementation Service
- Cisco TelePresence Essential Operate Service
- Cisco TelePresence Remote Management Services
- Cisco TelePresence System Optimization Support Service

Cisco TelePresence Planning, Design, and Implementation Service

To provide a consistent, high-quality experience, the network, physical meeting sites and the Cisco TelePresence solution itself must be optimally designed and implemented. Without careful consideration of business and technical requirements, IT and end-user experience, and the effects of Cisco TelePresence on the overall network, your organization might not realize the full potential of the solution.

The Cisco TelePresence Planning, Design, and Implementation Service provides comprehensive support throughout the planning and deployment of a Cisco TelePresence solution. The service helps your organization achieve its objectives by assessing the existing network and physical environment. Designs are developed based on unique requirements, and throughout the implementation and testing phase, ongoing IT support and end-user training occur.

In the initial prepare phase of a Cisco TelePresence deployment, Cisco or partner engineers use the Cisco TelePresence prequalification checklist to qualify your network and physical meeting locations, verifying support of the solution.

In the design and implementation phases, the project team will develop an implementation-ready detailed design for the Cisco TelePresence solution. Then, the team develops a comprehensive network implementation plan for each element of the solution, including audiovisual and environmental standards, and deploys the solution.

After deployment, the team performs a system acceptance testing process, and finally, the project team performs end-user training, including the development of customized training materials and hands-on education to make sure that system administrators, support staff, and end users all can make full use of Cisco TelePresence technology.

Cisco TelePresence Essential Operate Service

To protect and maximize your solution investment, dedicated, system-level support and maintenance to protect your Cisco TelePresence solution are essential.

Global 24-hour-day, 365-day-a-year access to highly skilled engineers, providing a comprehensive support environment that addresses all aspects of Cisco TelePresence technology – voice and video, software and hardware – is available.

The Cisco TelePresence Essential Operate Service includes two advanced hardware replacement options with onsite installation, providing enterprises with parts delivery and replacement by the next business day or within four hours on the same business day. The service also includes ongoing operating system and application software updates, which strengthen the reliability, functionality, and stability of Cisco TelePresence application software.

In addition, companies gain registered access to an array of powerful, industry-leading online support and information systems. These include interactive consulting tools, a comprehensive database, and knowledge transfer resources available through Cisco.com. This robust set of Cisco® technical tools and product information increases the self-sufficiency and unified communications expertise of internal IT staff, improving productivity while protecting the Cisco TelePresence investment.

Cisco TelePresence Remote Management Services

While sound planning and ongoing support help organizations quickly benefit from their Cisco TelePresence technology, many do not have the in-house expertise to optimally monitor and manage their Cisco TelePresence solution on a day-to-day basis. Developing that expertise can represent a significant investment in time, people, and resources that can impede the operational efficiency of in-house IT staff.

Cisco TelePresence Remote Management Services (RMS) include three offerings to address remote management needs: Select Operate Service, Remote Assistance Service, and Expert Access Service.

Cisco TelePresence Select Operate Service goes beyond system-level support to deliver proactive remote monitoring and management of Cisco TelePresence endpoints, its underlying network and unified communications (CallManager) components. Organizations retain ultimate control and flexibility of their network, while Cisco monitors the availability and performance of Cisco TelePresence around the clock, identifying issues and collaborating with customers' IT teams as necessary to resolve issues before the user experience is affected. This extensive monitoring helps ensure the highest level of customer satisfaction in terms of product reliability, usability, and availability. This service includes standard monthly management reports that track calls per day, daily use hours, and ranking of use

by location. On-demand interactive portal reports are available at any time, tracking real-time incident management, trouble management, and change management. These reports enable end users to effectively measure total cost of ownership and return on investment.

Cisco TelePresence Remote Assistance Service provides administrative support and an escalation point to address the need for real-time remote management that gives companies greater peace of mind using the solution. But what can organizations do to help ensure that virtual presence sessions will always run smoothly? For example, what if the person leading the session schedules an important conference incorrectly or needs to make a change at the last minute and cannot remember how?

By simply pressing a single button on a Cisco Unified IP Phone, users in any managed Cisco TelePresence conference room can connect with a remote assistance representative day or night, 365 days a year. The service provides remote assistance with scheduling and call setup, answers questions about how to use the solution, and can serve as a single point of contact for any issues requiring engineering support. As a result, users can quickly find answers and resolve unexpected issues and help ensure a smoother, more effective Cisco TelePresence experience.

Cisco TelePresence Expert Access Service (CTS 500 only) is an effective alternative to self-managed options for organizations looking for efficient operational excellence backed by Cisco expertise. For organizations that do not require full-scale proactive management, the service addresses business concerns for cutting costs while balancing varying business and technical requirements. The solution is designed specifically for the CTS 500 and transparently integrates with other Cisco TelePresence RMS offerings to extend in-house resources for organizations that do not require automatic ticket generation.

*([Essential Operate](#) is the system-level support service for critical elements of the Cisco TelePresence solution and is a prerequisite for all remote services.)

Cisco TelePresence System Optimization Support Service

Helps your Cisco TelePresence solution operate at peak performance. It is an extension to Cisco Foundation Technology Optimization Service/Network Optimization Support (NOS), a service that focuses on optimizing core network infrastructure performance, enhancing security, and increasing operational efficiency. This service builds on device-level support with advanced network-level and consultative proactive support that helps you design, implement, operate, and optimize your deployed Cisco network infrastructure. This service provides the following activities:

- **Cisco TelePresence Proactive Software Recommendation and Security Alerts:** Develop and maintain comprehensive software strategy for your TelePresence system - collaboratively
- **Cisco TelePresence Remote Upgrade Support:** Support for upgrade activities ensures code recommendations are implemented according to Cisco best practices
- **Cisco TelePresence System Stability Audit:** Helps sustain a high-performance Cisco TelePresence system with a periodic stability analysis
- **Cisco TelePresence System Change Support:** Network Consulting Engineer will assist customer with resolution of specific CTS problems entered as P1 or P2 Technical Assistance Center (TAC) case.
- **Knowledge Transfer and Mentoring:** Helps increase your staff's knowledge and productivity

The combination of these services provides a comprehensive Cisco experience that combines our renowned tools, processes, and expertise with industry standards and protocols for transparent operation.

Table 1 shows Cisco TelePresence service activities and deliverable.

Table 1. Cisco TelePresence Service Activities and Deliverables

Activity	Deliverables
<p>Planning and Design Services</p> <ul style="list-style-type: none"> • Cisco TelePresence prequalification • Cisco TelePresence project management • Cisco TelePresence requirements validation • Cisco TelePresence site survey • Cisco TelePresence path qualification • Cisco TelePresence detailed design development • Cisco TelePresence implementation plan • Cisco TelePresence system acceptance testing • Cisco TelePresence end-user training 	<ul style="list-style-type: none"> • Comprehensive project management plan • Implementation-ready detailed design • Comprehensive network implementation plan including environmental standards • Customized and standard training materials
<p>Essential Operate Services</p> <ul style="list-style-type: none"> • Troubleshoot incidents • Issue resolution • Provide assistance using leading practices 	<ul style="list-style-type: none"> • Technical and maintenance support • Advanced hardware options and installations • System and application software updates • Cisco.com knowledge base access
<p>Cisco TelePresence Remote Management Services: Cisco TelePresence Select Operate Service</p> <p>Cisco TelePresence Remote Assistance Service</p> <p>Cisco TelePresence Expert Access Service</p>	<ul style="list-style-type: none"> • 24x7 proactive remote monitoring and management support • Incident management utilizing ITIL® processes and methodologies • Monthly management reports track daily calls, use hours, and use by location • On-demand interactive portal reports track real-time incident, trouble, and change management • Single point of contact • One-button IP phone access to high-touch representative service • Available day or night, 365 days a year • "How do I" help desk issue resolution • Effective alternative for CTS 500 • Remote monitoring and management without automatic ticket generation • Available day or night, 365 days a year • On-demand interactive portal
<p>Cisco TelePresence System Optimization Support Service:</p> <ul style="list-style-type: none"> • Cisco TelePresence Proactive Software Recommendation and Security Alerts • Cisco TelePresence Remote Upgrade Support • Cisco TelePresence System Stability Audit • Cisco TelePresence System Change Support • Knowledge Transfer and Mentoring 	<ul style="list-style-type: none"> • Proactive Software Recommendation and Security Alerts: Develop and maintain comprehensive software strategy for your TelePresence system - collaboratively • Remote Upgrade Support: Support for upgrade activities ensures code recommendations are implemented according to Cisco best practices • Cisco TelePresence System Stability Audit: Helps sustain a high-performance Cisco TelePresence system with a periodic stability analysis • Cisco TelePresence System Change Support: NCE will assist customer and TAC with resolution of specific CTS problems entered as P1 or P2 TAC case. • Knowledge Transfer and Mentoring: Helps increase your staff's knowledge and productivity

Why Cisco Services

Cisco Services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.

For More Information

For more information about the Cisco Services for Cisco TelePresence or other Cisco Services, visit www.cisco.com/go/telepresenceservices or contact your Cisco service account manager.

Cisco Services.
**Making Networks Work
 Better Together.**



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