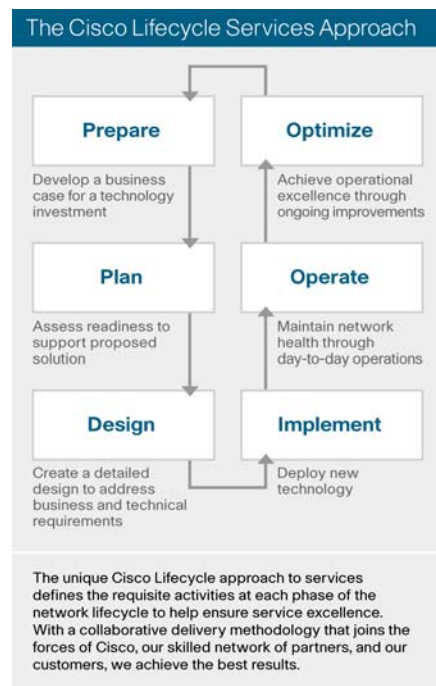


Cisco TelePresence Select Operate and TelePresence Remote Assistance Services



The Cisco® TelePresence Select Operate Service assures the user experience of the Cisco TelePresence solution. Cisco and qualified partners proactively and transparently identify and quickly resolve issues with Cisco TelePresence components and Cisco Unified Communications (CallManager) devices by comprehensively monitoring and managing the solution to achieve the highest levels of availability and performance. The Cisco TelePresence Select Operate Service combined with the Cisco TelePresence Remote Assistance Service allows users in any managed Cisco TelePresence conference room to connect with a remote assistance representative day or night, 365 days a year, by simply pressing a single button on a Cisco Unified IP Phone.

Service Overview

Cisco TelePresence Select Operate and Remote Assistance Services combine expert solution management services for a transparent automated experience where tools, process, expertise, and systems come together.

Cisco's converged network expertise relays cost-effective management that balances applications and supports the Cisco TelePresence solution. This leads to improved network performance, system availability, and user experience. Proactive monitoring and management enable new levels of productivity and help ensure maximum system availability for an optimal end-user experience.

When combined with the Essential Operate Service in the operate phase of Cisco Lifecycle Services, the Cisco TelePresence Select Operate and Cisco TelePresence Remote Assistance Services are designed to assure the highest possible satisfaction and operability with the Cisco TelePresence solution. These services help ensure that the experience promotes higher utilization of the solution, thereby leading to a faster return on the customer's investment.

Because of Cisco's extensive customer and Communications Manager deployments, our renowned expertise adds value to all layers of the organization. All the critical components of the Cisco TelePresence system are supported using a global network, including the telecommunications infrastructure and Cisco Unified Communications. We take a co-management approach to align and work closely with our customers, using the culmination and depth of our industry knowledge, Cisco TelePresence experiences, user experiences, trends, and analysis to quickly address more

than everyday operational issues. The result is a quick route to solutions and response with meaningful effects on our customers' experience and ultimately their business.

These activities and services are delivered in close collaboration with the Cisco TelePresence business unit. This helps make sure that customers gain the full scope of our collective product and service management expertise and keeps customers at the forefront of new developments, future capabilities, and the finest support in the industry.

Additionally, by combining Cisco knowledge of Cisco TelePresence leading practices and processes based on ITIL[®], Cisco Remote Operations Services (ROS) increases the value of customers' Cisco TelePresence solution investment by improving the user experience with clearly defined processes and methodologies that provide consistency and tangible benefits.

Cisco TelePresence Remote Management Service

The Cisco TelePresence Select Operate and Cisco TelePresence Remote Assistance Services include:

- Remote assistance
- Incident management
- Problem management
- Change and release management
- Utilization and performance reporting

Remote Assistance

The remote assistance service team gives customers a simple and effective single point of contact for Cisco TelePresence questions or issues. Working closely to engage and communicate with our clients, the remote assistance team resolves issues and increases operational capabilities. Trained and certified in customer excellence to respond and deliver the Cisco experience, this team provides concierge support 24 hours a day, 365 days a year, connecting to rooms with the touch of one button to support customers with questions about scheduling, training, "how do I," room environment, and other general information.

Incident Management

Proactive incident detection and monitoring help the Cisco team identify and respond to many issues before the user experience is affected. Customers gain the advantage of direct Cisco knowledge, support, and infrastructure with transparent service that allows them to focus on core competencies. With proactive monitoring, Cisco is able to quickly resolve incidents through fault isolation, which allows troubleshooting to start with the most likely failure point. Because service is restored quickly, fewer Cisco TelePresence calls are canceled or rescheduled because of network infrastructure or component failures, improving overall network and business application availability.

Cisco continuously monitors all components of the Cisco TelePresence system and the end-to-end path of Cisco TelePresence traffic, quickly detecting and responding to any conditions that might degrade system performance. This monitoring allows Cisco the ability to not just detect, but also investigate and diagnose thoroughly to pinpoint issues such as network link failures; conditions such as extreme temperature that could cause a failure; and the failure of redundant modules such as power supplies, fans, and processors. Our highly certified team of engineers applies its expertise and user knowledge by utilizing a consistent set of approaches and processes to quickly restore services.

When a network event is detected, the Cisco team puts its business and technical expertise to work to record the incident, send automated alerts to designated customer contacts, and begin the process of fault isolation and rapid restoration of service. The Cisco ticketing system captures alarm and event correlation data and enriches this data with relevant component and network data. Impact and urgency assessments are appended based on service level objective configurations. Customers are automatically alerted for full visibility into their system and how it is performing. Everything is tracked and notated for trending and analysis to improve product quality and the service experience.

Problem Management

With concentrated experience monitoring numerous systems globally across a variety of environments, the problem management team combines incident error and performance data, technical subject matter expertise, product and development resources, and six sigma methodologies to analyze the underlying cause of recurring incidents. Incidents are matched against known errors, prioritized, and routed as appropriate for quick resolution. Employing data and user experience information from a wide and varied customer base allows for easy trend analysis to solve issues faster and more effectively. After the problem is resolved, the problem management team monitors the resolution to prevent the error from recurring. The problem management team documents the recommended remediation and resolution procedures, which then will assist the incident management team in resolving the same errors in the future. These documents become part of the known error database and allow the team to stop incidents before they occur, providing proactive, improved service to users. The result is a process for responding to problems both reactively and proactively with the overall objective of prevention.

Change and Release Management

A change control process helps customers maintain a highly available solution by tracking the source of changes and any problems that might be associated with those changes. Cisco will work within the customer's existing change control procedures and/or will completely manage the changes for the customer. Either way, customers get coordinated, integrated changes that reduce downtime and improve availability and performance.

As part of the change control process, Cisco can perform an assessment based on business urgency and business impact. Based on these assessments, resources and impact are addressed for full understanding of the risks and benefits associated with each change. Changes are categorized as standard, minor, significant, or major and tracked by a ticketing system. A system is in place to coordinate the approval of changes and identify and communicate resource requirements to build, test, back out, and implement plans and schedules. Changes are then reviewed to determine their effectiveness to the end user experience. This allows for thorough release management that takes a holistic view of changes and helps ensure that all aspects of a release are considered

Utilization and Performance Reporting

Utilization and performance statistics help customers manage network and system performance and capacity. They also help customers continually evaluate network designs to make educated adjustments to improve overall availability and performance.

Cisco will monitor for faults and collect performance statistics for the managed devices and links between the Cisco TelePresence solution and Cisco Unified Communications devices using a management connection between the Cisco Network Management Center (NMC) and the customer's network. Cisco publishes a robust set of statistics and reports through the Cisco ROS

web portal, an interactive guidance tool with active mapping that allows customers a clear view into root/cause analysis and specific issue diagnostics by location and function. This allows customers to make well-informed, proactive decisions and have return-on-investment (ROI) proof points on hand as needed.

Benefits of Select Operate and Remote Assistance Services

Cisco is committed to providing a converged environment that enables efficient business operations and rapid deployment of technologies, which in turn provide competitive advantages and cost effectiveness for our customers. The Cisco TelePresence Select Operate and Cisco TelePresence Remote Assistance Services allow customers to use this valuable collaborative technology, while focusing their IT department's resources on their core business. These services give customers industry-leading support for the Cisco TelePresence solution while allowing them to retain control of their network hardware and topology. Guidance from Cisco through ongoing remote operations also helps customers manage infrastructure to maintain a reliable, secure, high-performance environment that supports customers' business goals.

The Cisco TelePresence Select Operate and Cisco TelePresence Remote Assistance Services help customers to:

- Maintain control of and provide access to Cisco TelePresence components and network infrastructure, without the burden of providing day-to-day support
- Increase return on Cisco TelePresence investment by keeping solutions highly available and operating to their full potential
- Improve the Cisco TelePresence experience for users by proactively monitoring the infrastructure for statistical information that could degrade performance quality and reporting on the performance to allow customers to effectively manage network capacity
- Increase business agility by adopting advanced technologies, while applying proven processes and management practices to the customer's infrastructure by using Cisco expertise in Cisco TelePresence management
- Implement quick, informed decisions about the Cisco TelePresence environment with comprehensive data, trending, and analysis reporting



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.

Availability and Ordering Information

The Cisco TelePresence Select Operate and Cisco TelePresence Remote Assistance Services are available globally. Services are delivered in English; translation services are provided where necessary. These services might be provided on a statement of work basis to meet specific customer needs beyond the standard Cisco service description. They are available only through a subscription service, with a minimum term of 12 months.

The Cisco TelePresence Essential Operate Services are required for Cisco TelePresence Select Operate and TelePresence Remote Assistance Services.

For More Information

For more information about the Cisco TelePresence Select Operate and Cisco TelePresence Remote Assistance Services, visit www.cisco.com/go/ros or contact your Cisco service account manager.

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