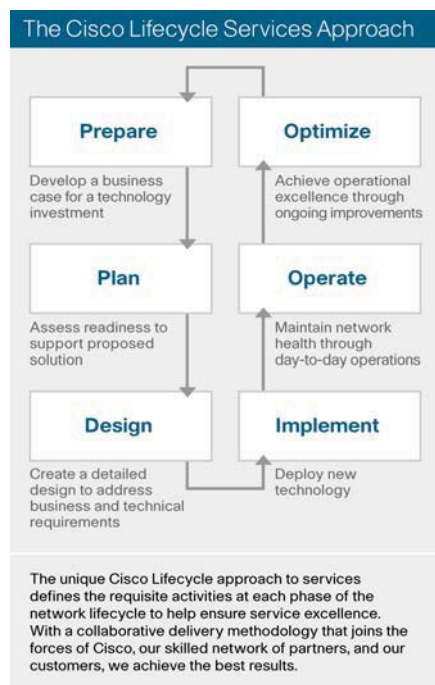


## Cisco TelePresence Essential Operate Service

The Cisco TelePresence® Essential Operate Service helps organizations maintain a reliable, high-quality Cisco TelePresence meeting experience and realize the full value from their technology investment.



### Service Overview

In today's competitive business environment, companies that can effectively communicate, collaborate, and respond rapidly to change are most likely to succeed. However, while organizations have access to more sophisticated communications tools than ever before to keep employees connected, there is still no substitute for face-to-face meetings, which present a major drain on travel budgets and employee quality of life.

Cisco TelePresence offers a new category of real-time communications and collaboration that combines technology, environment, and services to create "in-person" meeting experiences over the network. Organizations using Cisco TelePresence can speed decision making, improve business continuity in the event of disasters or disruptions, and gain a distinct competitive edge. However, to reap the advantages of this solution, organizations need to make sure that the critical elements of the Cisco TelePresence solution are functioning optimally at all times.

The Cisco TelePresence Essential Operate Service provides a comprehensive service and ongoing maintenance support offering designed specifically for the Cisco TelePresence solution. The service is

available from Cisco or through a set of Cisco Advanced Technology Provider (ATP) partners with deep experience in networking and Cisco® Unified Communications and special training in virtual presence technology. These partners draw on proven methodologies to accelerate the business benefits of Cisco TelePresence technology. With virtual presence experts focusing on supporting the solution, companies can focus on business transformation.

### Cisco TelePresence Essential Operate Service

The Cisco TelePresence Essential Operate Service helps organizations realize the cost savings and productivity gains that the Cisco TelePresence solution makes possible by delivering a reliable, high-quality meeting experience. Companies gain seven-day-a-week, 365-day-a-year access to a comprehensive support environment that addresses all aspects of Cisco TelePresence technology – voice and video, software and hardware – with a single, integrated service.

Organizations gain global, 24-hour access to highly trained engineers who have a deep understanding of Cisco Unified Communications products and technologies and who specialize in complex IP communications environments. This system-level technical support, whether provided by Cisco or by Cisco ATP partners, can help organizations quickly and cost-effectively resolve issues with any aspect of the Cisco TelePresence solution. If a problem arises with the technology, IT administrators don't have to determine if the problem lies in the voice, video, or IP aspects of the solution. Instead, this consolidated support model means that one telephone call connects administrators with a highly trained technical engineer with deep experience with complex IP communications network issues. These engineers can quickly identify an issue and, if necessary, facilitate collaboration across multiple unified communications technology experts to accelerate the resolution of any Cisco TelePresence problem.

Companies also gain fast access to replacement parts with the option of onsite installation. The Cisco TelePresence Essential Operate Service includes options to have parts delivered and replaced by the next business day or within four hours on the same business day, depending on the needs of the organization. The service includes ongoing operating system and application software updates, including major software upgrades to help organizations keep applications current with the latest features and functionality. Companies also gain registered access to an array of powerful, industry-leading online tools and interactive support systems through Cisco.com, increasing the self-sufficiency and IP communications expertise of internal IT staff.

Table 1 shows Essential Operate Service activities and deliverables.

**Table 1.** Essential Operate Service Activities and Deliverables

Activity	Deliverables
Troubleshoot incidents	Software updates and maintenance support
Remediate incidents	Advance hardware replacement and installation options
Replace Cisco TelePresence meeting network infrastructure products and devices	Application software maintenance and minor releases
Provide access to application software updates, including major upgrades	Cisco.com knowledge base access

## Benefits

The Cisco TelePresence Essential Operate Service allows organizations to fully realize the cost savings and business agility benefits of Cisco TelePresence technology by delivering a consistent, high-quality meeting experience and lets in-house IT staff focus on their core business instead of Cisco TelePresence technology. This essential suite of services protects organizations against downtime caused by hardware and software issues and provides the assistance and expertise to keep state-of-the-art Cisco Unified Communications networks running smoothly.

The Cisco TelePresence Essential Operate Service helps organizations:

- Realize greater peace of mind by helping ensure comprehensive operational support for all aspects of the Cisco TelePresence solution through a single, dedicated support environment
- Effectively support the critical elements of the Cisco TelePresence solution while controlling operational costs
- Avoid costly operational delays, service interruptions, and system downtime through access to dedicated Cisco TelePresence tools, processes, and expertise
- Improve the performance and availability of the Cisco TelePresence solution to better meet business requirements
- Prevent time-consuming extra support cycles and extended downtime through a close collaboration among internal IT staff and Cisco TelePresence experts
- Enhance IT productivity by reducing the number of calls required to resolve technical support issues

## Summary

Cisco TelePresence technology can fundamentally change the way employees communicate and help companies collaborate and respond to change more effectively than ever before. However, the solution can only provide these benefits when organizations maintain a reliable, high-quality meeting experience. The Cisco TelePresence Essential Operate Service provides the peace of mind organizations need to deploy and operate innovative Cisco TelePresence solutions with confidence.

## 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 Essential Operate Service is available globally. Details might vary by region.

## For More Information

For more information about the Cisco TelePresence Essential Operate Service or other Cisco services, visit [www.cisco.com/go/telepresenceservices](http://www.cisco.com/go/telepresenceservices) or contact your Cisco account manager.

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