



Service Description: Advanced Services – Fixed Price

Cisco Collaborative Professional Services Cloud Builder Accelerator Service (ASF-CPSO-CBA)

This document describes Advanced Services Fixed Price: Cisco Collaborative Professional Services Cloud Builder Accelerator Service under the Collaborative Professional Services Program ("Program").

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 to Authorized Channel. If you have purchased these Services directly from Cisco, this document is incorporated into your Collaborative Professional Services Agreement ("Agreement"), Collaborative Professional Services – General Service Terms under the Cisco Services Partner Program, a services exhibit that addresses transaction advanced services ("AS-T") or an equivalent agreement executed between you and Cisco which authorizes your participation in the Program. In the event of a conflict between this Service Description and your Agreement or equivalent services exhibit or agreement, this Service Description shall govern. For purposes of an AS-T exhibit executed between Cisco and Authorized Channel, this Service Description shall be deemed as a Statement of Work ("SOW").

Cisco Collaborative Professional Services Cloud Builder Accelerator Service

Services Summary

The Cisco Collaborative Professional Services Cloud Builder Accelerator (CBA) service is designed to accelerate Authorized Channel's ability to capitalize on cloud market transitions as they build or extend their business practice. The CBA Service consists- of three (3) main, consultative workshops delivered to each Target Audience during the Standard Business Hours within the country where the Authorized Channel is located.

The Cisco CPS CBA service includes the Cloud Practice Management Accelerator (PMA), Cloud Technical Consulting Accelerator (TCA), and Cloud Customer Workshop Accelerator (CWA) ("Services").

Cloud Practice Management Accelerator

The Cisco Collaborative Professional Services Cloud PMA is designed to accelerate Authorized Channel's development of the Development or enhancement of a Cloud practice and of the required skills, knowledge and business models to

market/sell/deliver cloud solutions. . The PMA consists of the following parts :

Part 1: Introduction to Cloud Practice Management and ROI Modeling:

- Addresses economic and business perspectives of cloud computing, enables stakeholder and competition review, helps assess partner readiness to establish the practice & development of a ROI model for investments made in setting up the Cloud Practice.

Part 2: Cloud Practice Management:

- Focuses on how various business functions like marketing, sales, delivery and support are integrated into a Cloud practice along with providing leading practices and other supporting resources

Delivered to the Cloud PMA Target Audience:

- Services Sponsor: Sales Director
- Cloud Practice Manager
- Lead Business Development Manager
- Lead Financial Analyst
- Lead Business Solution Architect

Cloud Technical Consulting Accelerator

The Cisco Collaborative Professional Services Cloud TCA is designed to facilitate Authorized Channel's technical capabilities to design, implement and/or operate a virtualized multi-tenant Cloud infrastructure. The Cloud TCA consists of the following parts:

Part 1: Introduction, Planning and Architecture:

- Provides an overview of the Cloud market and opportunities including service types that can be included within the partner's Cloud portfolio. Also included is the introduction to the Cloud Builder Architecture Framework as well as key steps for Journey to Cloud Evolution

Part 2: Infrastructure and Implementation:

- Provides components checklists, installation and configuration sequence, application migration methodology required in order to successfully implement a Cisco Cloud solution as well as the approach to building successful Cloud lab demos

including key elements and features to be demonstrated.

Part 3: Automation and Orchestration:

- Address Orchestration and Automation business drivers and benefits. Provides introduction to CIAC offerings and highlights use cases for service delivery using the CIAC solution.

Part 4: Management and Other Considerations:

- Provides an overview of configuration and resource management fundamentals as well as Cloud management and monitoring solutions. In addition, financial management for Cloud services includes chargeback and billing models.

Delivered to the Cloud TCA Target Audience:

- Services Sponsor: Practice Director
- Cloud Practice Manager
- Lead Delivery/Engagement Manager
- Lead Solution Architect
- Lead Project Manager
- Lead Network Infrastructure Architect
- Lead Storage Infrastructure Architect
- Lead System Engineer

Cloud Customer Workshop Accelerator

The Cisco Collaborative Professional Services Cloud CWA is designed to enable Authorized Channel to successfully deliver a cloud strategy and planning workshop to customers focused on understanding how best to leverage cloud solutions in their organizations. The Cloud CWA consist of the following parts:

Part 1: Introduction to Customer Cloud Workshop:

- Provides an overview of the elements involved in setting up a scalable Cloud customer workshop practice within the partner's organization. A comprehensive list of pre-workshop activities to be completed before the actual customer workshop is also provided.

Part 2: Customer Cloud Workshop Delivery and Closure:

- Provides leading practices of actual Cloud workshop delivery and post delivery activities. Supporting resources including templates are also provided to accelerate workshop delivery for all the stages of Cloud workshop practice.

Delivered to the Cloud CWA Target Audience:

- Services Sponsor: Sales Director
- Cloud Practice Manager
- Lead Delivery/Engagement Manager
- Lead Business Development Manager
- Lead Business Solution Architect
- Lead Solution Architect
- Lead Project Manager

Location of Services

Services are delivered remotely to Authorized Channel.

Cloud Practice Management Accelerator

Cisco Responsibilities

- Work with Authorized Channel to schedule a kick-off meeting and communicate the final Services Schedule, including the final dates for the consultative workshop sessions.
- Deliver a quantity of two (2) consultative workshop sessions for a maximum duration of up to ten (10) Business Days to Authorized Channel participants using a delivery method at Cisco's discretion and delivered over a shared medium via internet and/or teleconference.
- On completion of each consultative workshop, provide the following deliverables in electronic format:
 - PMA Presentation Slides
 - Technical Resource Library containing tools for the Authorized Channel's cloud builder practice, leading practice guides on cloud practice management as well as additional material on cloud computing business including third-party research reports & white papers
 - Cloud Playbook, which is an additional resource that Authorized Channels are recommended to use in creating a blueprint for developing their cloud builder practice, and which contains go-to-market and execution plan templates.

Authorized Channel Responsibilities

- Work with Cisco to schedule a kick-off meeting and agree to the Services schedule which shall include commencement dates of the consultative workshop sessions.
- Manage Authorized Channel's logistics of the consultative workshop sessions to include scheduling of Authorized Channel participants for all sessions.

Cloud Technical Consulting Accelerator

Cisco Responsibilities

- Work with Authorized Channel to schedule a kick-off meeting and communicate the final Services Schedule, including the final dates for the consultative workshops.
- Deliver a quantity of five (5) consultative workshop sessions for a maximum duration of up to twenty-five (25)

Business Days s to Authorized Channel participants using a delivery method at Cisco's discretion and delivered over a shared medium via internet and/or teleconference.

- On completion of each consultative workshop provide the following deliverables in electronic format:
 - TCA Presentation Slides
 - Technical Resource Library containing Cisco Validated Designs, leading practice implementation guides and cloud technology-related white papers & solution briefs

Authorized Channel Responsibilities

- Work with Cisco to schedule a kick-off meeting and agree to the Services schedule which shall include commencement dates of the consultative workshop sessions.
- Manage Authorized Channel's logistics of the consultative workshop sessions to include scheduling of Authorized Channel participants for all sessions.

Cloud Customer Workshop Accelerator

Cisco Responsibilities

- Work with Authorized Channel to schedule a kick-off meeting and communicate the final Services Schedule, including the final dates for the consultative workshops.
- Deliver a total of two (2) consultative workshop sessions s for a maximum duration of up to ten (10) Business Days Authorized Channel participants using a delivery method at Cisco's discretion and delivered over a shared medium via internet and/or teleconference.
- On completion of each consultative workshop, provide the following deliverables in electronic format:
 - CWA Presentation Slides
 - Technical Resource Library containing tools, templates and other supporting collateral to accelerate cloud customer workshop practice workshop.

Authorized Channel Responsibilities

- Work with Cisco to schedule a kick-off meeting and agree to the Services schedule which shall include commencement dates of the consultative workshop sessions.
- Manage Authorized Channel's logistics of the consultative workshop sessions to include scheduling of Authorized Channel participants for all sessions.

General Authorized Channel Responsibilities

- Authorized Channel shall ensure that, End User understands and agrees I.) that Authorized Channel

is providing its own proprietary services together with the Cisco Services herein; and ii) that in connection with Authorized Channel's performance of its own proprietary services, Authorized Channel must provide to Cisco certain End User information, documents and/or other technical data as required for Cisco's subsequent use in connection with Cisco Services.

- Authorized Channel will be solely responsible for documenting any recommendations made by Cisco during the delivery of the Services.
- Authorized Channel is solely responsible for all interactions and communications with End User and the provision of services and deliverables to End User.
- Authorized Channel acknowledges that the completion of Services is dependent upon Authorized Channel meeting its responsibilities as indicated herein.
- Authorized Channel shall nominate a dedicated services sponsor (as listed in Target Audience) who shall be required to attend all of the consultative workshops described herein.
- Identify Authorized Channel's personnel and define their roles in the participation of the Services; such personnel may include but are not limited to Target Audience; and the maximum number of Authorized Channel participants attending any one of the consultative workshops shall not exceed ten (10) participants.
- Ensure Authorized Channel'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.
- Ensure that Authorized Channel personnel participating in consultative workshops have prerequisites, including a laptop and access to other facilities as necessary to participate in the remote sessions.
- Services provided by Cisco comprise technical advice, assistance and guidance only. Authorized Channel expressly acknowledges and agrees that it is solely responsible for the determination and implementation of End User's network design requirements and implementation of any recommendations provided by Cisco. Cisco shall not be responsible for the inability of Services to meet End User's network, design, business or other requirements and Authorized Channel shall remain responsible for the accuracy or completeness of the information during the provision of the Services described herein and for the final determination of End User's network design, architecture, implementation, business or other requirements.
- Authorized Channel expressly understands and agrees that the Services shall take place and be complete within ninety (90) calendar days from issuing a Purchase Order to Cisco for the Services herein.

License of Deliverables

Cisco grants to Authorized Channel a limited, revocable, non-exclusive, non-transferable license (a) to use, display, reproduce, modify, and distribute Deliverables; and (b) create, use, reproduce, and distribute derivative works of the Deliverables. The license herein is granted solely for Authorized Channel's support of End Users during the term of the agreement between Cisco and Authorized Channel and solely for use with Cisco products. Authorized Channel may not sublicense, to any persons or entity, any rights to reproduce or distribute the Deliverables. Cisco also may terminate this license upon written or oral notice to Authorized Channel, with or without prior notice.

Limitation

AUTHORIZED CHANNEL EXPRESSLY ACKNOWLEDGES AND AGREES THAT IT IS SOLELY RESPONSIBLE FOR THE DETERMINATION AND IMPLEMENTATION OF THEIR END USER'S NETWORK, DESIGN, BUSINESS, OR OTHER REQUIREMENTS. CISCO SHALL NOT BE RESPONSIBLE FOR THE FAILURE OF CISCO'S COLLABORATIVE PROFESSIONAL SERVICES, DELIVERABLES, REPORTS AND/OR RELATED

SOFTWARE TO MEET END USER'S NETWORK, DESIGN, BUSINESS, OR OTHER REQUIREMENTS.

Representation of Cisco Brand

Authorized Channel agrees to comply with the Collaborative Services Branding guidelines located under "Resources" at <http://www.cisco.com/web/partners/services/programs/collaborative/index.html>, which is incorporated herein by reference.

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