



Service Description: Advanced Services – Fixed Price

Cisco Mobility Application Strategy and Analysis Service

(ASF-CORE-MA-SA)

This document describes Advanced Services Fixed Price: Cisco Mobility Strategy and Analysis Service.

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.

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Cisco Mobility Application Strategy and Analysis Service

Service Summary

The Services are comprised of the following:

- Project Management
- Strategy and Analysis

Deliverables

- Project Plan
- Customer Requirements and Strategy Presentation
- Customer Requirements Document ("CRD")

Location of Services

Services are delivered on-site and remotely to Customer.

Project Management

Cisco Responsibilities

- Provide Customer with a list of designated Cisco personnel roles and responsibilities under this service description.
- Provide a Project Management Plan ("PMP"). PMP is a baseline document from which the Cisco PM can manage deliverables, assess progress, and manage change management issues and any on-going questions.
- Work with Customer to identify and document dependencies, risks and issues associated with the successful completion of the project.
- Provide a Project Schedule highlighting deliverables, corresponding milestones, planned project events, resource(s) and timescales.
- Participate in scheduled project review meetings or conference calls, if required.
- Provide Customer with the identity of personnel requiring access to Customer premises, at least ten (10) Business Days prior to the scheduled date such personnel requires access.
- Deliver a weekly project status report to the Customer.
- Provide a handover, follow on actions, lessons learned, and exception reports (if necessary) upon project completion.

Customer Responsibilities

- Provide the Cisco PM with a list of designated Customer personnel roles and responsibilities under this Service.
- Ensure that key Customer personnel (such as architecture design and planning, network engineering, network operations personnel) are available to provide information and to participate in review sessions, workshops and other information gathering activities. The Customer PM will also

ensure that Cisco is provided with all information, data and documentation as Cisco reasonably requires to provide Services and comply with Cisco's responsibilities in this Service. This information includes, but is not limited to: (i) information relating to Customer's network, design, business and other applicable requirements; (ii) functional and/or technical documentation relating to such requirements; and (iii) topology maps, configuration information and existing and proposed network infrastructure.

- Identifying primary and backup Customer authorized site contacts who shall provide necessary information, obtain access clearances and coordinate with other organizations/third parties with respect to Services at that site.
- Participate in scheduled project review meetings or conference calls, if required.
- Coordinate with any external third parties, such as in country Carrier/Telco activities, deliverables and schedules.
- Ensure that Cisco's request for information or documentation needed for the project is provided within ten (10) Business Days of Cisco's request, unless the parties agree to another time period for response.

Strategy and Analysis

The Mobility Application Strategy and Analysis Services helps the Customer understand how to align and correlate their mobility strategy to their mobility application strategy while addressing line-of-business drivers, business outcomes, IT innovation outcomes, and operational outcomes. The strategy process and service methodology is highly interactive bringing line-of-business and IT stakeholders together.

This service creates business and technical use cases while delineating functional, user, application, enterprise system, infrastructure, and integration requirements.

The Mobility Application Strategy and Analysis Services cover Mobility Applications, Internet of Things, Cisco Enterprise Mobility Service Platform, and Cisco Connected Mobile Experience solutions within Enterprise Mobility and Service Providers domains.

Cisco Responsibilities

- Conduct one personalized mobility engagement session (up to 1-2 days onsite).
- Capture and review line of business drivers and requirements, identify use cases, functional requirements and user requirements.
- Assess and capture as-is and to-be business workflows and processes that will align with mobility application solution
- Capture Key Performance Indicators (KPI)/business metrics that will be measure against use cases
- Identify business drivers and key mobility solution metrics
- Gather integration requirements for applications and enterprise systems, as applicable by deployment size.

- Review Infrastructure requirements and determine gaps to enable prioritized use cases.
- Capture and review the technical and integration requirements: mobility app, enterprise mobility service platform, enterprise system/applications, and network infrastructure, as applicable by deployment size, in the current-state network.
- Work with Customer to identify and prioritize applicable use cases based on business requirements within scope for the project.
- Document requirements and use case recommendations.
- Work with Customer to mutually identify use case(s) within scope for the subsequent areas of this project.
- Provide mapping of use cases to Products and Services.
- Draft a Customer Roadmap and Strategy Presentation capturing mobility strategy proposal as follows:
 - Use Cases Identified
 - Enterprise Mobility Architecture
 - Strategy Roadmap
 - Transformational Plan
- Provide the Customer Roadmap and Strategy Presentation to Customer for review and approval.
- Draft Customer Requirements Document ("CRD") of business, functional, and integration requirements.
- Provide the CRD to Customer for review and approval.
- Conduct a meeting with Customer to present the findings of the session and the Customer Roadmap and Strategy Presentation and CRD to Customer key stakeholders and project sponsor.

Customer Responsibilities

- Work with Cisco to schedule personalized mobility engagement session
- Provide to Cisco a list of Customer project sponsor(s) and both key business and technical stakeholders (and/or decision makers) for mobility enablement.
- Designate Customer personnel responsible for providing use case analysis, KPI/business metrics, business drivers, and feedback during the session.
- Participate in a conference call prior to session to provide information and review agenda for session.
- Ensure Customer key personnel participate in the session to include representation for each business and technology discipline.
- Provide necessary documentation prior to the onsite discussions, which may include some or all of the following: a) business drivers that are enabled by the network; b) network architecture diagrams; c) any "in flight" projects that might be impacted by the project.
- Identify use cases (the "Use Case") within scope for the mobility project.
- Review and approve the Customer Roadmap and Strategy Presentation and CRD with Cisco.
- Participate in a conference call post session to validate/gather additional information to create the proposed Conceptual Architecture.
- Schedule Customer key business and technical stakeholders and project sponsor to attend the presentation of the session summary.

General Customer Responsibilities

- Unless otherwise agreed to by both parties, Customer shall respond within two (2) business days of Cisco's request for documentation and information needed for the Services.
- All information (such as but not limited to: designs, topologies, requirements) provided by Customer is assumed to be up-to-date and valid for the Customer's current environment. Cisco Services are based upon information provided to Cisco by Customer at the time of the Services.
- Customer acknowledges that the completion of Services is dependent upon Customer meeting its responsibilities as indicated herein.
- Identify Customer's personnel and define their roles in the participation of the Services. Such personnel may include but is not limited to: architecture design and planning engineers, and network engineers.
- 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.
- Support services provided by Cisco comprise technical advice, assistance and guidance only.
- Customer expressly understands and agrees that the Services shall take place and complete within 150 calendar days from issuing a Purchase Order to Cisco.

- Customer to notify Cisco of any scheduling changes related to the project at least ten (10) Business Days prior of the scheduled activity.
- Customer expressly understands that the following are out of scope for the Services:
 - RF Network Design/Site Survey
 - Assessment Service for Mobility Solutions
 - Design and Deployment Service for Mobility Solutions

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.