



Service Description: Cisco Adoption Acceleration for WebEx

This document describes the Cisco Adoption Acceleration for WebEx, which is intended for use in support of Cisco WebEx cloud-based collaboration services.

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; and (3) Severity and Escalation Guidelines. All capitalized terms in this description have the meaning ascribed to them in the Glossary of Terms.

Direct Sale from Cisco: If you have purchased these Services directly from Cisco, this document is incorporated into your Master Services Agreement (MSA) with Cisco. In the event of a conflict between this Service Description and your MSA, this Service Description shall govern.

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This Cisco Adoption Acceleration for WebEx offering is intended to supplement a current support agreement for Cisco products and is only available where all Cisco product(s) in Customer's Network is supported through a minimum of Cisco WebEx cloud based collaboration services. Cisco shall provide the Cisco Adoption Acceleration for WebEx service described below as selected and detailed on the Purchase Order for which Cisco has been paid the appropriate fee. Cisco shall provide a Quote for Services ("Quote") setting out the extent of the Services and duration that Cisco shall provide such Services. Cisco shall receive a Purchase Order that references the Quote agreed between the parties and that, additionally, acknowledges and agrees to the terms contained therein. Availability of Services described herein and service delivery may vary by geographical region.

Cisco Adoption Acceleration for WebEx

Cisco shall provide the following during Standard Business Hours (unless otherwise stated):

Cisco Responsibilities:

- **Support and Success Management.** Cisco will designate a point of contact with technical expertise in WebEx ("WebEx SME") as the primary interface with Customer for technical support issues once a service request has been opened under a separate service contract for the applicable Cisco WebEx cloud based collaboration service. The WebEx SME will perform the activities described below based on the type of support selected and purchased by Customer.
 - Option A – Cisco's designated WebEx SME will support any two of Escalation Management, Change Management or Incident Management
 - Option B – Cisco's designated WebEx SME will support Escalation Management, Change Management and Incident Management

- Option C – Cisco's designated WebEx SME will support Escalation Management, Change Management, Incident Management, IT-User Adoption and End-User Adoption
 - **Escalation Management**
 - **Case Management.** Management of high priority cases escalated by Customer to manage timeliness and monitor resolution activities. Ongoing consultation and knowledge-sharing with internal Cisco teams to facilitate expedited escalation and resolution through additional testing and troubleshooting based on Customer-specific use cases.
 - **Case Trending and Analyzing.** Daily oversight of all cases escalated by Customer and analyzing for trends. Case metrics and trending to be reviewed with Customer weekly.
 - **Issue Tracking and Solution Roadmap.** Ongoing tracking of product and service-related issues impacting Customer, with monthly solution roadmap reviews. In the event Cisco identifies third party product or service issues, Cisco will highlight these to Customer and provide information to third party and Customer, to the extent allowable, to support their diagnosis and resolution of the issue.
 - **Critical Issue Engagement.** Support Customer and Cisco's WebEx TAC team on critical issues by engaging Customer and Customer's helpdesk to coordinate troubleshooting and data collection and facilitate expedited resolution.
 - **Change Management**
 - **Platform Change Management.** Weekly technical consultation with Customer on any planned changes impacting Customer's WebEx service availability or feature set.
 - **Customer Upgrade Management.** Technical consultation in the planning and deployment of Customer-initiated changes to Customer's existing WebEx services (such as Software Upgrades and Professional Services Offerings ("PSO") changes).
 - **Incident Management**
 - **Incident Management.** Communication coordination with Customer and Customer Helpdesk during a WebEx service-impacting incident to facilitate timely status updates. Technical consultation amongst Customer and Cisco teams on Customer-specific impact and potential workarounds that could expedite service restoration.
 - **Post-Incident Root Cause Analysis.** Collaboration with Cisco WebEx Operations team on post-mortem activities for WebEx service-impacting incidents, including root cause statements. Ongoing tracking of any long-term corrective actions taken by Customer that may result in platform or Product changes.
 - **Recurring Deliverables.** The following apply to all Management activities above.
 - **Weekly Operations Review Meeting.** Weekly meeting with Customer to review service availability metrics, case metrics and trends, critical issues, and ongoing project status.
 - **Monthly Operations Dashboard.** Dashboard containing service availability metrics, case metrics and trends, critical issues, and ongoing project status to be provided to Customer.
 - **Quarter Technical Review Meeting.** Quarterly meeting with Customer to review achievements, service consumption, technical goals, and gain an understanding of Customer's support priorities for future quarters.
 - **IT-User Adoption.**

- **Training.** Onboarding of Customer Helpdesk with self-service and live training tailored to Customer's deployed WebEx services. Quarterly training refreshes to keep current with Cisco's WebEx TAC troubleshooting methods and use cases.
 - **Escalation Process Audit and Optimization.** Quarterly audit of Customer escalation process to WebEx TAC, with actionable recommendations (i.e., process modifications, new documentation or templates, or new training) to improve overall efficiency.
- **End-User Adoption.**
 - **Reporting.** On a quarterly basis, SSM will provide Customer with activity reports, highlighting (lack of) utilization of WebEx conferencing services by identified Named Hosts.
 - **Training Facilitation:** On a quarterly basis, SSM will identify educational opportunities, (on-line) training, or courses and seminars related to WebEx conferencing services for Customer.

Customer Responsibilities:

The provision of the Services by Cisco assumes that Customer will:

- Designate a representative to act as the primary interface with Cisco.
- Regularly attend and participate in online meetings with Cisco to review support operations metrics.
- Report Severity 1 & 2 problems directly (e.g. by telephone) using the Cisco provided phone number.
- Designate helpdesk resources to attend and participate in training and escalation process reviews, when applicable.
- Advise Cisco of its standard operating procedures related to its business practices, its internal operational nomenclature and Environment to allow Cisco to effectively communicate and discuss cases with Customer in the context of Customer's business environment.
- When possible and applicable, provide electronic access to Customer's environment to assist Cisco in providing support.