



## Service Description: Collaboration Adoption Services

This document describes Cisco's Collaboration Adoption Services.

### Related Documents

This document should be read in conjunction associated documents posted on [www.cisco.com/go/servicedescriptions/](http://www.cisco.com/go/servicedescriptions/): (1) Glossary of Terms; (2) List of Services Not Covered; and (3) Severity and Escalation Guidelines. 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) or equivalent services agreement executed between you and Cisco. In the event of a conflict between this Service Description and your MSA or equivalent services agreement, this Service Description shall govern.

### Sale via Cisco Authorized Reseller

If you have purchased these Services through a Cisco Authorized Reseller, this document is for description purposes only; is not a contract between you and Cisco. The contract, if any, governing the provision of this Service will be the one between you and your Cisco Authorized Reseller. Your Cisco Authorized Reseller should provide this document to you, or you can obtain a copy of this and other Cisco service descriptions at [www.cisco.com/go/servicedescriptions/](http://www.cisco.com/go/servicedescriptions/).

Cisco shall provide the Collaboration Adoption Services 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.

### Service Summary

Collaboration Adoption Services supports the Customer in planning, implementing, and reinforcing the cultural, behavioral, and processes changes within their organizations to achieve targeted business goals. The Collaboration Adoption Services includes Assessment, Analytics, Strategy and Governance, Marketing and Communication, and Training related to a Cisco Collaboration Solution, defined as a solution comprised of Cisco software and Cisco hardware required for one of the Collaboration technologies (Unified Communications, Customer Collaboration, Business Video, Conferencing and Instant Messaging, Social Collaboration, Video Collaboration Exchange) identified in the Quote. All activities performed under the Collaboration Adoption Services are delivered remotely unless otherwise agreed upon.

### Collaboration Adoption Services

Collaboration Adoption Services helps Customer plan, implement and reinforce change in their organization with the goals to increase adoption of Cisco Collaboration Solutions and target the Customer specific business goals. These consulting services include guidance, best practices, tools and techniques to support changes to business processes, behaviors and culture.

The Collaboration Adoption Services may include the following services:

- Collaboration Adoption Assessment

- Collaboration Adoption Analytics Service
- Collaboration Adoption Strategy and Governance
- Collaboration Adoption Marketing and Communications
- Collaboration Adoption Training

## **Collaboration Adoption Assessment (OPT-CCM-CAS AA)**

Collaboration Adoption Assessment helps Customer identify the size and impact of the change and their organization's readiness to adopt the changes needed to achieve the Customer's specific business objectives related to their Cisco Collaboration Solution. Cisco provides expertise, guidance, best practices, tools, and techniques and collaborates with the Customer to apply them appropriately within the organization. The assessment may be conducted in a variety of ways, including surveys, workshops, interviews, and/or analysis of existing data.

The Collaboration Adoption Assessment service may include the following:

- Work with the Customer to determine the appropriate assessment methods based on the identified objectives
- Identify resources necessary to complete assessments
- Establish the scope of assessment and identify key stakeholders
- Work with the Customer to gather data and conduct surveys with key stakeholders.
- Work with Customer to develop the assessment documentation and success metrics required to perform and evaluate the assessments.
- Assist the Customer to plan and execute the assessments.
- Review the results of the data collected with the Customer and discuss the impact on design and implementation of the change program (Collaboration Adoption Strategy and Governance).

### **Customer Responsibilities:**

In addition to the General Responsibilities, Customer shall provide the following:

- Collaborate with Cisco to evaluate and execute assessments.
- Make existing organizational communication channels available, as needed.
- Provide access to relevant operational and financial metrics.
- Facilitate communications with and access to stakeholders, especially executive sponsor.
- Work with Cisco to develop the documentation and success metrics required to perform and evaluate the assessments.
- Work with Cisco to perform the assessments.

## **Collaboration Adoption Analytics Service (OPT-CCM-CAS AAS)**

The Collaboration Adoption Analytics Service provides Customer with an understanding of their current internal usage of collaborative tools. The analytics services can include assessment of tool usage against benchmarks and best practices, as well as the completion of an Organizational Network Analysis (ONA). ONA is a method for Customer to view the communication and collaboration relationships within an organization. The Collaboration Adoption Analytics Service provides a spectrum of insights based on ongoing reviews of collaboration usage data. Collaboration Analyses may be conducted in a variety of ways, including surveys, workshops, interviews, and/or data analysis.

The Collaboration Adoption Assessment service may include the following:

- Work with Customer to gain access to the required software, hardware and/or methodologies that will facilitate communications ('Collaboration Tools') in order to extract usage data related to the Collaboration technologies to understand, for example, how often TelePresence or WebEx are being utilized.

- Work with the Customer to obtain attribute requirements for data correlation.
- Work with the Customer to conduct usage and/or organizational network analysis and interpretation for the specified Collaboration Tools and technologies.
- Document the results of the analyses and recommendations for the Customer.
- Work with the Customer to define data storage requirements.
- Provide data storage space for the specified term of the service.

#### **Customer Responsibilities:**

In addition to the General Responsibilities, Customer shall provide the following:

- Work with Cisco and provide access to data sources in order to extract needed collaboration usage data.
- Work with Cisco and provide access to data sources or an extract of attribute data to be used as identifiers for correlation and analysis.
- Ensure collection of collaboration data is in accordance with Customer's privacy policies and / or manage "opt-in" requests, notifications and agreements.

### **Collaboration Adoption Strategy and Governance (OPT-CCM-CAS SG)**

Collaboration Adoption Strategy and Governance helps Customers plan, implement and reinforce change needed to increase adoption and target the Customer specific business goals of Cisco Collaboration Solutions. Cisco provides expertise, guidance, best practices, tools, and techniques and collaborates with the Customer to determine which are necessary and apply them appropriately within the organization. Cisco will work with the Customer to leverage the findings of the Collaboration Adoption Assessment (or equivalent) to create a Collaboration Adoption Strategy and Governance Plan.

The Collaboration Adoption Strategy and Governance service may include the following:

- Work with the Customer to develop a change management strategy providing a framework of guiding principles to promote change and adoption
- Develop a change management deployment plan with the Customer including specific steps to achieve adoption and business goals
- Assist the Customer to design and implement a change management governance plan ensuring policies, metrics, accountability, and reinforcements are sustained to promote ongoing adoption of Cisco Collaboration Solutions
- Provide consultative support while the Customer executes the change management governance plan

#### **Customer Responsibilities:**

In addition to the General Responsibilities, Customer shall provide the following:

- Collaborate with Cisco to ensure the relevance and workability of all project activities.
- Lead the implementation of the change management plan with guidance from Cisco.
- Facilitate communications with and access to stakeholders, especially executive sponsor.
- Make existing organizational communication channels available, as needed.

### **Collaboration Adoption Marketing and Communications (OPT-CCM-CAS MC)**

Collaboration Adoption Marketing and Communications helps customers develop and implement a comprehensive marketing and communications strategy designed to increase adoption and address the Customer's specific business goals of Cisco Collaboration Solutions. Cisco provides expertise, guidance, best practices, tools, and techniques and collaborates with the Customer to determine which are necessary and apply them appropriately within the organization. Cisco works closely with Customers to

leverage the findings of the Collaboration Adoption Assessment (or equivalent) to create a Collaboration Adoption Marketing and Communications Plan.

The Collaboration Adoption Marketing and Communications service may include the following:

- Understand the existing communications infrastructure specific to new Collaboration tool introduction
- Analyze the readiness of internal communications to support the change
- Develop a communication plan with the Customer that includes key messages with a compelling case for the change, product information, target audience, communications channels, roles and responsibilities, success metrics and survey results
- Interview key stakeholders and known early adopters
- Create the Marketing and Communications deployment plan with the Customer including specific timelines, resources, deliverables, and milestones
- Assist Customer to develop internal marketing communication content
- Provide consultative support while the Customer executes the communication plan utilizing the marketing communication content developed with Cisco
- Help identify ongoing Marketing and Communications activities to continually reinforce key messages, recognize success of the new product, and encourage ongoing adoption of the Cisco Collaboration solution

#### **Customer Responsibilities:**

In addition to the General Responsibilities, Customer shall provide the following:

- Collaborate with Cisco to ensure the relevance and workability of all project activities.
- Implement the Marketing and Communications Plan with guidance from Cisco.
- Facilitate communications with and access to stakeholders, especially executive sponsor
- Ensure availability of existing internal communication channels and infrastructure.
- Provide access to pertinent corporate branding material for inclusion in communications.

#### **Collaboration Adoption Training (OPT-CCM-CAS TP)**

Collaboration Adoption Training helps Customers plan, implement and reinforce comprehensive training to increase adoption and address the Customer's specific business goals of Cisco Collaboration Solutions. Cisco provides expertise, guidance, best practices, tools, templates, techniques and collaborates with the Customer to determine which are necessary and apply them appropriately within the organization. Cisco will work closely with the Customer to leverage the findings of the Collaboration Adoption Assessment (or equivalent) to create a Collaboration Adoption Training Plan.

The Collaboration Adoption Training service may include the following:

- Analyze the readiness of the internal training resources to support the new training effort for the Cisco Collaboration solution
- Develop a training strategy with the Customer providing the framework and guiding principles to promote change including key learning objectives, unique training needs for different stakeholder groups, roles and responsibilities of training resources, and success metrics
- Create the training deployment plan with the Customer including specific timelines, resources, deliverables, and milestones
- Assist Customer to develop any required training content, which may include the use of Cisco best practice tools, templates, designs and product-specific content

- Provide consultative support while the Customer executes the training plan utilizing the training content developed with Cisco
- Help identify ongoing training activities to support new behaviors and processes as well as promote ongoing adoption

**Customer Responsibilities:**

In addition to the General Responsibilities, Customer shall provide the following:

- Collaborate with Cisco to ensure the relevance and workability of all project activities.
- Lead the implementation of the Training Plan with guidance from Cisco.
- Facilitate communications with and access to stakeholders.
- Ensure availability of existing training resources and infrastructure.

**General Customer Responsibilities**

- Designate an employee as primary Collaboration Adoption project lead and point of contact.
- Collaborate with Cisco to ensure the Services are appropriate and effective within the context of the Customer's organization, culture, processes, staffing and resources.
- Retain overall responsibility for any business process change and impact.
- Ensure key Customer personnel are available to participate in Service activities as required.
- Secure commitment and funding for all activities.
- Customer will provide necessary data to measure baseline and impact of change on targeted business results and ROI.
- Ensure executive sponsor is identified and available for periodic project reviews.
- Unless otherwise agreed to by the parties, Customer shall respond within two (2) business days of Cisco's request for documentation or information needed for the Service.
- Customer acknowledges that Cisco's obligation is to only provide assistance to Customer with respect to the activities detailed and that such assistance may not result in some or all of the activities being completed.