Operate Service Event Collaboration

This document describes the Operate Service Event Collaboration.

Related Documents: This document should be read in conjunction with the following documents also posted at http://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), Cisco Services Agreement (ASA), or equivalent services agreement executed between you and Cisco. All capitalized terms not defined in any supplemental definitions within this document have the meaning ascribed in the MSA or equivalent services agreement executed between you and Cisco. If not already covered in your MSA or equivalent services agreement, this document should be read in conjunction with the Related Documents identified above. 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 http://www.cisco.com/go/servicedescriptions/. All capitalized terms not defined in any supplemental definitions within this document have the meaning ascribed in the Glossary of Terms at the above URL.

The Operate Service Event Collaboration Services are intended to supplement a current support agreement for Cisco products and are only available where all Product(s) in Customer's Network is supported through a minimum of core services such as Cisco's SMARTnet, Limited Lifetime Warranty, and Software Application Services, as applicable. Where available, Cisco shall provide the Operate Service Event Collaboration 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.

Table of Contents

1. Services Summary & General Responsibilities

Operate Service Event Collaboration includes services for WebEx Events, Webcasting, and Online Events. Operate Service Event Collaboration Services provides remote delivery of Cisco support for one or more of the following families of Cisco's products:

Technologies

- Business Video (BV)
  - Cisco TelePresence
- Conferencing and Instant Messaging (CIM)
  - Unified MeetingPlace, Cisco WebEx, Cisco WebEx Connect, and Cisco Jabber

Cisco shall provide the Operate Service Event Collaboration 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.

References to Cisco Collaboration Solution shall mean a solution comprised of Cisco software and Cisco hardware required for one or more of the above Technology(s) as identified in the Quote.

Cisco's Operate Service Event Collaboration Services consists of the provision of Services described below. Cisco shall provide the following General Support provisions for all Services selected by Customer:

General Cisco Responsibilities

- Provide the Operate Service Event Collaboration Services during Standard Business Hours and remotely unless stated otherwise.
- Designate an engineer ("Cisco Services Engineer") to act as the primary interface with Customer for its network.
- Schedule with Customer quarterly meetings, up to four (4) visits per year (not to exceed eight (8) days in aggregate), at Customer's site to review deliverables, activities, and plan for the next quarter. Additional visits will be mutually agreed upon at Cisco's then-current travel and labor rates.
- Schedule periodic (typically weekly) conference calls to review Customer's Collaboration Solution status, planning, and the Services provided.
- Establish a Customer-specific Cisco email alias to facilitate communication with Cisco Services Engineer.
- Cisco will use Collaboration Tools for the completion of Services. For the duration of the Services, Cisco will make Collaboration Tools available to Customer for the purposes of (including but not limited to): hosting meetings, managing documentation, instant messaging, desktop sharing, and collaborative spaces.
- Comply with Customer's security regulations in their activities at Customer's sites or in connection with Customer's systems (if applicable). Unless otherwise agreed to by both parties, Cisco's personnel will observe the working hours, working rules, and holiday schedules of Customer while working on Customer's premises.

General Customer Responsibilities

- Designate a single point of contact to act as the primary technical interface to the designated Cisco engineer.
- Ensure key Customer personnel (such as: marketing, network engineering, network operations staff, and desktop support) are available to participate during the course of the Service (to provide information and to participate in review sessions).
- Provide documented Customer requirements (business and technical).
- Unless otherwise agreed to by the parties, Customer shall respond within two (2) Business Days of Cisco's request for any other documentation or information needed to provide the Service.
- Customer agrees to utilize Collaboration Tools.

- The following is required for Customer's use of Collaboration Tools: a). Customer will provide the names and other pertinent information (such as e-mail account information) of Customer resources who require authorization to access; b). Customer will support the implementation of software required to use the Collaboration Tools in their environment; c). Customer will download Collaboration Tools guest client(s), if applicable, if not already in possession of the applicable license; and d). Customer agrees to immediately return Collaboration Tool(s) to Cisco, as instructed by Cisco, upon the earlier of: (i) completion of Services; or (ii) Cisco's request to Customer that the Collaboration Tool(s) be returned to Cisco.

- Provide Cisco with reasonable access to its personnel, systems, resources and facilities to the extent required by Cisco.

- Provide Cisco with contents and dedicated broadband internet access to the computer for the live webcast to the extent reasonably required to by Cisco.

- If on site work is required, Customer agrees to make available, at no charge to Cisco, office space and access to office equipment (such as phone, internet access, copiers, modems and fax machines) and relevant technical data, computer systems, programs, files, documentation, test data, sample output, or other information and resources reasonably required by Cisco for the performance of the Services. Unless otherwise agreed to by the parties, Customer shall respond within two (2) Business Days of Cisco's request for any other documentation or information needed to provide the Service.

- Complete Cisco-identified action items in a timely manner.

Assumptions

- Customer is responsible for determination of its requirements, and Customer shall retain overall responsibility for any business process impact and any process change implementations.

- Customer agrees to additional cost if webcast broadcast is scheduled for a Monday that would require weekend rates for travel and set up if night before set up and onsite work are required.

- Customer will provide VCU (Video Conferencing Unit) for signal acquisition, if applicable.

- Customer is responsible for providing all Audio/Video ("A/V") equipment and personnel not detailed in the Services description.

- Customer is responsible for any phone bridge fees.

- The Customer's network must be properly configured to accommodate for multicasting, if applicable.

- Cisco Webcasting is a hosted service that allows for archiving of live events. The event files can be hosted as needed or posted on other platforms, if required, by Customer.

- Minimum fourteen day lead-time is required for scheduling Cisco Webcasting events (to allow for provisioning of Cisco project management and technical resources).

- Client to provide dedicated T1 line (or equivalent) for onsite encoding, if applicable.

- Cisco can provide audio/visual equipment (cameras, lights, etc.) if required but will not provide staging elements or room elements such as projectors or screens.

- Customer shall be responsible for responding to queries related to the content presented during the event.

- Language used in the Cisco WebEx platform is English only unless additional languages are procured.

- Custom development is outside the scope of this project.

- Customer is responsible for (i) promotion and marketing of the event to those who will be attending the event hereunder, (ii) any sponsorship activity (including sales) with respect to the event, and (iii) Content relevant to the event (See Section 2.1). The customization and maintenance of any Event Location is the responsibility of Customer.

- Unless otherwise stated herein, or agreed upon between Cisco and Customer, the "Night Before Setup" shall be performed outside of Standard Business Hours.

- If Cisco is providing the camera and crew, the technical rehearsal will be conducted on the webcast date unless night before set up has been included.

- Cisco reserves the right to perform maintenance on any part of the Virtual Event for emergency purposes at its sole discretion ("Unscheduled Maintenance"). In the case of Unscheduled Maintenance, Cisco shall provide advanced notice as commercially reasonable via email to Customer. Not all maintenance activities require the Virtual Event to be inaccessible; however, it is possible that during such maintenance activities, the Virtual Event may not be accessible by Customer or Virtual Event attendees and exhibitors.

2. WebEx Events

2.1. *WebEx Event Center Premium (OPT-OPR-ECS WBX ECP)*

The WebEx Event Center Premium Service provides a consultation session for event strategy and preparation, a technical rehearsal, and the expertise in operating Customer event(s) via Cisco WebEx Event Center. Cisco provides technical support 30 minutes before the event to verify that the host can start the meeting and bring in all presenters. Cisco will remain available throughout the live event ready to handle any questions or issues in real time. Cisco will record your event, eliminating pre-and post-meeting footage.

Cisco Responsibilities

- Host consultation, via WebEx online session, to: a) identify event goals; b) review best practices and strategies; c) assist with scheduling and invitations; d) build a Registration Landing Page that includes landing and enrollment pages; e) identify necessary equipment needs; f) review telephony options; and g) review and select recording format

- Host dry run/rehearsal, via WebEx online session, for up to sixty (60) minutes allotted to: a) outline the event agenda and plan; b) assign roles and responsibilities; c) provide guidance on Cisco's best-practices; d) train Customer-designated presenters on WebEx features and functionality; e) discuss a contingency plan; f) test equipment and connections, and g) run through technical event details.

- Provide instruction on how to demonstrate, run a poll, facilitate Q&A, show video, and share presenter's desktop.

- Develop platform-generated polls or survey according to the Customer's goals.

- Conduct pre-event activities thirty (30) minutes prior to the event start time to address technical questions and provide support as needs arise.

- Host live event, via WebEx online session, ensure all presenters join live event and engage event recorder.

- Monitor and support the event for up to sixty (60) minutes for potential problems and work to resolution.

- Provide post-event results data and easy access to recording of the event ("Event Recording").

- Work with the Customer's Audio/Video personnel to ensure proper set up of the event room and proper connectivity between the physical and virtual conference spaces (if applicable).

- Provide Customer with the platform-generated Event Attendee Reports and Event Recordings on completion of the WebEx Conferencing Services.

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

- Provide Cisco with administrative access and host account to the Customer's existing WebEx site to allow Cisco to schedule and host assisted WebEx sessions.

- Provide Cisco with polling questions and answers and presentation deck (PPT) one (1) business day prior to the event.

- Provide all audio/video equipment including phone and internet connections as well as additional laptop computers at each location.

- Ensure all presenters and moderators will be using a hardwired connection.

- Ensure all Presenter and Moderator equipment, including conference rooms, will be tested and connections validated no later than forty eight (48) hours before the event.

- Ensure all presenters and moderators are available thirty (30) minutes prior to live sessions.

- Provide the event content and high speed internet connection.

2.2. *WebEx Event Center Standard (OPT-OPR-ECS WBX ECS)*

The WebEx Event Center Standard Service provides the expertise in operating Customer event(s) via Cisco WebEx Event Center. Cisco provides technical support 30 minutes before the event to verify that the host can start the meeting and bring in all presenters. Cisco will remain

available throughout the live event ready to handle any questions or issues in real time. Cisco will record your event, eliminating pre-and post-meeting footage.

Cisco Responsibilities

- Conduct pre-event activities thirty (30) minutes prior to the event start time to address technical questions and provide support as needs arise.

- Host live event, via WebEx online session, ensure all presenters join live event and engage event recorder.

- Monitor and support the event for up to sixty (60) minutes for potential problems and work to resolution.

- Provide post-event results data and easy access to Event Recording.

- Work with the Customer's Audio/Video personnel to ensure proper set up of the event room and proper connectivity between the physical and virtual conference spaces (if applicable).

- Provide Customer with the platform-generated Event Attendee Reports and Event Recordings on completion of the WebEx Conferencing Services.

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

- Provide Cisco with administrative access and host account to the Customer's existing WebEx site to allow Cisco to schedule and host assisted WebEx sessions.

- Provide Cisco with polling questions and answers and presentation deck (PPT) one (1) business day prior to the event.

- Provide all audio/video equipment including phone and internet connections as well as additional laptop computers at each location.

- Ensure all presenters and moderators will be using a hardwired connection.

- Ensure all Presenter and Moderator equipment, including conference rooms, will be tested and connections validated no later than forty eight (48) hours before the event.

- Ensure all presenters and moderators are available thirty (30) minutes prior to live sessions.

- Provide the event content and high speed internet connection.

2.3. *WebEx Meeting Center Premium (OPT-OPR-ECS WBX MCP)*

The WebEx Meeting Center Premium Service provides the expertise in operating Customer event(s) via Cisco WebEx Meeting Center. Cisco provides technical support 30 minutes before the event to verify that the host can start the meeting and bring in all presenters. Cisco will remain available throughout the live event ready to handle any questions or issues in real time. Cisco will record your event, eliminating pre-and post-meeting footage.

Cisco Responsibilities

- Conduct pre-event activities thirty (30) minutes prior to the event start time to address technical questions and provide support as needs arise.

- Host live event, via WebEx online session, ensure all presenters join live event and engage event recorder.

- Monitor and support the event for up to sixty (60) minutes for potential problems and work to resolution.

- Provide post-event results data and easy access to Event Recording.

- Work with the Customer's Audio/Video personnel to ensure proper set up of the event room and proper connectivity between the physical and virtual conference spaces (if applicable).

- Provide Customer with the platform-generated Event Attendee Reports and Event Recordings on completion of the WebEx Conferencing Services.

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

- Provide Cisco with administrative access and host account to the Customer's existing WebEx site to allow Cisco to schedule and host assisted WebEx sessions.

- Provide Cisco with polling questions and answers and presentation deck (PPT) one (1) business day prior to the event.

- Provide all audio/video equipment including phone and internet connections as well as additional laptop computers at each location.

- Ensure all presenters and moderators will be using a hardwired connection.

- Ensure all Presenter and Moderator equipment, including conference rooms, will be tested and connections validated no later than forty eight (48) hours before the event.

- Ensure all presenters and moderators are available thirty (30) minutes prior to live sessions.

- Provide the event content and high speed internet connection.

2.4. *WebEx Training Center Premium (OPT-OPR-ECS WBX TCP)*

The WebEx Training Center Premium Service provides the expertise in operating Customer event(s) via Cisco WebEx Training Center. Cisco provides technical support 30 minutes before the event to verify that the host can start the meeting and bring in all presenters. Cisco will remain available throughout the live event ready to handle any questions or issues in real time. Cisco will record your event, eliminating pre-and post-meeting footage.

Cisco Responsibilities

- Conduct pre-event activities thirty (30) minutes prior to the event start time to address technical questions and provide support as needs arise.

- Host live event, via WebEx online session, ensure all presenters join live event and engage event recorder.

- Monitor and support the event for up to sixty (60) minutes for potential problems and work to resolution.

- Provide post-event results data and easy access to Event Recording.

- Work with the Customer's Audio/Video personnel to ensure proper set up of the event room and proper connectivity between the physical and virtual conference spaces (if applicable).

- Provide Customer with the platform-generated Event Attendee Reports and Event Recordings on completion of the WebEx Conferencing Services.

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

- Provide Cisco with administrative access and host account to the Customer's existing WebEx site to allow Cisco to schedule and host assisted WebEx sessions.

- Provide Cisco with polling questions and answers and presentation deck (PPT) one (1) business day prior to the event.

- Provide all audio/video equipment including phone and internet connections as well as additional laptop computers at each location.

- Ensure all presenters and moderators will be using a hardwired connection.

- Ensure all Presenter and Moderator equipment, including conference rooms, will be tested and connections validated no later than forty eight (48) hours before the event.

- Ensure all presenters and moderators are available thirty (30) minutes prior to live sessions.

- Provide the event content and high speed internet connection.

3. Webcasting Events

3.1. *Webcasting Premium Video (OPT-OPR-ECS WBC PV)*

The Webcasting Premium Video Service provides the Customer with the Project Coordination, the technology and additional supporting services (such as camera crews, onsite encoding, etc.) to operate interactive, high-attendance, TV-quality Video Events. The Webcasting Premium Video Service includes the following:

- Up to 1 hour length
- Up to 1000 live viewers
- Unlimited on-demand viewers
- 6 months hosting
- Custom branded player (1 color + 1 logo)
- Signal acquisition: Client provided VCU feed
- CD-ROM

Kick-Off Meeting

Cisco Responsibilities

- Schedule a one (1) hour online kickoff meeting with Customer (via WebEx Meeting Center), send Pre-Event Document to Customer, and provide Customer with instructions on how to join. This meeting is intended to initiate the project, review project scope, introduce the project team and commence project planning and will include the following:
    - Review project schedule and day of webcast time line with Customer.
    - Review configuration with Customer and provide recommendations if system requirements are not met.
    - Review network specifications with Customer.
    - Confirm venue location and signal acquisition with Customer and document in the Project Plan.
    - Develop initial webcast/registration page based on receipt of Customer's company logo, webcast and registration information.
    - Provide attendee registration/join URL within forty eight (48) hours upon receipt of webcast registration information and company logo from Customer.

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

- Complete the Pre-event Document and return to Cisco no later than one (1) day before the Kick-Off Meeting date.
- Provide Cisco with Customer's company logo, webcast and registration information as requested in the Pre-event Document.
- Ensure appropriate people resources are available to participate in the Kick-Off Meeting (including technical resources to address bandwidth and connection requirements).
- Review project schedule and day of webcast timeline with Cisco.
- Review configuration with Cisco to ensure system requirements are met.
- Review network specifications with Cisco.
- Confirm venue location and signal acquisition with Cisco.

Planning Meeting(s)

Cisco Responsibilities

- Conduct planning meeting(s) with Customer. Planning Meeting(s) are conducted (via WebEx Meeting Center) in order to track the progress of the webcast planning, finalize planning details prior to the live webcast, and document updates in the project management plan by completing the following:

  - Review preliminary webcast content and flow with Customer.

  - Provide webcast presenter(s) with an overview on the features available for use in the Cisco Webcasting Premium Video Service webcast player if required.

  - Finalize day of webcast timeline with Customer as well as all relevant webcast meeting participant roles and responsibilities if required.

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

- Participate in Planning Meeting with Cisco.

- Review Project Plan with Cisco for accuracy.

- Review preliminary webcast content and flow with Cisco.

- Finalize day of webcast timelines with Cisco as well as all relevant webcast meeting participant roles and responsibilities.

Technical Rehearsal

Cisco Responsibilities

- Conduct a Technical Rehearsal to configure and test Audio/Video equipment and connections (in accordance with the Cisco's specification (Production Check List)) at least one (1) day before the planned webcast date. The webcast technical rehearsal includes the following activities:

  - Open a broadcast stream for a maximum of sixty (60) minutes to allow for a signal acquisition test.

  - Provide a phone bridge to allow for the onsite technician, as well as any remote project team members, to participant in the test.

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

- Provide access to Cisco onsite technician at the webcast location (if applicable), and any additional resources needed to complete technical rehearsal set up.

- Customer acknowledges that Customer participation is not required during the technical rehearsal testing process; however, a stage link for Customer viewing can be made available upon request.

- Customer is required to own and operate the necessary hardware to support the multicast (if applicable), including but not limited to, the streaming server and multicast enabled routing equipment.

Night Before Setup (optional service available for ordering)

Cisco Responsibilities

- Set up Audio/Video equipment at venue location if applicable.

- Conduct a Technical Rehearsal to configure and test Audio/Video equipment and connections (in accordance with the Production Check List) the night before the planned webcast date. The Technical Rehearsal includes:

  - Open a broadcast stream for a maximum of sixty (60) minutes to allow for a signal acquisition test.

  - Provide a phone bridge to allow for the onsite technician, as well as any remote project team members, to participant in the test.

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

- Provide access to Cisco onsite technician at the webcast location, and any additional resources needed to complete Night Before set up services. Customer acknowledges that "Night Before Set" services up is typically performed outside of normal business hours.

- Customer acknowledges that Customer participation is not required during the testing process; however, a stage link for Customer viewing can be made available upon request.

Full Rehearsal (optional)

Cisco Responsibilities

- Set up Audio/Video equipment at venue location if applicable.

- Conduct a Technical Rehearsal to configure and test Audio/Video equipment and connections (in accordance with the Production Check List) the night before the planned webcast date. The webcast Full rehearsal includes the following activities:

    - Open a broadcast stream for a maximum of sixty (60) minutes to allow for a signal acquisition test.

    - Conduct a rehearsal, up to sixty (60) minutes in duration, in order to rehearse the webcast flow and content.

    - Validate roles and responsibilities with Customer's nominated presenters.

    - Provide a phone bridge to allow for the onsite technician, as well as any remote project team members, to participant in the test.

    - Provide webcast presenter(s) with an overview on the features available for use in the Cisco Webcasting Premium Video Service webcast player.

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

- Provide access to Cisco onsite technician at the webcast location, and any additional resources needed to complete set up.

- Customer acknowledges that Customer participation is not required during the Technical Rehearsal portion of the Full Rehearsal; however, a stage link for Customer viewing can be made available upon request.

Webcasting Services

Cisco Responsibilities

- Cisco will conduct a Pre-webcast meeting prior to the webcast start time to address technical questions and provide support as needs arise. Such activities include:

    - Launch live broadcast stream.

    - Conduct final Audio/Video test to confirm broadcast is working.

    - Give a final reminder to Customer's nominated presenters of their roles and responsibilities and answer last minute questions (if any).

    - Execute countdown to live webcast start.

- Cisco will provide the following Live Webcast Services for the duration of the webcast:

    - Provide a phone bridge to allow for real time communication with the Cisco project team

    - Answer technical questions throughout the live webcast.

    - Monitor webcast for potential problems and work to resolution.

- Conduct post webcast review meeting with Customer and provide Attendee Report.

- Provide Customer with an online access link to the recording of webcast within forty eight (48) hours of webcast completion.

- Deliver a CD-ROM of webcast recording delivered within ten (10) business days upon completion of webcast.

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

- Participate in Pre-webcast activities.

- Ensure presenter materials (PowerPoint, etc.) are completed prior to Pre-webcast Activities.

- Conduct and manage the webcast introduction (greeting to start the webcast) and dialog throughout the webcast and address content related questions and answers.

- Attend the post webcast review meeting.

3.2. *Webcasting Standard Video (OPT-OPR-ECS WBC SV)*

The Webcasting Standard Video Service provides the Customer with the Project Coordination, the technology and additional supporting services to operate interactive, high-attendance, TV-quality Video Events. The Webcasting Standard Video Service includes the following:

- Up to 1 hour length

- Up to 500 live viewers

- Unlimited on-demand viewers

- 3 months hosting

- Standard branded player (1 color + 1 logo)

- Signal acquisition: Client provided VCU feed

- CD-ROM

Kick-Off Meeting

Cisco Responsibilities

- Schedule a one (1) hour online kickoff meeting with Customer (via WebEx Meeting Center), send Pre-Event Document to Customer, and provide Customer with instructions on how to join. This meeting is intended to initiate the project, review project scope, introduce the project team and commence project planning and will include the following:

  - Review project schedule and day of webcast time line with Customer.

  - Review configuration with Customer and provide recommendations if system requirements are not met.

  - Review network specifications with Customer.

  - Confirm venue location and signal acquisition with Customer and document in the Project Plan.

  - Develop initial webcast/registration page based on receipt of Customer's company logo, webcast and registration information.

  - Provide attendee registration/join URL within forty eight (48) hours upon receipt of webcast registration information and company logo from Customer.

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

- Complete the Pre-event Document and return to Cisco no later than one (1) day before the Kick-Off Meeting date.

- Provide Cisco with Customer's company logo, webcast and registration information as requested in the Pre-event Document.

- Ensure appropriate people resources are available to participate in the Kick-Off Meeting (including technical resources to address bandwidth and connection requirements).

- Review project schedule and day of webcast timeline with Cisco.

- Review configuration with Cisco to ensure system requirements are met.

- Review network specifications with Cisco.

- Confirm venue location and signal acquisition with Cisco.

Planning Meeting(s)

Cisco Responsibilities

- Conduct planning meeting(s) with Customer. Planning Meeting(s) are conducted (via WebEx Meeting Center) in order to track the progress of the webcast planning, finalize planning details prior to the live webcast, and document updates in the project management plan by completing the following:

  - Review preliminary webcast content and flow with Customer.

  - Provide webcast presenter(s) with an overview on the features available for use in the Cisco Webcasting Standard Video Service webcast player if required.

- Finalize day of webcast timeline with Customer as well as all relevant webcast meeting participant roles and responsibilities if required.

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

- Participate in Planning Meeting with Cisco.

- Review Project Plan with Cisco for accuracy.

- Review preliminary webcast content and flow with Cisco.

- Finalize day of webcast timelines with Cisco as well as all relevant webcast meeting participant roles and responsibilities.

Technical Rehearsal

Cisco Responsibilities

- Conduct a Technical Rehearsal to configure and test Audio/Video equipment and connections (in accordance with the Cisco's specification (Production Check List)) at least one (1) day before the planned webcast date. The webcast technical rehearsal includes the following activities:

  - Open a broadcast stream for a maximum of sixty (60) minutes to allow for a signal acquisition test.

  - Provide a phone bridge to allow for the onsite technician, as well as any remote project team members, to participant in the test.

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

- Provide access to Cisco onsite technician at the webcast location (if applicable), and any additional resources needed to complete technical rehearsal set up.

- Customer acknowledges that Customer participation is not required during the technical rehearsal testing process; however, a stage link for Customer viewing can be made available upon request.

Webcasting Services

Cisco Responsibilities

- Cisco will conduct a Pre-webcast meeting prior to the webcast start time to address technical questions and provide support as needs arise. Such activities include:

  - Launch live broadcast stream.

  - Conduct final Audio/Video test to confirm broadcast is working.

  - Give a final reminder to Customer's nominated presenters of their roles and responsibilities and answer last minute questions (if any).

  - Execute countdown to live webcast start.

- Cisco will provide the following Live Webcast Services for the duration of the webcast:

  - Provide a phone bridge to allow for real time communication with the Cisco project team

  - Answer technical questions throughout the live webcast.

  - Monitor webcast for potential problems and work to resolution.

- Conduct post webcast review meeting with Customer and provide Attendee Report.

- Provide Customer with an online access link to the recording of webcast within forty eight (48) hours of webcast completion.

- Deliver a CD-ROM of webcast recording delivered within ten (10) business days upon completion of webcast.

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

- Participate in Pre-webcast activities.

- Ensure presenter materials (PowerPoint, etc.) are completed prior to Pre-webcast Activities.

- Conduct and manage the webcast introduction (greeting to start the webcast) and dialog throughout the webcast and address content related questions and answers.

- Attend the post webcast review meeting.

3.3. *Webcasting Audio Only (OPT-OPR-ECS WBC AUDIO)*

The Webcasting Audio Only Service provides the Customer with the Project Coordination and the technology to operate interactive, high-attendance Events that do not require camera feeds. The Webcasting Audio Only Service includes the following:

- Up to 1 hour length

- Up to 3000 live viewers

- Unlimited on-demand viewers

- 6 months hosting

- Standard branded player (1 color + 1 logo)

- CD-ROM

Kick-Off Meeting

Cisco Responsibilities

- Schedule a one (1) hour online kickoff meeting with Customer(via WebEx Meeting Center), send Pre-Event Document to Customer, and provide Customer with instructions on how to join. This meeting is intended to initiate the project, review project scope, introduce the project team and commence project planning and will include the following:

  - Review project schedule and day of webcast time line with Customer.

  - Review configuration with Customer and provide recommendations if system requirements are not met.

  - Review network specifications with Customer.

  - Confirm venue location with Customer and document in the Project Plan.

  - Develop initial webcast/registration page based on receipt of Customer's company logo, webcast and registration information.

  - Provide attendee registration/join URL within forty eight (48) hours upon receipt of webcast registration information and company logo from Customer.

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

- Complete the Pre-event Document and return to Cisco no later than one (1) day before the Kick-Off Meeting date.

- Provide Cisco with Customer's company logo, webcast and registration information as requested in the Pre-event Document.

- Ensure appropriate people resources are available to participate in the Kick-Off Meeting (including technical resources to address bandwidth and connection requirements).

- Review project schedule and day of webcast timeline with Cisco.

- Review configuration with Cisco to ensure system requirements are met.

- Review network specifications with Cisco.

- Confirm venue location with Cisco.

Planning Meeting(s)

Cisco Responsibilities

- Conduct planning meeting(s) with Customer. Planning Meeting(s) are conducted (via WebEx Meeting Center) in order to track the progress of the webcast planning, finalize planning details prior to the live webcast, and document in the project management plan by completing the following:

  - Review preliminary webcast content and flow with Customer.

- Provide webcast presenter(s) with an overview on the features available for use in the Cisco Webcasting Audio Only Service webcast player if required.
- Finalize day of webcast timeline with Customer as well as all relevant webcast meeting participant roles and responsibilities if required.

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

- Participate in Planning Meeting with Cisco.
- Review Project Plan with Cisco for accuracy.
- Review preliminary webcast content and flow with Cisco.
- Finalize day of webcast timelines with Cisco as well as all relevant webcast meeting participant roles and responsibilities.

Technical Rehearsal

Cisco Responsibilities

- Conduct a Technical Rehearsal to configure and test equipment and connections, in accordance with the Cisco's specification (Production Check List), at least one (1) day before the planned webcast date. The webcast technical rehearsal includes the following activities:
  - Training Customer team on the presentation manager tool (including how to work with Q&A).
  - Review best practices for conducting telephone-based streamed events.
  - Provide a phone bridge to allow for the onsite technician, as well as any remote project team members, to participant in the test.

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

- Make available the members of the presentation team who will participate in the training session.

Webcasting Services

Cisco Responsibilities

- Cisco will conduct a Pre-webcast meeting prior to the webcast start time to address technical questions and provide support as needs arise. Such activities include:
  - Launch live broadcast stream.
  - Conduct final test to confirm broadcast is working.
  - Give a final reminder to Customer's nominated presenters of their roles and responsibilities and answer last minute questions (if any).
  - Execute countdown to live webcast start.
- Cisco will provide the following Live Webcast Services for the duration of the webcast:
  - Provide a phone bridge for the presentation team
  - Answer technical questions throughout the live webcast.
  - Monitor webcast for potential problems and work to resolution.
- Conduct post webcast review meeting with Customer and provide Attendee Report.
- Provide Customer with an online access link to the recording of webcast within forty eight (48) hours of webcast completion.
- Deliver a CD-ROM of webcast recording delivered within ten (10) business days upon completion of webcast.

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

- Participate in Pre-webcast activities.
- Ensure presenter materials (PowerPoint, etc.) are completed prior to Pre-webcast Activities.

- Conduct and manage the webcast introduction (greeting to start the webcast) and dialog throughout the webcast and address content related questions and answers.

- Attend the post webcast review meeting.

3.4. *Webcasting On Demand (OPT-OPR-ECS WBC OD)*

The Webcasting On Demand Service provides the Customer with the project coordination and technology to host on-demand video recordings with registration reporting. The Webcasting On Demand Service includes the following:

- Up to sixty (60) minute webcast

- Unlimited on-demand viewers (3,000 max concurrent)

- Host recording on streaming server for up six (6) months

- Custom branded webcast player (1 color + 1 logo)

- One (1) PowerPoint with slide transition timing built in (Customer provided)

- One (1) edited video file (Customer provided; example: wmv, RM, AVI or MPEG)

- CD-ROM of webcast

Kick-Off Meeting

Cisco Responsibilities

- Schedule a one (1) hour online kickoff meeting with Customer (via WebEx Meeting Center), send Pre-Event Document to Customer, and provide Customer with instructions on how to join. This meeting is intended to initiate the project, review project scope, introduce the project team and commence project planning and will include the following:

  - Review project schedule with Customer.

  - Review configuration with Customer and provide recommendations if system requirements are not met.

  - Review network specifications with Customer.

  - Develop initial webcast/registration page based on receipt of Customer's company logo, webcast and registration information.

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

- Complete the Pre-event Document and return to Cisco no later than one (1) day before the Kick-Off Meeting date.

- Provide Cisco with Customer's company logo, webcast and registration information as requested in the Pre-event Document.

- Ensure appropriate people resources are available to participate in the Kick-Off Meeting (including technical resources to address bandwidth and connection requirements).

- Review project schedule with Cisco.

- Review configuration with Cisco to ensure system requirements are met.

- Review network specifications with Cisco.

Planning Meeting(s)

Cisco Responsibilities

- Prior to the planning meeting, Cisco will build On-Demand presentation utilizing the PowerPoint deck, slide timing sheet and video file provided by Customer.

- Conduct planning meeting with Customer. Planning Meeting is conducted in order to track the progress of the webcast planning, finalize planning details, and document in the project management plan.

- Provide Customer with an overview of the features available for use in the Cisco Webcasting On Demand Service webcast player if required.

- Review presentation with Customer and provide any final edits based on Customer feedback for final approval prior to launch of the presentation.

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

- Prior to the planning meeting provide Cisco with one (1) PowerPoint deck, one (1) slide transition timing sheet, and one (1) edited video file (example: wmv, RM, AVI or MPEG file type) to be used for the final presentation (must be provided forty eight (48) hours prior to desired launch date).

- Participate in Planning Meeting with Cisco.

- Review Project Plan with Cisco for accuracy.

- Review presentation with Cisco for final approval prior to launch of the presentation.

- Cisco to provide any final edits based on Customer feedback.

Webcasting Services

Cisco Responsibilities

- Host On-Demand presentation on streaming server and monitor playback to ensure playback is working.

- Provide Customer with online access link to On-Demand presentation.

- Conduct post webcast review meeting with Customer and provide Attendee Report.

- Deliver a CD-ROM of webcast recording delivered within ten (10) business days upon hosting of the presentation on the streaming server.

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

- Provide Cisco with content and dedicated broadband internet access to the computer for the webcast to the extent reasonably required to by Cisco for the performance of the Services specified herein.

- Customer shall be responsible for responding to queries related to the content presented during the webcast session.

- Attend the post webcast review meeting.

4. Online Events

4.1. *Virtual Environment (OPT-OPR-ECS OE VE)*

The Virtual Environment Service provides a single, persistent and reusable Virtual Environment, to enable a higher degree of attendee collaboration with all the nuances of a real, in-person event. The Virtual Environment is a collaboration environment that can be used again and again for multiple events in a branded virtual environment. Cisco will provide the expertise in operating custom event(s) via the Virtual Environment and can be used in conjunction with the Webcasting and WebEx Events for a complete online event collaboration solution.

Virtual Environment Platform Configuration

Cisco Responsibilities

- Conduct a one (1) hour meeting with Customer(via WebEx online session) to identify virtual event flow and navigation.

- Provide Customer with the Cisco Virtual Event Branding Requirements Document and the Cisco Virtual Event Attendee System Requirements Document.

- Conduct a one (1) hour meeting with Customer (via WebEx online session) to design and configure the registration landing page.

- Option. If this option is purchased by Customer, Cisco will review Single Sign-On API integration requirements between the Customer's new or existing WebEx site and the provisioned Virtual Event Platform.

- Option. If this option is purchased by Customer, Cisco will develop and test API integration between the Customer's new or existing WebEx site and the provisioned Virtual Event Platform.

- Provide the Virtual Environment website URL and Customer login information.

- Conduct a one (1) hour review of the website with Customer via WebEx online session.

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

- Attend and participate in all the meetings provided by Cisco.

- Review Cisco Virtual Event Branding Requirements Document and provide Cisco with desired branding specifications (including company logo in the specified file format).

- Review Cisco Virtual Event Attendee Systems Requirements Document and confirm attendee requirements can be met.

- Customer will upload all desired content (such as white paper, datasheets, etc.) to the virtual environment.

- In the event when a custom integration is required, Customer will provide Cisco with administrative access and host account to the Customers existing WebEx site to allow Cisco to build API Integration.

Custom Integration to Third Party Applications

Cisco Responsibilities

- Provide Customer with Integration Plan Document template for Customer completion.

- Review completed Integration Plan Document with Customer.

- Provide the completed Integration Plan Document to Customer for review and approval.

- Build/develop and test integration between the Virtual Event Platform to third party application.

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

- Provide Cisco with completed Integration Plan Document.

- Review and approve completed Integration Plan Document with Cisco.

Virtual Event Training

Cisco Responsibilities

- Schedule courses according to agreed Training Plan.

- Provide the Customer with Course Attendee Template which shall provide Cisco with information such as attendee names, email addresses for the purposes of planning the training session.

- Notify registered attendees of scheduled training courses through email.

- Provide platform related training on the following: a). Content administration; and b). Event reporting.

- Deliver courses according to Training Plan and distribute Standard Job Aids or "Quick Start Guides" to Customer during training course.

- Record training course in a WebEx recorded format and distribute to Customer.

- Provide the Customer with the training collaterals and recordings.

- Develop and provide the Design-Virtual Environment Configuration to Customer for review and approval.

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

- Provide completed Course Attendee Template to Cisco.

- Ensure that Customer's personnel attending the training Session meet all course pre-requisites (if any) indicated by Cisco to Customer.

- Attend and participate in scheduled training courses.

- Review and approve the Design-Virtual Environment Configuration with Cisco.

Virtual Environment Live Day Event Services

Cisco Responsibilities

- Provide the Master Plan Schedule and Live Day Support Playbook to Customer for review and approval.

- Review escalation procedures, tiered-triage and support plan model with Customer.

- Provide the Customer a tiered-triage support model with hand-off points to Cisco Tier 2 support that will enable full solution and event support.

- Option. If this option is purchased by Customer, Cisco will provide Live Day Standard Technical support for the duration of the Event Live Day(s). This consists of ticket and emergency phone based support for Customer.

  - Technical assistance subject area includes: general questions on environment, escalated end-user support, virtual platform and functionality of virtual environment features.

  - Audience support is not included in standard support.

  - The Customer project team will have access to the Cisco team via chat, phone, or email during live event.

  - Cisco's support contact information should not be distributed to external or event attendees.

- Option. If this option is purchased by Customer, Cisco will provide Live Day Premium Technical support for the Event Live Day(s). This includes:

  - Technical assistance subject area which includes general questions on environment, escalated end-user support, virtual platform and functionality of virtual environment features.

  - Live day attendee support for the virtual attendees with in-environment support, email and phone technical support.

  - The Customer project team will have access to the Cisco team via chat, phone and email during live event.

  - The Support Plan deliverables will outline the support contacts and escalation process.

- Cisco will provide a project wrap-up meeting, lessons learned and final summary of event results which will be documented in the Post Event Summary Document.

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

- Review and approve the final Master Plan Schedule and Live Day Support Playbook with Cisco.

- Ensure all presenters are available and join the sessions up to (15) minutes prior to the start of their session.

- Customer will provide Tier 1 (Front Line) technical support for all event virtual attendees.

- Attend the wrap-up meeting.

- Review the Cisco Virtual Event lessons learned and final summary results in the Post Event Summary Document.