

# Cisco StadiumVision Mobile Optimization Services

## Maximize the Value of Your Cisco StadiumVision Mobile Solution

The Cisco StadiumVision™ Mobile solution combines video delivery with Cisco's Connected Stadium Wi-Fi network solution and wi-fi connected mobile devices to deliver distinctive in-venue sports and entertainment experiences. It is a robust solution with many features and options, which requires a level of expertise to use to the fullest benefit. As such, adequate preparation and timely execution are vital to delivering a world-class fan experience.

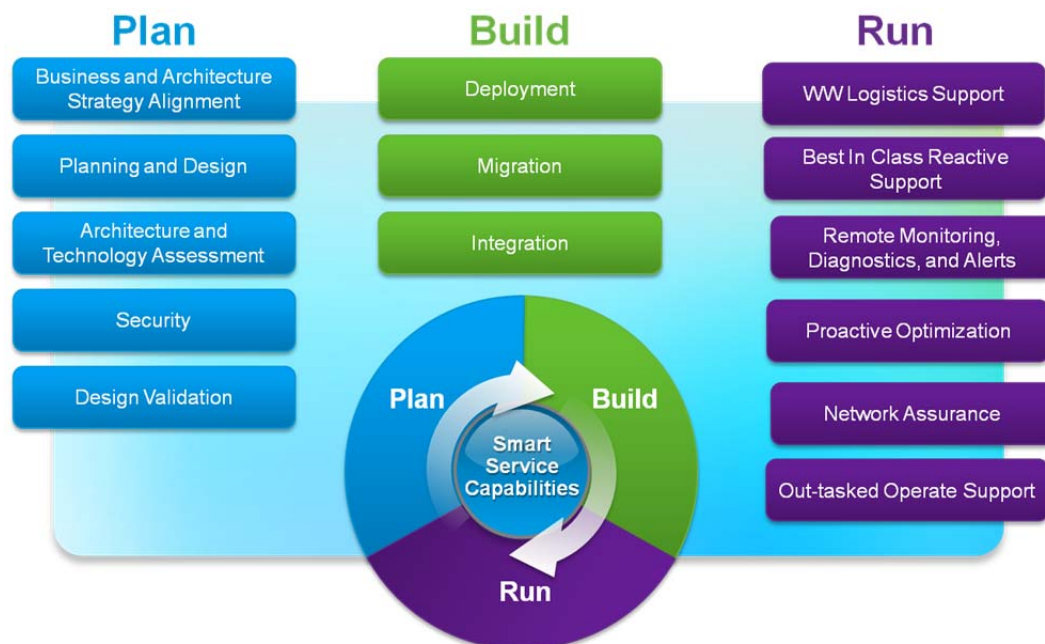
To help venues ensure the quality of the StadiumVision Mobile experience and assist them in achieving a high level of return on their Cisco StadiumVision Mobile investment, Cisco offers the Optimization Services for Cisco StadiumVision Mobile. This service provides on-site, remote support and consulting services to ensure that the solution continues to perform at an optimal level without surprises.

## Cisco Services Approach

The Cisco Lifecycle Services approach defines the minimum set of activities needed, by technology and by network complexity, to help customers successfully deploy and operate Cisco technologies and optimize their performance.

The solution “lifecycle” refers to the beginning-to-end view of the continuum of events that take place in the lifespan of a solution. The Cisco Lifecycle Services approach (as shown in Figure 1) provides a framework that makes it easy to understand which service activities need to be performed (and in what order) to successfully prepare for and manage network change, and operate and optimize the solution.

**Figure 1.** Cisco Lifecycle Services Approach



## Service Overview

The StadiumVision Mobile Optimization Service represents one of the offerings within the Cisco Lifecycle services for Sports and Entertainment solutions. It fits into the Run phase under “Proactive Optimization”.

As part of the StadiumVision Mobile Optimization Service, Cisco provides Subject Matter Experts (SMEs) both on-site and remote for the period of service to perform the following:

- **Mobile Video Optimization** – Includes a set of service components which are aimed at ensuring the general health and well-being of the SVM deployment within your venue through a combination of on-site and remote audits, health checks and consulting support.
- **App Development Support** – Includes a set of service components which are focused on the proper integration of the Cisco StadiumVision Mobile SDK into your venue or team mobile app, and verification that the app operates as expected in comparison to a Cisco reference mobile app.

## Service Details

### Mobile Video Optimization

- Remote Video Assessment
  - Remote assessment of client/session data collected by SVM Reporter.
  - Two assessments per month provided during the months that SVM is in regular operation.
  - Includes recommendations resulting from assessment.
- Configuration Change Management
  - Configuration support and consulting with IT and video production staff.
  - Reporter event schedule maintenance performed.
  - General access to SVM experts within Cisco Systems. Liaison with Cisco Technical Assistance Center (TAC) for troubleshooting and resolution of any StadiumVision Mobile-related issues.
- Onsite Event Support/SVM Health Check
  - Onsite venue assessment of StadiumVision Mobile deployment health.
  - Includes audit of SVM performance, and visual assessment at designated points in the venue during live event using Cisco reference mobile app.
  - Operations review with venue staff
  - Service can be scheduled prior to season start, or prior to major event at the venue. Two site visits per year are provided through the Optimization Service (more if required).

### App Development Support

- SDK case support
  - Provide community and expert case support to customer and their app developers.
  - Assistance for questions or issues related to the integration of the Cisco StadiumVision Mobile SDK into the mobile app.
  - Information regarding SDK updates, new builds, and feature functionality.

- Event Support: Customer app testing
  - Site visit with emphasis in assessing performance of the venue or team app for performance issues (jitter, delayed signal, missing channels) and failed/missing functionality.
  - Includes head-to-head comparison of customer app and Cisco reference mobile app, plus correlation of results to Reporter data.

## Service Delivery

The StadiumVision Mobile Optimization Services include both on-site and remote support provided by a Technical Engineer, with remote technical support provided by Cisco TAC.

### Onsite and Remote Sports and Entertainment Technical Engineer

The Technical Engineer is responsible for delivery of optimization services and serves as your primary point of contact for operational issues involving the StadiumVision Mobile solution. The Technical Engineer also acts as a conduit for customer feedback to the solution development engineers. The Sports and Entertainment Technical Engineer has the following attributes:

- Senior level engineer dedicated to StadiumVision Mobile
- Highly specialized in video and StadiumVision Mobile solutions
- In-depth technical knowledge of Cisco video distribution and video headend technologies
- Solution troubleshooting and optimization techniques.

When engaged via the Optimization Service, the Technical Engineer also acts as a liaison with TAC support for troubleshooting and resolution of any network or solution-related issues.

### Cisco DevNet

Cisco Sports and Entertainment has partnered with Cisco DevNet to provide best-in-class support for the app developer community working with the StadiumVision Mobile SDK. DevNet is a Developer Program from Cisco, providing tools that help you to produce Cisco-enabled applications, and/or use Cisco APIs to enhance or manage your existing Cisco network. For the StadiumVision Mobile solution, DevNet provides expertise in mobile app development and SDK integration, which will be used to provide case support to app developers.

### Remote Support (TAC)

In addition to the on-site support, Cisco provides SMARTnet remote support - 24 hours a day, 7 days a week ("24x7") for Sports and Entertainment solutions. The remote support team performs:

- Problem isolation and troubleshooting
- Global Sports and Entertainment solution world class support
- The remote support team fully backed by Sports and Entertainment escalation engineers

## Why Cisco Services

Realize the full business value of your technology investments more quickly with intelligent, personalized services from Cisco and our partners. Backed by deep technology expertise and a broad ecosystem of partners, we enable you to successfully plan, build, and run your IT infrastructure as a powerful business platform. Whether you are looking to quickly seize new opportunities to meet rising customer expectations, improve operational efficiency to lower costs, mitigate risk, or accelerate growth, we have a service that can help you.

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## For More Information

For more information about the Cisco StadiumVision Mobile solution and the Cisco StadiumVision Mobile Optimization Services, please contact your local Cisco account representative.



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