

Cisco StadiumVision Event-Day Operate and Optimization Services

Maximize the Value of your Cisco StadiumVision Solution

The Cisco StadiumVision™ solution combines high-definition video delivery with state-of-the-art digital signage to deliver distinctive in-venue sports and entertainment experiences. Because StadiumVision is a robust solution with many features and options, it requires a certain level of expertise to use to the fullest benefit. Adequate preparation and timely execution are vital to delivering the best experience to the viewer.

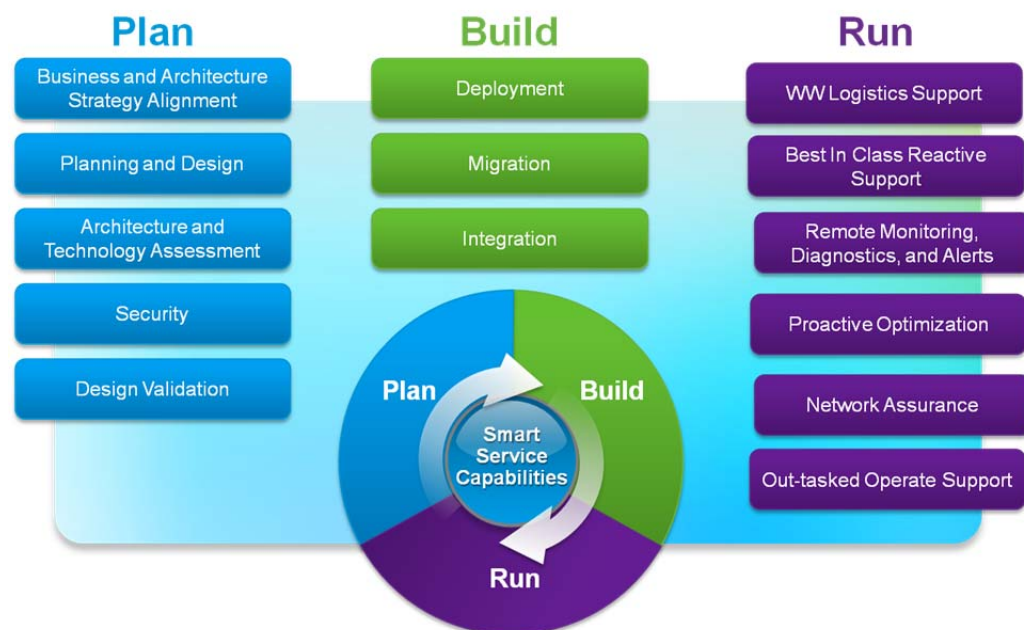
To help venues ensure the quality of the StadiumVision experience and assist them in achieving a high level of return on their Cisco StadiumVision investment, Cisco offers the Event-Day Operate and Optimization Services for Cisco StadiumVision. This service provides onsite and remote support for event operations and advanced solution management services, including configuration and maintenance of the solution.

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 Event-Day Operate and Optimization Services represent two of the offerings within the Cisco Lifecycle services for Sports and Entertainment solutions. It fits into the Run phase.

StadiumVision Event-Day Operate Service

As part of the Event-Day Operate Service, Cisco provides Subject Matter Experts (SMEs) on-site for the period of service, to perform the following:

- Pre-event set-up, to include:
 - Content ingestion into StadiumVision for each event
 - Create or update video play list, as necessary
 - Update or edit event script(s), as necessary
 - Update or edit logical zones and groups within the venue, as necessary
- On-site pre-event walkthrough to ensure basic functionality of system operations, to include:
 - Verification of Digital Media Player (DMP) group and zone assignment within the venue
 - TV over-scan verification and correction, as required
 - Validate accuracy of video play list
 - Validate accuracy of menu pricing and content (including spelling)
- Cisco StadiumVision Director event script execution, including:
 - Scheduled state-changes (such as from pre-event to in-event)
 - Display of ad hoc messaging (such as a score celebration or emergency notification)
 - Post-game wrap-up tasks (such as generation of proof-of-play data and system shut-down)
- On-site support, acting as a single point-of-contact:
 - Help desk for questions related to network and solution configuration and operations
 - Liaison with Cisco Technical Assistance Center (TAC) for troubleshooting and resolution of any StadiumVision-related issues

StadiumVision Optimization Services

StadiumVision Optimization Services includes the following service capabilities which can be ordered a la carte as required to address specific areas of need. Your local Cisco Account representative can recommend the best optimization services solution to meet your specific requirements.

- Remote Change Management/Configuration Consulting
 - Remote 8x5 consulting service for SVD advanced configuration and maintenance activities by a Cisco StadiumVision expert.
 - Change management support includes DMP and device administration, groups/zones configuration, channel lineup, external control configuration, and external data integration.
 - General consulting for operations and IT staff.
 - Monitoring health reports and compliance checks.

- Remote Content Operations Service
 - Remote 8x5 operations support for implementing the event content strategy leveraging the full capabilities of StadiumVision Director software.
 - Content Operations service includes advanced scripting, content playlist management, content ingestion, trigger configuration, content template configuration and Proof of Play (PoP) reporting.
 - General consulting for operations and marketing/sponsorship staff.
- Onsite SVD Assessment
 - Onsite venue assessment of StadiumVision deployment health including: DMP health and compliance check, script and playlist best practices, backup validation, reboot schedule, and version reporting.
 - Comprehensive written report of findings and recommendations delivered.
 - Provides assurance of deployment health by a Cisco StadiumVision expert; conversely the audit may expose hidden issues.
 - Service can be scheduled prior to season start, or prior to major event at the venue.
- Onsite/Remote Upgrade
 - Software upgrade service for StadiumVision Director and DMPs.
 - Onsite upgrade is a turn-key service at the customer venue; remote upgrade is performed from a Cisco location and leverages the know-how of venue staff.
 - Software patch support and new feature deployment services available.
 - Regular upgrades ensure that latest feature functionality is accessible for deployment at the venue
- Feature Integration Service
 - Onsite and/or remote configuration consulting service for introducing new feature functionality into an existing StadiumVision deployment.
 - Includes project management, implementation and validation planning. Service can be bundled with an upgrade for leveraging functionality in the new version of software.
 - Provides ease of feature integration and assurance of a successful rollout of new functionality the first time.

Service Components

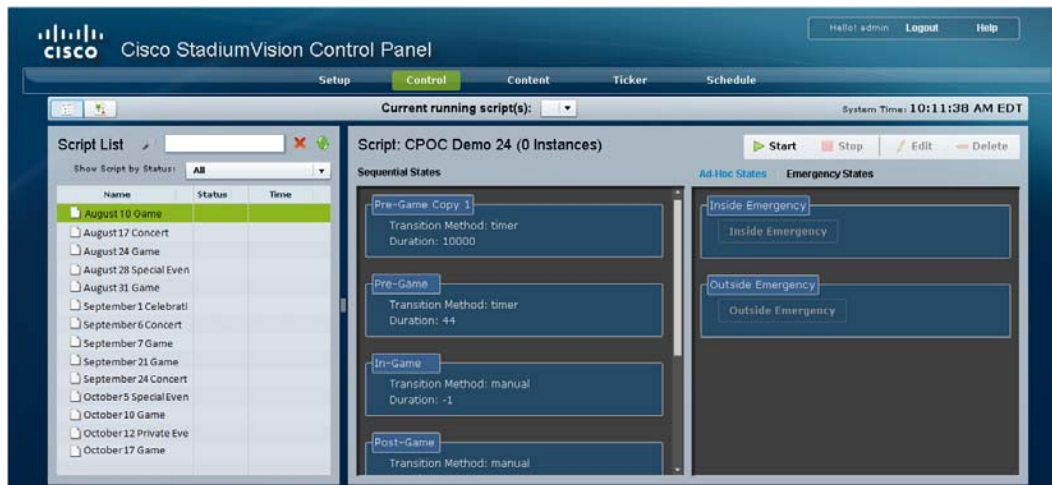
The Event-Day Operate and Optimization Services include both on-site and remote support. The on-site support takes the form of a Technical Engineer and/or an Event-Day Operator (EDO).

Event-Day Operator

The Event-Day Operator is responsible for venue preparation along with the operation of the StadiumVision system used to manage events. This includes, but is not limited to:

- Script creation, editing, and execution
- Zone and group manipulation
- Content ingestion
- Basic system health check and verification
- Event operation

The Event-Day Operator uses StadiumVision Director as the primary tool in preparation and execution of the event.



The Event-Day Operator possesses a thorough understanding of how to configure and operate StadiumVision Director, as well as a broad understanding of the overall system topology (headend design, Connected Stadium infrastructure, Digital Media Player operation, and Group and Zone assignments).

As an on-site representative of the service, the Event-Day Operator serves as your primary point of contact for the set-up and execution of the StadiumVision Director scripts for all contracted events. The Event-Day Operator is also responsible for performing basic StadiumVision administration and basic troubleshooting across the overall solution, inclusive of the video headend.

The Event-Day Operator works closely with Cisco TAC to resolve any issues that may be encountered.

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 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
- Highly specialized in video and StadiumVision 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.

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.

For More Information

For more information about the Cisco StadiumVision solution and the Cisco StadiumVision Event-Day Operate Service and the StadiumVision Optimization Services, please contact your local Cisco account representative.



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