

# Cisco StadiumVision Plan and Build Service

## 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. 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.

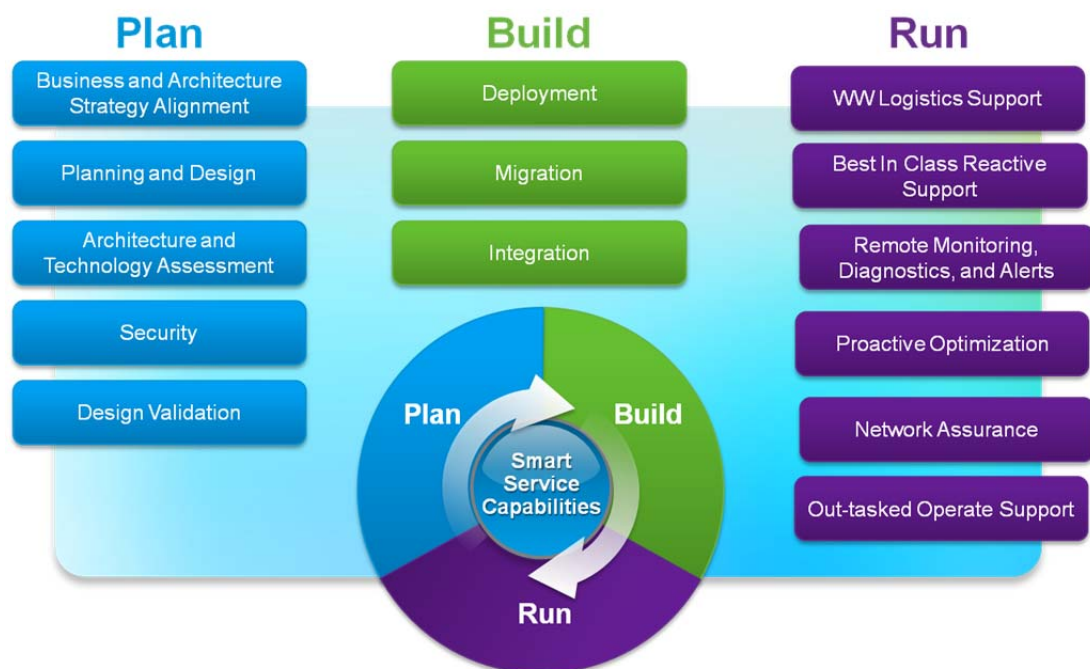
To help venues ensure the quality of the StadiumVision experience and assist them in achieving a high level of return on their Cisco® StadiumVision investment, Cisco offers the Plan and Build Service for Cisco StadiumVision. This service provides on-site and remote solution planning, design reviews, implementation services, solution upgrades and configuration services for the solution.

## Cisco Services Approach

The Cisco® Lifecycle Services approach defines the minimum set of activities needed to help customers successfully plan, build, and run Cisco technologies.

The solution “lifecycle” refers to the beginning-to-end view of the continuum of events that takes place in the lifespan of a solution. As Figure 1 shows, the Cisco Lifecycle Services approach 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 to operate and optimize the solution.

**Figure 1.** Cisco Lifecycle Services Approach



## Service Overview

The Plan and Build Service is one of the offerings within the Cisco Lifecycle services for Sports and Entertainment solutions. The Plan and Build Service is available as a highly customizable transactional service, and also as a set of fixed-price service modules. Your local Cisco Account representative can recommend the best services approach to meet your specific requirements.

As part of the Plan and Build Transactional Service, Cisco provides Subject Matter Experts (SMEs) on-site and remotely for the period of service via a Statement of Work (SOW), to perform or provide the following:

- Plan and Build services for StadiumVision solution, to include:
  - Project management
  - Features and functionality requirements document
  - Planning and detailed design development and report
  - Implementation plan development
  - StadiumVision Director (SVD) software installation and configuration
  - Content transformation and business scripting
  - StadiumVision Director planning, design, and implementation
  - Customer acceptance test plan
- StadiumVision Design Consultation helps customers configure the StadiumVision solution specific to their requirements, to include:
  - StadiumVision best practices for network infrastructure design
  - Screen placement and zone recommendations
- StadiumVision Director Configuration Services, to include:
  - StadiumVision Director customer consultation
  - StadiumVision Director Customer Requirements Documentation (CRD)
  - StadiumVision Director Configuration for channels and content
  - Integration of external data sources, such as scoreboard, social feeds, and point-of-sale.
- StadiumVision Video Playback Services, to include:
  - DMP configuration
  - DMP as-built documentation
  - Setup and validation of groups and zones
  - DMP project management
- StadiumVision Video Headend Services, to include:
  - Design of video channel-including technical line-up
  - Rack elevation drawings and wiring diagrams
  - Installation and configuration of all Cisco and designated third-party equipment
- StadiumVision Custom Training Services, to include the following options:
  - Onsite or remote technical trainer
  - Two and five-day classes or custom training course lengths
  - Optional onsite, hands-on lab with latest software releases

- StadiumVision Software Upgrade Services, to include:
  - Onsite complete end-to-end solution upgrade (Remote upgrade option available)
  - Site specific configurations
  - Upgrade implementation plan with recovery strategy
  - Post upgrade test plan
  - Any necessary remediation

### StadiumVision Plan/Build Fixed-Price Services

Your local Cisco Account representative may recommend that the StadiumVision Plan/Build Services be delivered as Fixed-Price services. As with the Plan/Build Transactional Services, Cisco SMEs provide the same skill and expertise to plan, design, implement, test and upgrade the StadiumVision solution through a set of service modules. The specifics for each module, along with the orderable service SKU are shown below.

- **StadiumVision Director Starter Kit (ASF-SESG-SVD-BASE)**
  - Project management
  - Features and functionality requirements document
  - Planning and detailed design development and report
  - Implementation plan development
  - StadiumVision Director (SVD) software installation and configuration
  - StadiumVision best practices for network infrastructure design
  - Content transformation and business scripting
  - StadiumVision Director (SVD) planning, design, and implementation for up to 50 DMPs
  - Customer acceptance test plan
- **StadiumVision Director DMP – Quantities of 25 and 250 (ASF-SESG-G-SVD-D25/ASF-SESG-G-SVD-D250)**
  - DMP configuration
  - DMP as-built documentation
  - Setup and validation of groups and zones
  - DMP project management
- **StadiumVision Director Local Control Service – Quantities of 10 and 100 (ASF-SESG-G-SVD-S10/ASF-SESG-G-SVD-S100)**
  - Screen placement and zone recommendations
  - StadiumVision Director configuration support for local controllers such as tablets
  - Validation of local control
- **StadiumVision Director External Data Source (ASF-SESG-G-SVD-EDS)**
  - StadiumVision Director customer consultation
  - StadiumVision Director Customer Requirements Documentation (CRD)
  - StadiumVision Director configuration for channels and content
  - Integration of external data sources, such as scoreboard, social feeds, and point-of-sale

- **StadiumVision Director Headend Service (ASF-SESG-G-SVD-VHE)**
  - Design of video channel-including technical line-up
  - Rack elevation drawings and wiring diagrams
  - Installation and configuration of all Cisco and designated third-party equipment
- **StadiumVision Director Knowledge Transfer Remote (ASF-SESG-SVD-KTR)**
  - Remote one-day class with technical trainer
  - Covers administration and operation based on latest software releases
- **StadiumVision Director Upgrade Service – Onsite and Remote (ASF-SESG-SVD-UPGO/ASF-SESG-SVD-UPGR)**
  - Onsite/Remote complete end-to-end solution upgrade
  - Site specific configurations
  - Upgrade implementation plan with recovery strategy
  - Post upgrade test plan
  - Any necessary remediation

## Service Components

The Plan and Build Service includes both on-site and remote support. The on-site support takes the form of a highly trained Sports and Entertainment Technical Resource. Remote resources are Cisco Global TAC support as well as Sports and Entertainment Engineering Resources when appropriate.

### On-Site Sports and Entertainment Technical Engineer

- Senior level engineer dedicated to StadiumVision
- Highly specialized in video and the StadiumVision solution
- In-depth technical knowledge of Cisco video distribution and video headend technologies

### Remote Support (TAC)

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

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

## Benefits

The Plan and Build Service helps align technology with your business requirements, accelerate your successful deployment, and improve your solution's business value and return on investment. Cisco engineers with years of experience designing, deploying, and supporting IP and digital media deployments will assess your needs and work with you to help you get the most out of your migration and the day-to-day operation of your system.

- Prepare a high-level design that aligns the StadiumVision solution with your specific business requirements.
- Identify and deploy necessary infrastructure changes.
- Prepare your staff by defining your operations requirements (people, processes, and tools); help lower operating costs and improve staff productivity.

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- Reduce the duration and technical risk of the deployment project by proactively identifying gaps and risks.
  - Accelerate the successful implementation of your StadiumVision solution by using Cisco best practices.
  - Achieve dependable performance by making sure of network uptime and operational efficiency.

### 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 Plan and Build Service, please contact your local Cisco account representative.



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