



Service Description: Cisco Adoption Acceleration Service

This document describes Cisco Adoption Acceleration Service.

Related Documents: This document should be read in conjunction with the following documents also posted at 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.

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Service Summary

Cisco Adoption Acceleration Service assists Customer by addressing the usage and adoption of designated Cisco technologies and solutions. It is intended to supplement Cisco technical support services for applicable products. Cisco Adoption Acceleration Service provides advice and guidance on product adoption activities including measuring, analyzing, training and change management.

Cisco Adoption Acceleration Service

Cisco Responsibilities:

- **Consultation.** Provide technology and solution adoption consultation during Standard Business Hours, to assist by telephone, electronic mail or internet, in technology adoption and usage related issues.

- **Measure and Report.** Where applicable, Cisco will measure and report product usage, focusing on current consumption of features by technology and providing detailed reporting which would typically be related to Products and features purchased, activated, deployed and consumed.
- **Analytics.** Cisco will provide analysis, recommendations and plans designed to target at increasing product or solution adoption. The following analysis would typically include:
 - Correlate and analyze data to provide consumption insight
 - Indicate consumption compared to peer
 - Generic in content per industry
 - Industry benchmarking
- **Knowledge Transfer.** Cisco will recommend and conduct training designed to address increased product or solution adoption. Such training would typically address the following:
 - Offer how-to and best practice content including tips, alerts, banners, VODs, webinars, onsite classes
 - Best practice based on broad range of characteristics such as vertical, size and deployment scenarios amongst other characteristics.
- **Change Management.** Cisco will advise and consult on organizational workflows, business processes and change management issues to address product or solution adoption. Cisco will also provide recommendations on adoption plan strategy and execution.

Customer Responsibilities:

The provision of the Service options assumes that Customer will:

- Designate a representative to act as primary interface with Cisco.
- Provide Cisco with permission and access to applicable Products by technology for usage measurement and analysis.
- When requested, provide access to relevant customer employees involved with product or technology adoption.
- Pay any travel and out of pocket expenses if the customer requests onsite services or other services outside the scope of services described in this document.
- Customer will allow Cisco to use the collected information and related data in connection with performance of the Service described herein, to recommend additional products/services to assist Customer in the execution of related activities. To the extent any collected information is deemed Confidential Information, Cisco will protect the information consistent with the terms of the Agreement between the parties and Cisco's data retention policy.