



Service Description: Collaboration Adoption Subscription Service

This document describes Cisco's Collaboration Adoption Subscription Service.

Related Documents

This document should be read in conjunction associated documents posted on www.cisco.com/go/service-descriptions/ : (1) Glossary of Terms; (2) List of Services Not Covered; and (3) Severity and Escalation Guidelines. 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) or equivalent services agreement executed between you and Cisco. 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 www.cisco.com/go/service-descriptions/.

Cisco shall provide the Collaboration Adoption Subscription 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.

Service Summary

Collaboration Adoption Subscription Services supports the Customer in planning, implementing, and reinforcing the cultural, behavioral, and processes changes within their organizations to achieve targeted business goals. The Collaboration Adoption Subscription Services may include Strategy and Governance, Marketing and Communications Plan Development, and Education and Training Planning related to a Cisco Collaboration Solution, defined as a solution comprised of Cisco software and Cisco hardware required for one of the Collaboration technologies (Unified Communications, Customer Care, Video Collaboration, and Cloud Meetings & Messaging) identified in the Quote. All activities performed under the Collaboration Adoption Subscription Services are delivered remotely unless otherwise agreed upon.

Collaboration Adoption Subscription Services

Collaboration Adoption Subscription Services helps Customer plan, implement and reinforce change in their organization with the goals to increase adoption of Cisco Collaboration Solutions and target the Customer specific business goals. These consulting services include guidance, best practices, tools and techniques to support changes to business processes, behaviors and culture.

The Collaboration Adoption Subscription Services may include the following services:

- Strategy and Governance
- Marketing and Communications Plan Development

- Education and Training Planning

Strategy and Governance

Strategy and Governance helps Customers plan, implement and reinforce change needed to increase adoption and target the Customer specific business goals of Cisco Collaboration Solutions. Cisco provides expertise, guidance, best practices, tools, and techniques and collaborates with the Customer to determine which are necessary and apply them appropriately within the organization.

The Collaboration Adoption Strategy and Governance service may include the following:

- Work with the Customer to develop a change management strategy providing a framework of guiding principles to promote change and adoption
- Develop a change management deployment plan with the Customer including specific steps to achieve adoption and business goals
- Assist the Customer to design and implement a change management governance plan ensuring policies, metrics, accountability, and reinforcements are sustained to promote ongoing adoption of Cisco Collaboration Solutions
- Provide consultative support while the Customer executes the change management governance plan

Customer Responsibilities:

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

- Collaborate with Cisco to ensure the relevance and workability of all project activities.
- Lead the implementation of the change management plan with guidance from Cisco.
- Facilitate communications with and access to stakeholders, especially executive sponsor.
- Make existing organizational communication channels available, as needed.

Marketing and Communications Plan Development

Marketing and Communications Plan Development helps customers develop and implement a comprehensive marketing and communications strategy designed to increase adoption and address the Customer's specific business goals of Cisco Collaboration Solutions. Cisco provides expertise, guidance, best practices, tools, and techniques and collaborates with the Customer to determine which are necessary and apply them appropriately within the organization.

The Marketing and Communications Plan Development service may include the following:

- Understand the existing communications infrastructure specific to new Collaboration tool introduction
- Analyze the readiness of internal communications to support the change
- Develop a communication plan with the Customer that includes key messages with a compelling case for the change, product information, target audience, communications channels, roles and responsibilities, success metrics and survey results
- Interview key stakeholders and known early adopters
- Create the Marketing and Communications deployment plan with the Customer including specific timelines, resources, deliverables, and milestones
- Assist Customer to develop internal marketing communication content

- Provide consultative support while the Customer executes the communication plan utilizing the marketing communication content developed with Cisco
- Help identify ongoing Marketing and Communications activities to continually reinforce key messages, recognize success of the new product, and encourage ongoing adoption of the Cisco Collaboration solution

Customer Responsibilities:

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

- Collaborate with Cisco to ensure the relevance and workability of all project activities.
- Implement the Marketing and Communications Plan with guidance from Cisco.
- Facilitate communications with and access to stakeholders, especially executive sponsor
- Ensure availability of existing internal communication channels and infrastructure.
- Provide access to pertinent corporate branding material for inclusion in communications.

Education and Training Planning

Education and Training Planning helps Customers plan, implement and reinforce comprehensive training to increase adoption and address the Customer's specific business goals of Cisco Collaboration Solutions. Cisco provides expertise, guidance, best practices, tools, templates, techniques and collaborates with the Customer to determine which are necessary and apply them appropriately within the organization.

The Education and Training Planning service may include the following:

- Analyze the readiness of the internal training resources to support the new training effort for the Cisco Collaboration solution
- Develop a training strategy with the Customer providing the framework and guiding principles to promote change including key learning objectives, unique training needs for different stakeholder groups, roles and responsibilities of training resources, and success metrics
- Create the training deployment plan with the Customer including specific timelines, resources, deliverables, and milestones
- Assist Customer to develop any required training content, which may include the use of Cisco best practice tools, templates, designs and product-specific content
- Provide consultative support while the Customer executes the training plan utilizing the training content developed with Cisco
- Help identify ongoing training activities to support new behaviors and processes as well as promote ongoing adoption

Customer Responsibilities:

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

- Collaborate with Cisco to ensure the relevance and workability of all project activities.
- Lead the implementation of the Training Plan with guidance from Cisco.
- Facilitate communications with and access to stakeholders.
- Ensure availability of existing training resources and infrastructure.

General Customer Responsibilities

- Designate an employee as primary Collaboration Adoption project lead and point of contact.
- Collaborate with Cisco to ensure the Services are appropriate and effective within the context of the Customer's organization, culture, processes, staffing and resources.

- Retain overall responsibility for any business process change and impact.
- Ensure key Customer personnel are available to participate in Service activities as required.
- Secure commitment and funding for all activities.
- Customer will provide necessary data to measure baseline and impact of change on targeted business results and ROI.
- Ensure executive sponsor is identified and available for periodic project reviews.
- Unless otherwise agreed to by the parties, Customer shall respond within two (2) business days of Cisco's request for documentation or information needed for the Service.
- Customer acknowledges that Cisco's obligation is to only provide assistance to Customer with respect to the activities detailed and that such assistance may not result in some or all of the activities being completed.