

# Cisco Sports and Entertainment Onsite Support 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. 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.

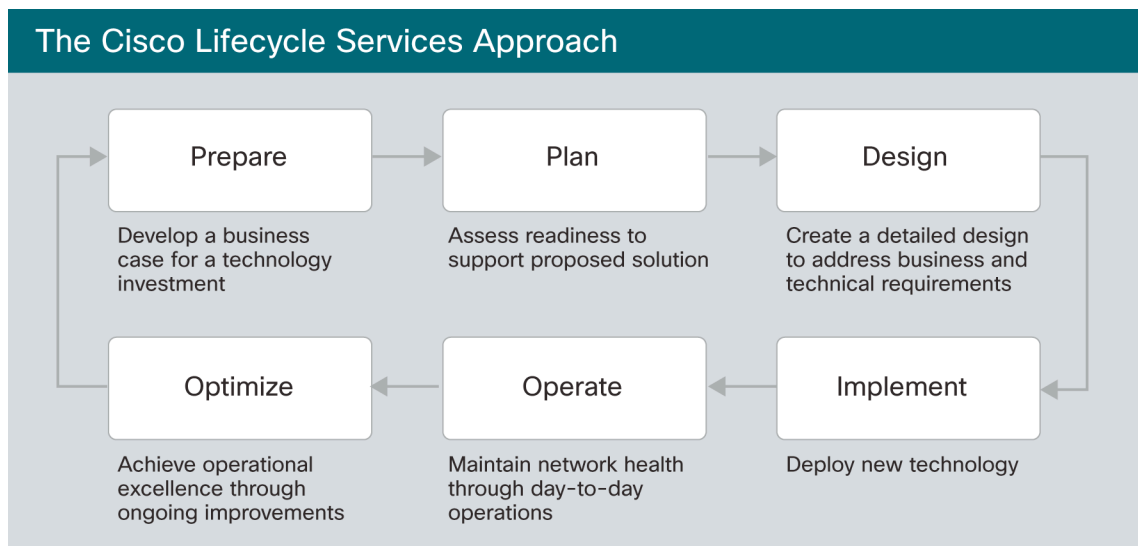
To help venues ensure the quality of the StadiumVision experience and assist them in achieving a high level of return on their Cisco StadiumVision investment, Cisco offers the Onsite Support Service for Cisco StadiumVision. This service provides onsite and remote support for event operations and advanced 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 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 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 Onsite Support Service is one of the offerings within the Cisco Lifecycle services for Sports and Entertainment solutions. It fits into the Operate phase, but also includes components of Optimization.

As part of the Onsite Support Service, Cisco provides subject-matter experts (SMEs) on site for the period of service. SMEs perform or provide the following services:

- Consulting services for the StadiumVision solution, including:
  - StadiumVision operational audits and recommendations
  - Review of event operations and workflow to validate that processes are consistent with Cisco best practices
  - System and operational performance assessments
- Event support and mentoring to prepare customers to effectively operate and manage their system so that it meets current and future event needs, including:
  - Design and implementation of advanced scripting and logical zones and groups
  - Special event support
- Pre-event setup, including:
  - 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
- Onsite pre-event walk-through to ensure basic functionality of system operations, including:
  - 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 game script execution, including:
  - Scheduled state-changes (such as from pre-game to in-game)
  - 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 shutdown)
- Periodic proactive health assessment with recommendations and guidance based on best practices, including:
  - Assess StadiumVision field notices for applicability to the venue
  - Perform quarterly onsite audit, including: server health status, inspection of backups, validation of the standby server, and inspection of system logs
  - Deliver summary of health assessments in joint business reviews with customer.
  - The summary includes highlights, of site audits with prioritized recommendations.
  - Ongoing system maintenance (requires software support) to help ensure that the system is operating at recommended software and hardware levels, including:
    - System upgrades

- Patch support
- Technology refresh planning
- Onsite support, acting as a single point-of-contact, including:
  - 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

## Service Components

The Onsite Support Service includes both onsite and remote support. The onsite support is provided by a Customer-Facing Engineer and a Game-Day Operator.

### Customer-Facing Engineer

The Customer Facing Engineer is responsible for providing technical support for the optimization and overall maintenance of the StadiumVision solution. This includes but is not limited to:

- Creation and modifications of event scripts and logical zones and groups
- Ongoing system health checks
- Ongoing maintenance and troubleshooting support across the overall system, inclusive of the video headend (to identify issues impacting standard StadiumVision operations)
- Planning and implementation of any patches or upgrades

The Customer-Facing Engineer has a thorough understanding of the StadiumVision solution, including an in-depth understanding of the overall system topology (headend design, Cisco Connected Stadium infrastructure, Cisco Digital Media Player operation, and group and zone assignments) and the operations and maintenance procedures for the StadiumVision components. The Customer-Facing Engineer also understands system upgrade strategies and solution troubleshooting and optimization techniques.

As an onsite representative of the service, the Customer-Facing Engineer serves as your primary point of contact for solution operational issues and acts as a liaison with the TAC for troubleshooting and resolution of any network or solution-related issues.

The Customer-Facing Engineer also acts as a conduit for customer feedback to the solution development engineers.

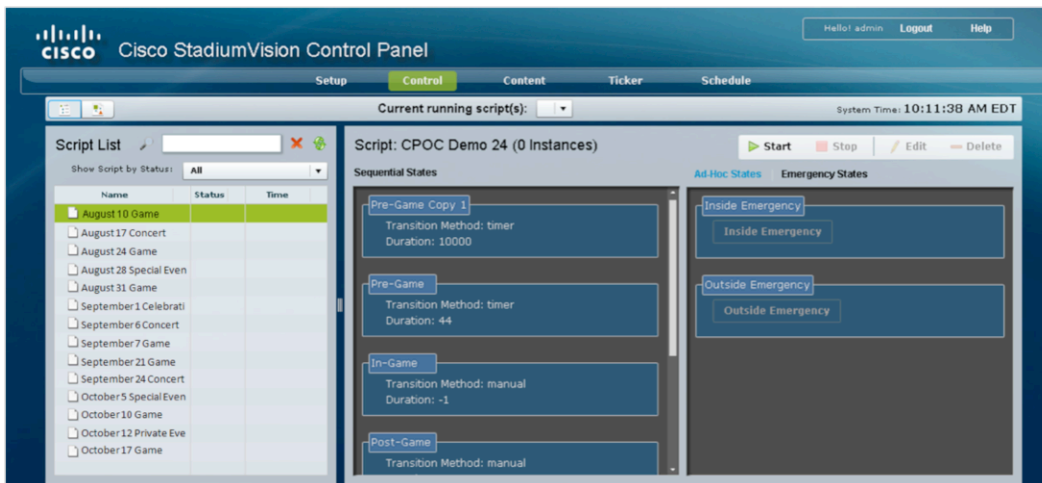
### Game-Day Operator

The Game-Day Operator is responsible for venue preparation as well as for operating the StadiumVision system to manage events. This includes but is not limited to:

- System operation
- Content ingestion
- Pre-event walk through of the venue
- Script execution

The Game-Day Operator uses StadiumVision Director (Figure 2) as the primary tool in both preparation and execution of the event.

**Figure 2.** Cisco StadiumVision Director Control Panel



The Game-Day Operator is a skilled operator of StadiumVision Director, and has a broad understanding of the overall system topology (headend design, Connected Stadium infrastructure, Digital Media Player operation, and group and zone assignments).

As an onsite representative of the service, the Game-Day Operator serves as your primary point of contact for the execution of the StadiumVision scripts for all contracted events. The Game-Day Operator also works closely with the Customer Facing Engineer and the remote support staff to resolve any issues that may be encountered and help ensure that the solution components are kept up-to-date with any software upgrades and enhancements.

### Remote Support (TAC)

In addition to the onsite support, Cisco provides 24/7 remote support sports and entertainment solutions. Working with the Customer-Facing Engineer and the Game-Day Operator, the remote support team performs:

- Pre-event problem isolation and troubleshooting
- Event troubleshooting coordination with the Cisco TAC

### For More Information

For more information about the Cisco StadiumVision solution and the Cisco Onsite Support Service, please contact Joe DePaolantonio ([jdepaola@cisco.com](mailto:jdepaola@cisco.com)) or your local Cisco account representative.



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