



Cisco Services for Cisco Digital Media Suite

Prepare, Plan, Design, Implement, Operate, and Optimize

Digital media are increasingly in demand by business units responsible for customer revenue, education and training, corporate communications, digital out-of-home advertising, and collaboration. Network managers must support the successful implementation of a digital media deployment, but are aware of the considerable demands this rich media application can place on the existing network infrastructure and the potential disruption to existing business applications. When the network is not prepared properly, deployment might be delayed, and the digital media application itself might fail to meet expectations, with pixilated and stretched images, unreadable type, and poor video resolution.

Cisco® Services for Digital Media Suite can provide expert support from the earliest planning stages, help ensure smooth integration of your Cisco Digital Media Suite into your existing infrastructure, and support efficient daily operations and the performance levels you require. Cisco Services for Digital Media Suite encompass a comprehensive suite of services delivered directly by Cisco and based on the Cisco Lifecycle Services framework. The following covers the prepare, plan, design, implement, operate, and optimize phases.

Service	Service Components	Benefits Overview
Prepare	<ul style="list-style-type: none"> Business requirements gathering High-level design development 	<ul style="list-style-type: none"> Identify business requirements, including availability, capacity, and security. Prepare a high-level design, including products, features, and functionalities.
Plan	<ul style="list-style-type: none"> Feature and functionality requirements validation Architecture validation Network readiness assessment Site requirements specifications Project management 	<ul style="list-style-type: none"> Avoid design surprises by validating that features and functionality meet business goals. Reduce costly redesigns with a high-level design that conforms with best practices and scales to meet future requirements. Uncover potential problems by assessing operational and network preparedness, including gaps in people, processes, and tools. Prepare remote sites for digital media by defining environmental, power, and other requirements. Help ensure project success by tracking all aspects of deployment.
Design	<ul style="list-style-type: none"> Detailed design development Implementation schedule development Customer acceptance test plan development 	<ul style="list-style-type: none"> Create a detailed design addressing your requirements for performance, resiliency, availability, scalability, and security. Align design with business requirements to help ensure user satisfaction. Minimize risk and unnecessary cost overruns with detailed milestones and appropriate resource allocations. Verify that the deployed solution will meet operational, feature, functionality, infrastructure, and interface requirements.

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Implement	<ul style="list-style-type: none"> Pilot or production implementation System migration Customer acceptance test plan Knowledge transfer As-built documentation 	<ul style="list-style-type: none"> Avoid disruption and delays by preparing sites and staff to support the new solution. Provide teams with project plans, detailed designs, and system-level acceptance tests. Assist in the smooth migration of existing systems, including databases, video storage equipment, network interfaces, user profiles, and content. Prepare staff with software, hardware, storage, and management training, as well as documentation of the final network designs and device configurations.
Operate	<ul style="list-style-type: none"> Technical support 	<ul style="list-style-type: none"> Improve operational efficiency with direct, anytime access to Cisco engineers and an extensive range of technical resources. Protect the integrity of your network with up-to-date software and applications, as well as secure network hardware.
	<ul style="list-style-type: none"> Remote management services 	<ul style="list-style-type: none"> Improve uptime and reduce operational expenses with monitoring and management 24 hours a day, 365 days a year, including proactive restoral of critical components in the event of a system fault. Retain control of your network with a co-management model that provides access to Cisco expertise in video and convergence. Pay as needed for elective services, including change management and content management services.
Optimize	<ul style="list-style-type: none"> Optimization analysis and recommendations Optimization support services Continuous learning 	<ul style="list-style-type: none"> Contribute to increased profitability by improving performance and operational efficiency, either during or after implementation.





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Benefits

Cisco Digital Media Suite Services help 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 digital media solution with your specific business requirements.
- Design a solution for your requirements today and the ability to integrate new media applications in the future.
- 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.
- Reduce the duration and technical risk of the deployment project by proactively identifying gaps and risks.
- Accelerate the successful implementation of your converged network by using Cisco best practices.
- Achieve dependable performance by making sure of network uptime and operational efficiency.
- Optimize your digital media solution to continue to meet profitability and productivity.

Why Cisco

Cisco Services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world demanding better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.

Availability

Cisco Services for Cisco Digital Media Suite are available globally. Service delivery details might vary by region.

For More Information

For more information about Cisco Services for Digital Media Suite, contact your local Cisco account representative or visit www.cisco.com/go/services/digitalmedia.

